

2023 ANNUAL REPORT



STRENGTHENING THE FUTURE OF OUR COMMUNITIES



WHO WE ARE

The GECU Foundation* was created in 2007 to contribute to the credit union's people helping people philosophy by supporting nonprofit organizations in the communities that we serve through fundraising, volunteerism and philanthropic giving.

The GECU Foundation focuses on 12 core developmental issues that affect our communities:

- Health
- Hunger
- Housing
- Education
- Environment
- Transportation
- Access to credit
- Savings mobilization
- Appropriate technology
- Employment and income generation
- Inclusion
- Diversity and equity

MISSION STATEMENT

The GECU Foundation is the philanthropic arm of GECU that operates to elevate the communities that we serve and the credit union movement through strategic fundraising and charitable giving.

*The GECU Foundation is a registered 501(c)(3) public charity established to maximize philanthropic efforts benefiting education, community programs and charitable giving. If you receive donations on your federal tax return, you may be entitled to claim your donation to the GECU Foundation as a charitable deduction. Please consult your tax advisor.

A MESSAGE FROM US

Crystal Long
CHAIRMAN



Grace Vaughn
Secretary and Treasurer
Community Advocates



Emeline Garcia
EXECUTIVE DIRECTOR

Throughout the past year, we successfully continued our work and efforts to elevate people's lives in the El Paso, Texas, community and expanded our reach to new communities in New Mexico. We made an impact on these communities through charitable giving to support important issues that affect the lives of their people — one of those issues being food insecurity which has been increasingly affecting families everywhere. We were honored to expand our philanthropic giving to Casa de Peregrinos' food pantry to help combat food insecurity in Southern New Mexico.

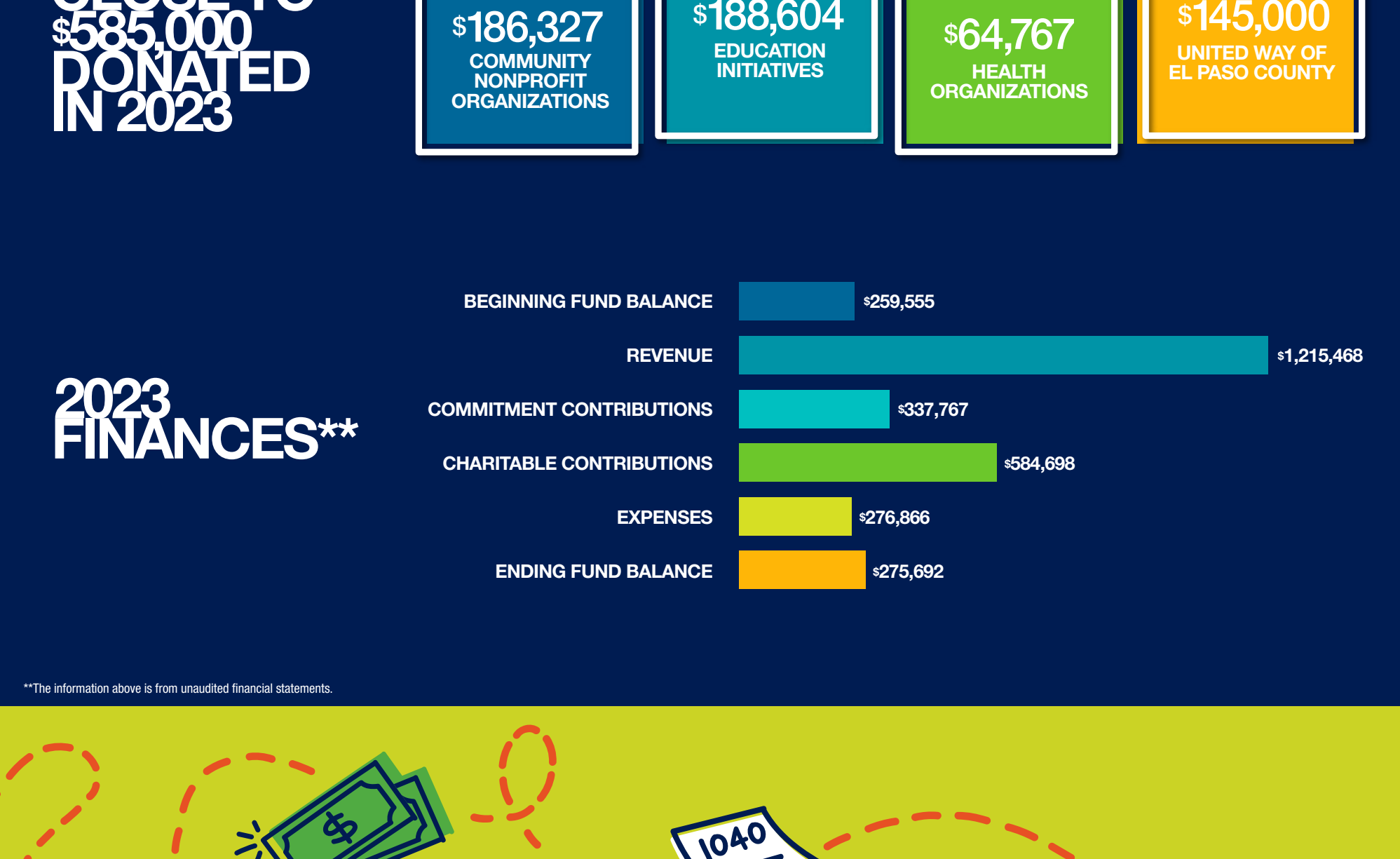
To amplify our impact, we partnered with the National Credit Union Foundation to host the Development Educators Workshop. This collaborative effort allowed us to share our expertise with fellow credit union professionals to empower them with insights about effectively serving and understanding the Hispanic community. We aspire to continue to help communities throughout Texas and New Mexico in the coming years.

