



2021

GECU FOUNDATION ANNUAL REPORT

An aerial photograph of a city at dusk. The sky is a gradient of blue and orange. The city is filled with buildings of various heights and styles. In the foreground, there are several large, modern buildings with glass facades. In the background, there are older, more traditional buildings. The text "STRENGTHENING OUR COMMUNITY TOGETHER" is overlaid in large, white, sans-serif capital letters. The text is centered and spans across the middle of the image. The word "OUR" is slightly smaller than the others. The overall tone is positive and community-oriented.

STRENGTHENING
OUR
COMMUNITY
TOGETHER



WHO WE ARE

Established in 2007, the GECU Foundation* continues to stay true to GECU's mission and the credit union's *people helping people* philosophy by supporting local nonprofit organizations with a strategic way of giving that creates a significant impact. The GECU Foundation is the philanthropic arm of GECU that operates to elevate El Paso by nourishing underserved parts of our community through charitable giving, community partnerships, scholarships, education, fundraising, community programs and volunteerism. We aspire to continue to increase our philanthropic efforts by bringing people together to improve the well-being of those around us.

Each of the local nonprofit organizations that we support focuses on at least one of these 11 core developmental issues that affect our community:

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

MISSION STATEMENT

The GECU Foundation is the philanthropic arm of GECU that operates to elevate the El Paso community and the credit union movement through strategic fundraising and charitable giving.

A MESSAGE FROM US



2021 was a year of resilience in our community. As we continue to recover from the COVID-19 pandemic, our community continues to prove that no challenge will prevent us from thriving. With the support of the GECU Foundation Board of Directors, GECU employees and members, our kind volunteers and donors, and the El Paso community, we are able to strengthen the base of our community so it can continue to grow and prosper. We are proud to be part of the fabric of our community and to be able to continue to help elevate the lives of everyone in El Paso.



It is an honor to work with various community organizations, especially organizations that help the future of El Paso flourish through education and technology. It was an exceptional year for education as we were able to support schools at every stage — from elementary school to graduate education. We sincerely look forward to seeing the significant impact that this investment will bring to our community in the future.

We are deeply thankful to our board of directors for their time, leadership and knowledge. We also extend our gratitude to the El Paso community and our community partners for their support. Together, we make a difference.

Crystal Long
CHAIRMAN

Georgina Hernández
EXECUTIVE DIRECTOR

Volunteering their time and expertise to lead the GECU Foundation, the members of our board of directors grant funds to local nonprofit organizations, support the core developmental issues, and align our mission to elevate the El Paso community.

BOARD OF DIRECTORS



Grace Vaughn, Secretary and Treasurer
COMMUNITY ADVOCATE



Elvira Valles
PEOPLE FUND



Crystal Long, Chairman
GECU



Tomás Sigala Jr.
SOCORRO ISD



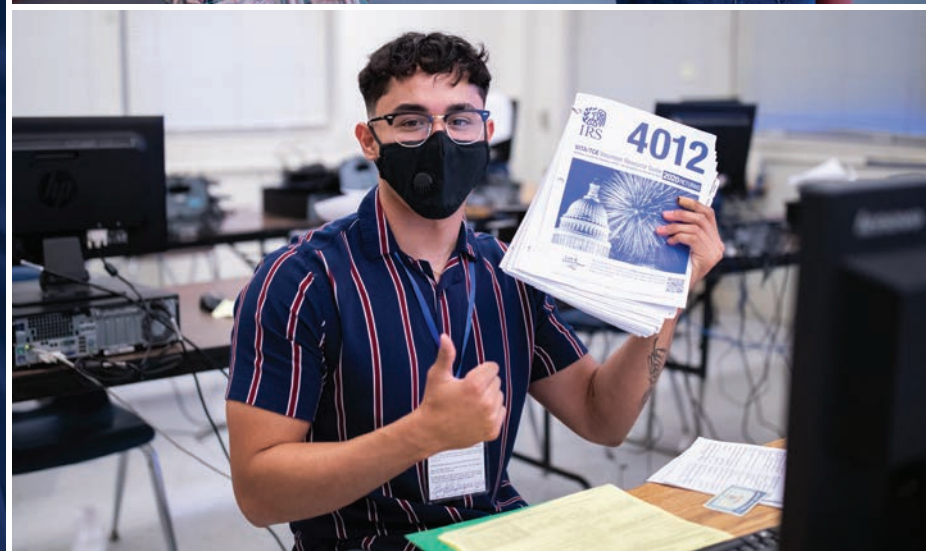
Valerie Venegas
FEDERAL BUREAU OF INVESTIGATION

