



CREATING A BIGGER IMPACT TOGETHER



ELEVATING 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 development issues that affect our communities:

- Health
- Hunger
- Housing
- Education
- Environment
- Transportation
- Credit
- Savings
- Technology
- Employment
- 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 itemize deductions 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

This past year, we were honored to continue working with nonprofit organizations that focus on important issues, such as education, health, hunger, and other challenges that impact the lives of people in the communities we serve throughout El Paso, Texas, and Southern New Mexico.

2024 was a year of firsts for the GECU Foundation in terms of contributions and initiatives. We broke our record for donations by contributing more than \$1 million to nonprofit organizations within our communities. We made our first large contribution of \$242,000 to Burrell College of Osteopathic Medicine in Las Cruces, New Mexico, to fund a full four-year scholarship for a student. Additionally, we launched our first Matching May campaign, where we matched the amount of donations made by people from El Paso, Texas, to support 12 nonprofit organizations in our communities that represent each of our core development issues. We are excited to further enhance the well-being of our communities.

We are grateful for the support that we receive from our donors, the GECU Foundation Board of Directors, GECU employees and members, and our community sponsors. As a result of their generous contributions, we were able to continue to expand our reach, deepen our impact, and empower individuals and families. Together, we make an impact on education, health and the overall quality of life of our communities.



Crystal Long
CHAIRMAN



Fanelaine Jarcos
EXECUTIVE DIRECTOR

BOARD OF DIRECTORS



Crystal Long, Chairman GECU | **Grace Vaughn, Secretary and Treasurer** Community Advocate | **Brad Taylor** MountainStar Sports Group | **Tomás Sigala Jr.** The School of Science and Technology | **Elvira Valles** Community Advocate

The members of the board of directors generously donate their time and expertise to guide the GECU Foundation. They help allocate grant funds to nonprofit organizations in the communities that we serve and actively support the core development issues.



OUR IMPACT

In 2024, we were able to contribute more than \$1 million to help enrich lives in the communities that we serve thanks to our donors and fundraising efforts. GECU employees generously donated more than \$129,340 and contributed 6,089 volunteer hours. Additionally, the GECU Foundation Golf Tournament fundraising event successfully raised \$100,517.

DONATED MORE THAN \$1 MILLION IN 2024

1. Health organizations
2. United Way of El Paso County
3. Community nonprofit organizations
4. Education initiatives



2024 FINANCES**

Beginning fund balance: **\$287,110** Charitable contributions: **\$1,048,968**

Revenue: **\$2,006,697** Expenses: **\$564,390**

Commitment contributions: **\$343,109** Ending fund balance: **\$680,449**

**The information above is from unaudited financial statements.

INVESTING IN EDUCATION

We believe that investing in education, especially in the health care field, is going to help with the overall quality of life of underserved regions. This year, we contributed to students' tuition costs at various institutions, allowing them to better focus on completing their degrees.

BURRELL COLLEGE OF OSTEOPATHIC MEDICINE \$242,000 DONATED

Our contribution will fund a full four-year scholarship for one student at Burrell College of Osteopathic Medicine in Las Cruces, New Mexico. The estimated cost of attendance at this college is \$60,600 per year. We trust that this initiative is going to help address the critical need for physician retention in the Borderplex area.

HOWARD PAYNE UNIVERSITY \$24,000 DONATED

Howard Payne University is a private Baptist university in El Paso, Texas, that offers associate, bachelor's and master's degrees. The academic community of the university is dedicated to excellence by developing and equipping its students with intellectual inquiry, personal and professional integrity, and service to God and humanity. Our contribution awards four-year scholarships to two students to help them obtain their degree at Howard Payne University.

PROACTION EMERGENCY SERVICES INSTITUTE \$8,500 DONATED

ProAction actively works to bring women and people of color into the emergency medical technician (EMT) field through targeted outreach and education. ProAction partners with community members to offer scholarships to remove barriers associated with the program's cost. Our support provided scholarships to two El Pasoans and helped them complete their basic or advanced EMT programs.



OUR EFFORTS IN HEALTH CARE

The GECU Foundation recognizes the impact that it can have on the well-being of our communities when we support organizations that focus on health issues. This year, we contributed to community organizations that help reduce treatment costs, provide essential services to combat health issues, and make the health care journey for patients' families easier.

EL PASO CHILDREN'S HOSPITAL \$100,000 DONATED

Our contribution helped with the development of the family lounge on the eighth floor of the El Paso Children's Hospital. This new floor will be a hybrid unit designed to accommodate admissions to pediatric intensive care unit patients and is home to the region's only pediatric epilepsy monitoring unit (EMU). The family lounge will also help create a cozy and welcoming space for families, especially those from out of town, that offers them comfort and a sense of community during their health care journey.