We are grateful for the generous support that we receive from our donors, the GECU Foundation Board of Directors, GECU employees and members, and our community sponsors by helping us contribute to initiatives and nonprofit organizations that fulfill the needs of the communities that we serve. It is an honor to work with various community organizations that focus on the same 12 developmental issues. We're looking forward to continuing to work with community organizations and to serve new communities.

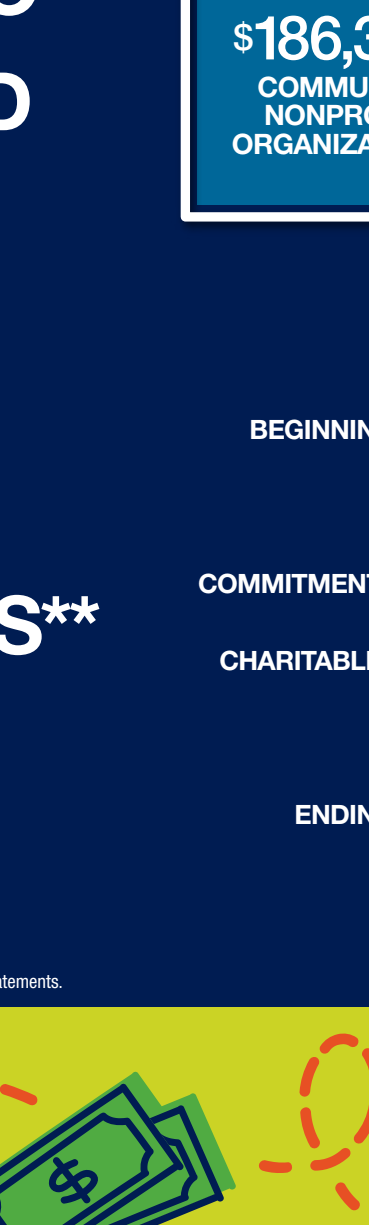
We thank our esteemed board of directors for the invaluable gift of their time, leadership, and expertise that they generously contribute to the GECU Foundation. Together, we can make a meaningful difference in strengthening our communities.

BOARD OF DIRECTORS

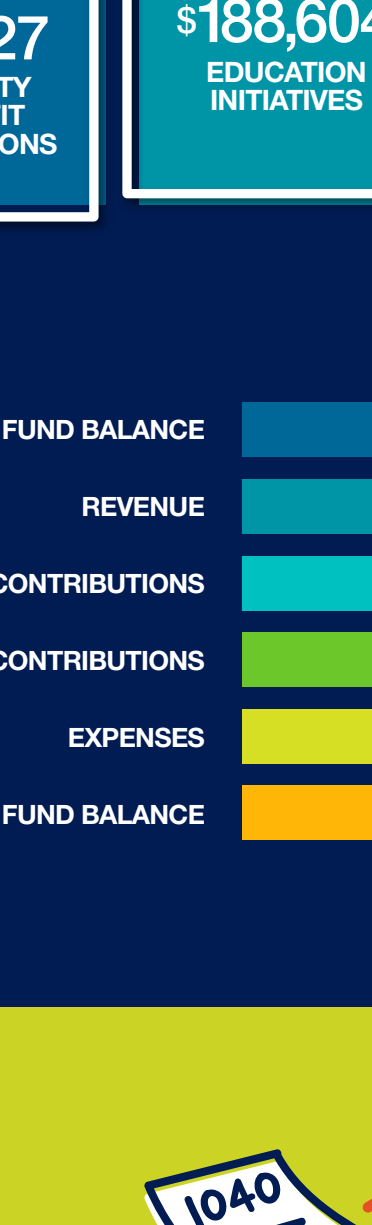
Our members of the board of directors generously volunteer their time and expertise to guide the GECU Foundation, grant funds to nonprofit organizations in the communities that we serve, and support the core developmental issues.