VITA

The GECU Foundation received a \$200,000 grant to implement the VITA program in our community. Since 2014, the Volunteer Income Tax Assistance (VITA) program has offered free tax filing assistance to qualifying families with the help of our certified and bilingual team of volunteers. With 23 locations throughout El Paso, the VITA program has successfully been able to reach and help many local taxpayers.

In 2021, VITA filed a record-breaking 10,482 tax returns, helped bring in a total of \$19.5 million dollars in tax refunds to the region, and helped save more than \$3.1 million dollars in tax-preparation fees. VITA also helped many individuals receive the Earned Income Tax Credit, a refundable credit that is often overlooked by taxpayers. VITA volunteers ensured that those eligible claimed the credit, bringing in a total of \$7.5 million in Earned Income Tax Credits. With VITA, hardworking families and individuals are saving money and often getting a financial boost that can help them make a payment on their vehicle or even start an emergency savings fund.

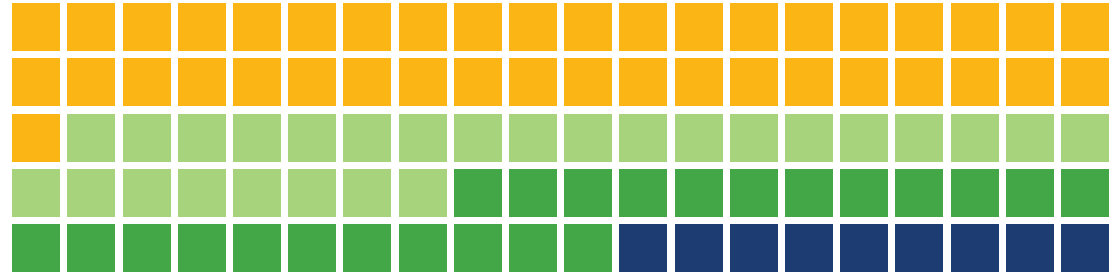
The VITA program had a total of 271 volunteers with 14,166 hours volunteered by the end of the 2021 program.





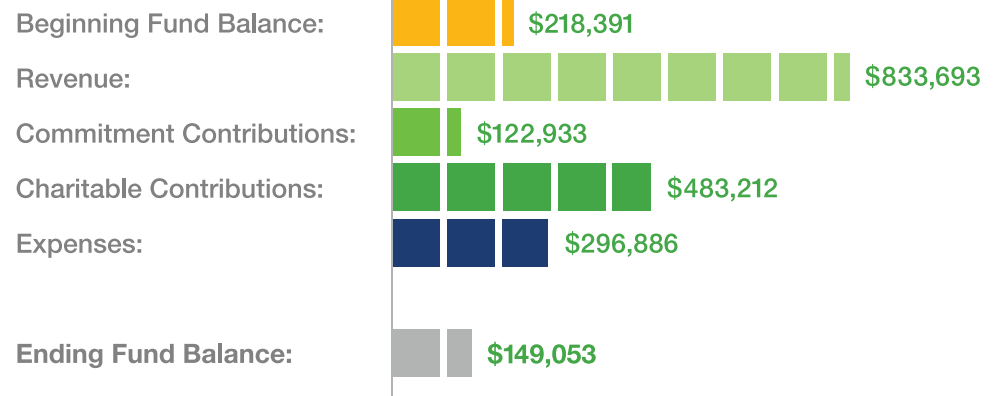
OUR IMPACT IN THE COMMUNITY

DONATED MORE THAN \$606,000 IN 2021



-  Community nonprofit organizations | 41%
-  Education initiatives | 27%
-  United Way of El Paso County | 23%
-  COVID-19 assistance | 9%

2021 FINANCES





The GECU Foundation acknowledges the importance of investing in education to guide and prepare the future community leaders who will go on to elevate El Paso. We help provide students with the necessary tools needed to succeed in the financial and health care fields, and we provide services that will improve the overall health of our community.