UMC: SOBREVIVIENDO EL CÁNCER PROGRAM \$50,000 DONATED

The Sobreviviendo el Cáncer program is based at the UMC Infusion Center in El Paso, Texas, and provides psychosocial support and short-term funding to cancer patients. Approximately 37% of UMC's cancer patients are uninsured and/or come from a low-income background. The additional cost of co-payments for treatment and medication, medical equipment, and supplies and transportation needs can become an overwhelming barrier to their fight. The program aims to identify and assist with the challenges that may interfere with the patient's treatment plan to improve their treatment outcomes and their quality of life.



EL PASO CENTER FOR DIABETES \$25,000 DONATED

The El Paso Center for Diabetes moved from a 3,800-square-foot building to a 6,000-square-foot facility. This new, larger facility will have a teaching kitchen, additional classrooms, a healing garden, private consult rooms, a diabetes resource room and other amenities. Our contribution sponsored one of the dietitian rooms where participants learn about nutrition, stress management, physical activity, medication adherence, reducing complications and more. The El Paso Center for Diabetes serves more than 10,000 families annually.

STRENGTHENING OUR COMMUNITIES

This year, we continued to elevate the communities that we serve by donating to community organizations that focus on our 12 core development issues, including through a new fundraising initiative. We also provided support to those affected by the wildfires in New Mexico.

MATCHING MAY \$257,880 DONATED

In 2024, the GECU Foundation launched its first Matching May campaign, where we matched donations of up to \$12,000 to each of the 12 nonprofit organizations that we selected. Each of the selected nonprofits represents one of our core development issues that are crucial for the economic growth and prosperity of the El Paso, Texas, community. Throughout May, the El Paso community came together to support their favorite charities through donations.



EL PASO GOLD STAR FAMILIES MEMORIAL \$30,000 DONATED

The mission of the El Paso Gold Star Memorial is to honor and recognize the families of service members who have passed away in service to the country. The organization serves as a reminder of the sacrifices made by military families and the nation's debt of gratitude to them. Their efforts include constructing memorials, hosting events and providing support to Gold Star families.

UTEP: FOSTER HOMELESS ADOPTED RESOURCES \$10,000 DONATED

The UTEP Foster Homeless Adopted Resources program provides comprehensive academic and social welfare services to UTEP students who were adopted, have aged out of foster care, and/or are experiencing housing insecurity. This grant helps empower generations of vulnerable students by offering them the essential support that is required for them to complete their university degree. Our contribution helped eight students receive financial assistance for needs such as purchasing books and supplies, covering utility bills, securing deposits for rental units, transportation costs, and more.

AMERICAN RED CROSS: NEW MEXICO WILDFIRES RELIEF \$8,515 DONATED

In the spirit of the credit union's *people helping people* philosophy, the GECU Foundation supported those affected by the wildfires in Ruidoso, New Mexico, through the American Red Cross. We are grateful to GECU members and employees and our community for helping us make this contribution.



OUR COMMUNITY SPONSORS

- We sincerely appreciate the generosity and support of our donors and sponsors, whose contributions allow the GECU Foundation to continue granting funds to various organizations.
- Advanced Security Contractors Inc.
 - ALM First Financial Advisors
 - Arista Networks
 - Big Media
 - Who Cadillac
 - Casa Auto Group
 - Castro Enterprises
 - Catalyst Corporate FCU
 - Chick-Fil-A
 - City National Rochdale
 - Classic American Homes
 - Commercial Print Solutions
 - Computacenter
 - Coop Financial Services
 - Cornerstone Foundation
 - DBSI Design Build Firm
 - Dick Poe Dealerships
 - El Paso Electric Co.
 - El Paso Probate Bar Association
 - Equifax Inc.
 - GECU
 - GECU employees
 - GECU members
 - Hospice El Paso
 - KD&C CBS 4 News
 - KFOX14
 - L&L Cafe
 - Lauterbach, Borschow & Co.
 - Loomis Armored US, LLC
 - Mastercard®
 - Members Trust Company
 - MeridianLink Inc.
 - Metra Performance
 - MGIC Investment Corporation
 - MountainStar Sports Group
 - Mt. Franklin El Paso Kiwanis
 - Mt. Carmel Funeral Home
 - NCR Aiteos Corp: Cardtronics
 - NCR Voyix
 - Peter Piper Pizza
 - Prestige Diagnostic Imaging
 - Pulse
 - Rudolph Auto Group
 - Secural Data Systems Inc.
 - SHI International Corp
 - Stanton House
 - Surridge Rotary Club
 - SWBC
 - Tawney, Acosta & Chaparro PC.
 - Texas State Senator César J. Blanco
 - The Electric Company Charitable Foundation
 - TruStage™
 - UTEP Athletics
 - UTEP Institutional Advancement
 - Van Wagner Sports and Entertainment LLC
 - Velera
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