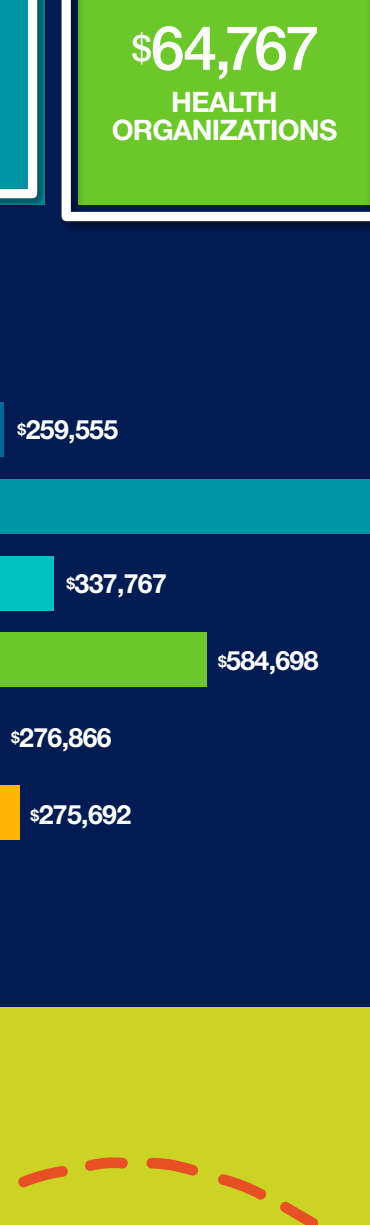
Crystal Long, Chairman
GECU



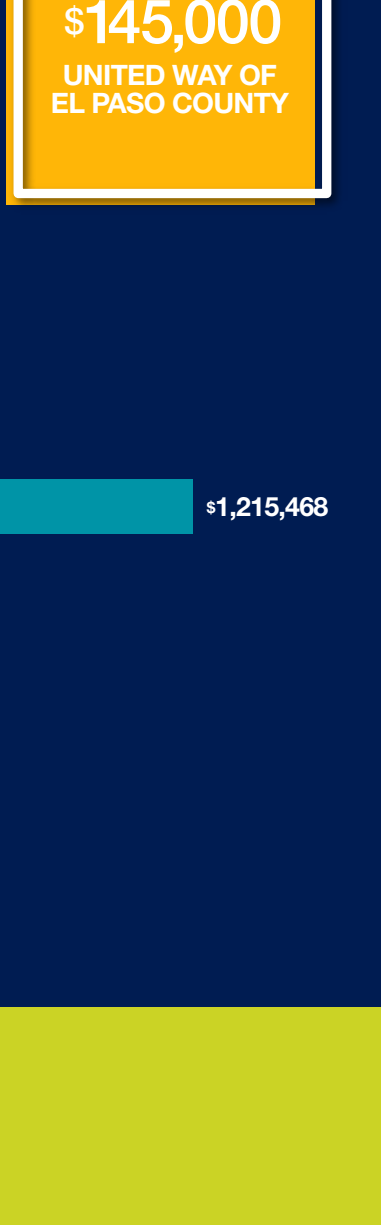
Grace Vaughn
Secretary and Treasurer
Community Advocates



Brad Taylor
Mountain Star Sports



Tomas Sigala Jr.
The School of Science and Technology



Elvira Valles
PeopleFund

OUR IMPACT

When you donate to the GECU Foundation, it allows us to continue to elevate the lives of people in the communities that we serve. In 2023, we were able to contribute close to \$585,000 to help enrich the El Paso, Texas, community and Southern New Mexico thanks to our donors and fundraising efforts. 10% of donations and 15,347 volunteer hours came from generous GECU employees. Additionally, we raised close to \$60,000 at our GECU Foundation Golf Tournament fundraising event.