MAKING AN IMPACT THROUGH EDUCATION

UTEP BANKING ACADEMY

\$250,000 DONATED

The UTEP Banking Academy program provides an opportunity for those seeking to develop skills to generate a career path in financial services in El Paso. GECU was the first financial institution to support this initiative with an overall commitment of \$250,000. In addition to our donation, GECU Chief Commercial Services Officer Chris Tompkins sits on the advisory board of The UTEP Banking Academy — helping students to strengthen and develop skills through internships, job workshops, and site visits to banks and financial institutions.



TEXAS TECH DENTAL

\$323,000 DONATED

The Texas Tech Woody L. Hunt School of Dental Medicine is the first dental school on the U.S.–Mexico border and it inaugurated its first dental class with 40 students in August 2021. Our donation funded the 2021 dental program for three students — giving them the opportunity to pursue their education in El Paso and gain skills that will help the dental and oral care of the community. The opening of TTUHSC El Paso is fundamental to GECU Foundation's mission to elevate our community because it will help solve health disparities of oral health care in the borderland, which will impact the overall health and wellness of our community.





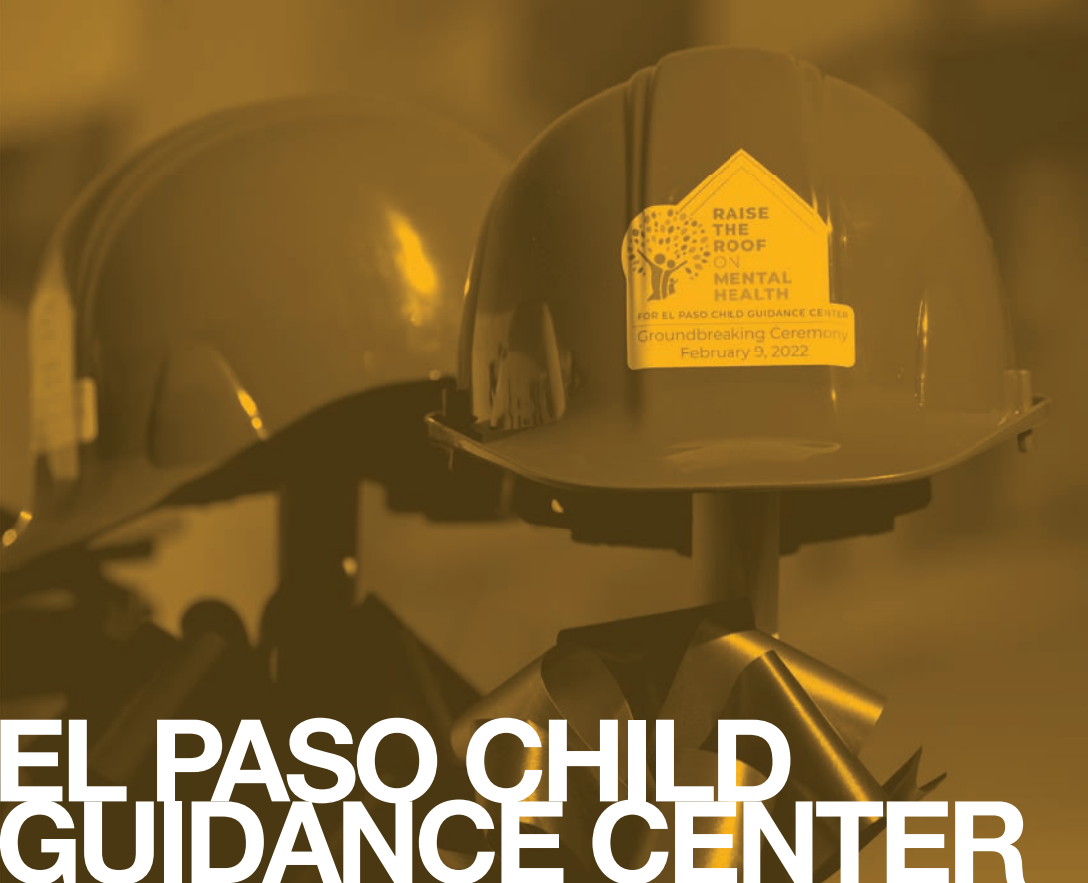
**MORE WAYS
WE MADE
AN IMPACT**



YMCA

\$10,000 DONATED

The YMCA of El Paso continues to be committed to strengthening our community by connecting people to their potential purpose and one another. The YMCA is grateful for the support that GECU has provided throughout the years and as CEO Bill Coon stated, “GECU’s continued support of the YMCA of El Paso will allow us to continue to provide after-school care, swim lessons, and adult and senior group classes for another 135 years for El Paso families.” In 2021, a \$10,000 donation from the GECU Foundation gave them the ability to provide 7,800 children their after-school program, 2,525 swim lessons, and host multiple pop-up COVID-19 vaccine sites in our community.



EL PASO CHILD GUIDANCE CENTER

\$25,000 DONATED

In response to an urgent community need, the Children Guidance Center launched an ambitious \$3.2-million-dollar capital campaign to renovate and expand their main center in the historic Five Points neighborhood. Thanks to a partnership with the City of El Paso and community donors like the GECU Foundation, the center will be able to provide their mental health services to more El Paso families. In 2021, our donation and other community donors' donations helped the Children Guidance Center to provide services to a total of 2,543 clients and meet the needs of ...

- 5,000 therapy and child psychiatry sessions
- 1,347 individuals who received direct mental health services
- 1,196 individuals who served with mental health education



CANDLELIGHTERS EL PASO

\$10,000 DONATED

Candlelighters provides services that support the needs of children with cancer and their caregivers across El Paso. Families are provided with immediate rent and utilities assistance, a weekly food pantry, unreimbursed medical expenses, local transportation, out-of-town travel for medical treatment, and funeral costs when necessary. Our donation was distributed to provide food assistance and transportation to these families. In 2021, Candlelighters reported 1,101 food-pantry distributions, 120 direct payments for local-transportation assistance, and six direct payments for out-of-town travel.

HOSPICE OF EL PASO

\$25,000 DONATED

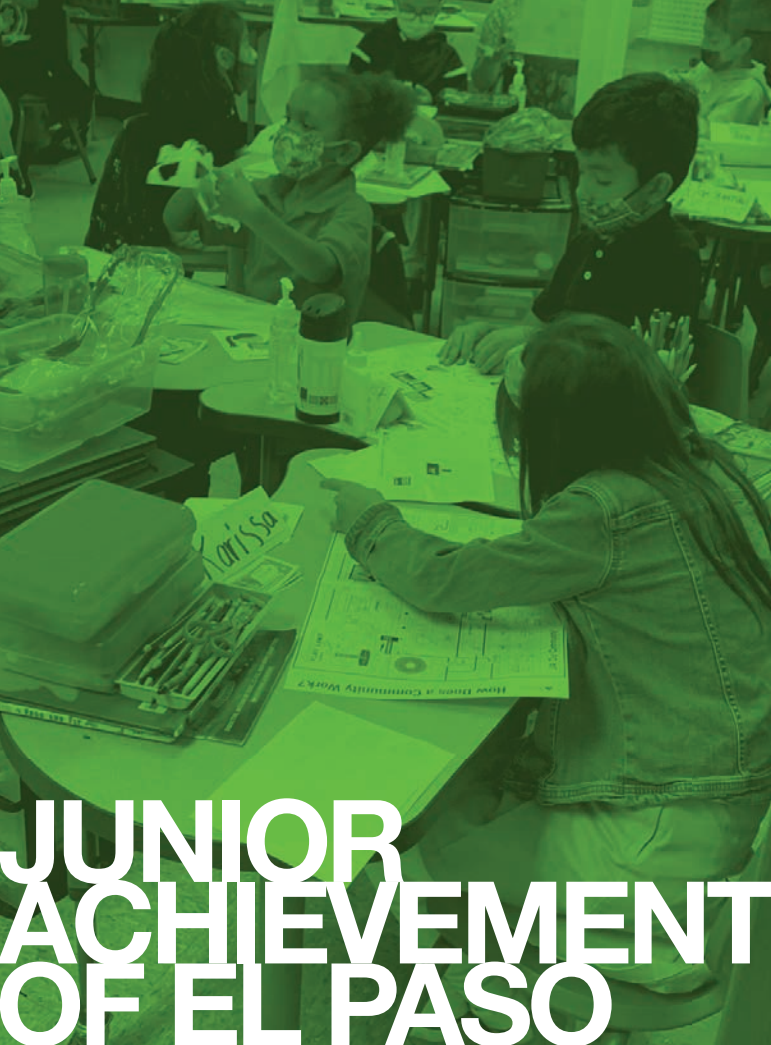
The mission of Hospice of El Paso is to provide comfort, care, and choice for patients at the end of their life's journey while guiding their loved ones through the grieving process. In 2021, Hospice of El Paso was able to provide 426 days of essential care for 150 veterans and their families. Our donation funded up to 141 days of essential care to those individuals.