CLOSE TO
\$585,000
DONATED
IN 2023



2023 FINANCES**



SUPPORTING FOOD SECURITY

According to recent research, 35% of adults in El Paso County, 61% of UTEP students, and more than 65,000 individuals in Dona Ana County face food insecurity. The GECU Foundation acknowledges the importance of this issue and expanded its help to more areas of the communities that we serve by donating to the Casa de Peregrinos food pantry in Las Cruces, New Mexico. We continue to collaborate with Mi Comunidad Center food pantry, El Pasoans Fighting Hunger Food Bank, Kelly Center for Hunger Relief and other organizations that focus on providing meals to those in need, and hope that we can continue to expand our efforts to help combat this issue.

CASA DE PEREGRINOS NEW MEXICO

Casa de Peregrinos (CDP) was founded in 1972 and has grown into the largest and most successful food pantry in Southern New Mexico. Their mission is to end food insecurity in Dona Ana County while mobilizing resources that build strong, diverse, inclusive relationships and partnerships in the community. CDP serves more than 21,000 individuals and distributes more than 4.5 million pounds of food each year. Our contribution funded more than 700 nutritious food baskets in support of the Food Security program that provides supplementary food sources to low-income families.

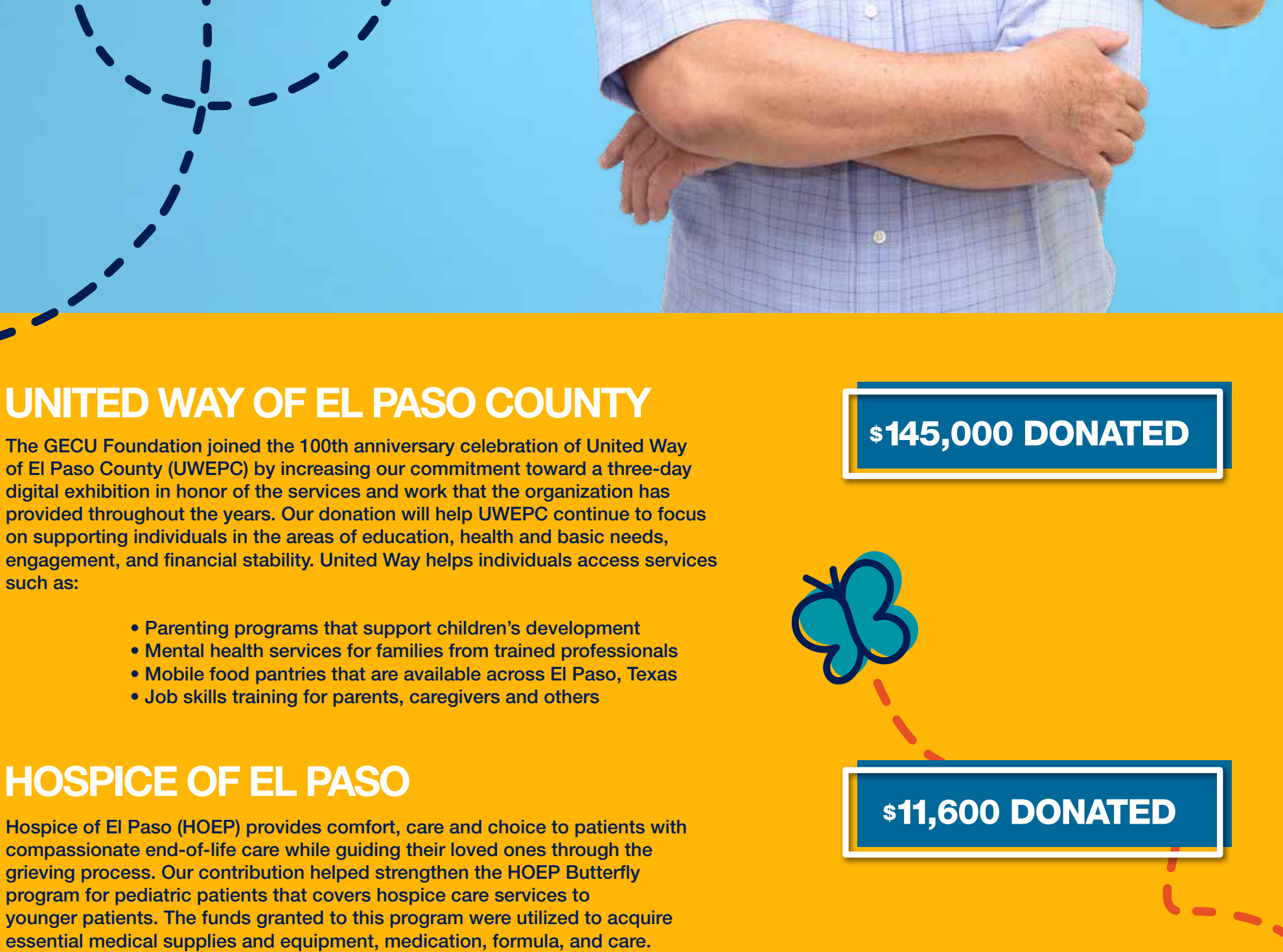
\$13,000 DONATED

MI COMUNIDAD HOLIDAY EVENTS

Thanks to our generous donors and supporters, the GECU Foundation was able to provide Thanksgiving dinners to 300 families and 200 toys to children for the Christmas season at Mi Comunidad Center in El Paso, Texas. The center is a space where members of the El Paso community can gather for group activities, a monthly food pantry, ESL classes, after-school tutoring, free tax preparation during tax season, free financial education presentations and more.

\$13,242 DONATED

MAKING COMMUNITIES STRONG



UNITED WAY OF EL PASO COUNTY

The GECU Foundation joined the 100th anniversary celebration of United Way of El Paso County (UWPEC) by increasing our commitment toward a three-day digital exhibition in honor of the services and work that the UWPEC continue to focus on supporting individuals in the areas of education, health and basic needs, engagement, and financial stability. United Way helps individuals access services such as:

- Parenting programs that support children's development
- Mental health services for families from trained professionals
- Mobile food pantries that are available across El Paso, Texas
- Job skills training for parents, caregivers and others

\$145,000 DONATED

HOSPICE OF EL PASO