UNITED WAY OF
EL PASO COUNTY

\$135,000 DONATED

As our community continues to navigate the challenges brought on by the pandemic, our partnership with United Way of El Paso has been able to continue to support their Community Impact Fund as well as their August 3 remembrance efforts. In 2021, our donation helped them fund 27 local programs and collaborated with more than 10 programs in the community. In addition, the GECU Foundation has supported United Way with their Family Resiliency Center remembrance efforts, which includes the two-day annual luminaria drive-through event that attracts more than 1,000 people who come together to honor the lives of those we lost in the tragedy of August 3, 2019.



JUNIOR ACHIEVEMENT OF EL PASO

\$5,000 DONATED

The Junior Achievement programs set young people to a successful future by providing necessary career skills. Our donation funded Junior Achievement programs for 167 students from 10 classrooms at Pebble Hills Elementary School. Junior Achievement alumni are more likely to obtain a college degree, have knowledge of managing money, be successful in their careers, and start a business as an adult. This program directs young students on the right path to making strong career choices.

THE CHILD CRISIS CENTER OF EL PASO

\$3,500 DONATED

The Child Crisis Center continues to be the leading child-abuse protection agency in El Paso since 1980. Our donation allowed CCCEP to purchase a refrigerator that helped serve meals to 475 children in 2021. In addition, our donation helped purchase new clothes for every child in the center — which for many of them was the first set of new clothes.

OPPORTUNITY CENTER FOR THE HOMELESS

\$5,000 DONATED

The Opportunity Center for the Homeless provided shelter services to 2,535 individuals in 2021. Our donation supported their work for their men's shelter that provides housing, basic necessities, and access to medical and mental health care for up to 80 men per evening for five consecutive evenings.

OUR COMMUNITY PARTNERS

The GECU Foundation is grateful to be able to continue to grant funds to various community organizations and support initiatives throughout the year with the help of our donors and partners.

ALM First
ArchMI
Audi of El Paso
Borderplex Alliance
Big Media
Casa Auto Group
Commercial Print Solutions
Computacenter
Co-Op Financial Services
Cornerstone Credit Union League
CUNA Mutual Group
DBSI
Dell
Dick Poe Chrysler Jeep Dodge Ram
El Paso County, District Court Staff
El Paso Electric
El Paso Inc.
Equifax
FHN Financial
FIS
GECU
GECU Employees
GECU Members
Home Depot
Horizontal
KTSM-TV

L&J's Cafe
LSI
LULAC
Marathon — El Paso Refinery
Mastercard
MGIC
Mike Dipp
Millennial Vision Inc.
Mountain Star Sports Group
NCR
Pate & Appleby
PepsiCo
Plotkin Group
SHI
Sinclair Broadcast
Spectrum El Paso
Subaru El Paso
SWBC
Texas State Senator César J. Blanco
Texas Tech Physicians of El Paso
Thomas and Maria Fullerton
Townsquare Media
UTEP Athletics
VITA Partners
Walmart
Workforce Solutions



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[*gecu.com/foundation*](http://gecu.com/foundation)

*The GECU Foundation is a registered 501(c)(3) public charity established to maximize philanthropic efforts benefitting 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 adviser.