Hospice of El Paso (HOEP) provides comfort, care and choice to patients with compassionate end-of-life care while guiding their loved ones through the grieving process. Our contribution helped strengthen the HOEP Butterfly program for pediatric patients that covers hospice care services to younger patients. The funds granted to this program were utilized to acquire essential medical supplies and equipment, medication, formula, and care.

\$11,600 DONATED

CHILDREN'S GRIEF SUPPORT OF EL PASO

Children's Grief Center of El Paso (CGC) provides grief support services to children, teens and their families after the loss of a loved one. The GECU Foundation's contribution provided services for 10 families to attend eight family group sessions each in 2023. In addition, GECU employees, volunteers and board members gathered with CGC staff on December 11, 2023, for a holiday celebration. During this event, GECU employees and volunteers provided 40 gifts to the youth and served hot meals to the families of the center.

\$5,000 DONATED

LA NUBE — EL PASO CHILDREN'S MUSEUM

La Nube, El Paso's children's museum, is a new interactive center of imagination, exploration and creativity that is designed for children and adults to embrace their natural curiosity and learn through play. The GECU Foundation is sponsoring three coconuts at the Making Waves exhibition, located on the fourth floor of La Nube. This exhibition will allow guests to feel music through a vibrating platform, record their own videos, and learn about music through coding.

\$75,000 DONATED

REBUILDING TOGETHER EL PASO

Rebuilding Together El Paso is a nonprofit organization that provides affordable end-of-life care while guiding their loved ones through the grieving process. Our contribution helped strengthen the HOEP Butterfly program for pediatric patients that covers hospice care services to younger patients. The funds granted to this program were utilized to acquire essential medical supplies and equipment, medication, formula, and care.

\$15,000 DONATED

EI PASO PRO MUSICA

El Paso Pro Musica seeks to enhance music education and appreciation in the El Paso, Texas, community by recruiting professional, world-renowned artists to perform chamber music concerts for students ranging from kindergarten to college. Our donation supported the El Paso Pro Musica Educational Outreach and Community Engagement program that provides chamber music concerts to kindergarten classrooms. Annually, El Paso Pro Musica serves more than 10,000 students through its Educational Outreach and Community Engagement program.

\$5,000 DONATED

OUR COMMUNITY SPONSORS

We are deeply grateful for the generosity and support that is extended to us by our donors and sponsors. Their support allows the GECU Foundation to continue granting funds to various organizations.

