

**SERVICE CREDIT UNION**



**Commitment to Community**

**SERVICE<sup>®</sup>**  
**CREDIT UNION**  
★★★★★





Our 2020 Annual Giving Report provides a glimpse of our commitment to the communities where we live and work. We strive to help members of our communities strengthen not only their financial well being but also their daily lives.

# COVID-19 Donations and Member Support

**27,450**

Medical Grade Masks Donated

**2,110**

Relief Loans Disbursed

**15,000**

Surgical Caps Donated

**8,288**

Loan Payments Skipped



# Donation Distribution



# \$1,000,000

Service Credit Union Donations

OS Military, Health/Wellness, US Military, Basic Needs, Covid Response, Education, STEM/Science/Technology, Youth Sports, Arts, Local Family Events/Shred Days, Golf, Make a Wish, Holiday, Random Acts of Kindness



# \$250,000

Foundation Donations



## Awards Highlights

Desjardins – Youth Financial Literacy Award

Dora Maxwell Social Responsibility Award

Rochester Business of the Year

Best Credit Union – Best of the Seacoast

Army Credit Union of the Year

The Falls Chamber Business of the Year

NHBR Business Excellence



*Wendy Beswick, Service CU VP of Marketing, accepting the Desjardin and Dora Maxwell awards from CCUA President Ron McClean.*

# Holiday Giving to Our Troops Overseas

**650**

Meals Given

**950**

Turkeys Provided

**200**

Christmas Trees Donated

**8,100**

Service Members and Families Supported

**\$20,000**

Donated to MWR Emergency Assistance



# Random Acts of Kindness

Service CU branches enjoy spreading kindness by paying for haircuts and gas or giving out free coffee or baked goods.

# 100+

Random Acts  
Performed



## Employee Impact

The credit union launched an employee charitable giving program where all employees could donate to a nonprofit of their choice. The credit union then matched each donation dollar for dollar, resulting in nearly \$9,000 donated to 14 organizations.



# The Service CU Impact Foundation



Promoting community development by funding initiatives beyond Service Credit Union's existing reach, helping us better support our communities and creating a larger impact across New Hampshire.

*"The Robert Irvine Foundation is grateful to be working with such an incredible organization and we are looking forward to creating a continued impact."*

- Chef Robert Irvine,  
founder of Robert Irvine Foundation.



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**\$250,000** Raised for Military  
Families and Veterans

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Funds raised from the tournament were donated to Homeland Heroes Foundation, Liberty House, and Landstuhl Fisher House. The foundation also accepted and matched donations from members, resulting in **\$8,775** in donations made to The Chaplains Emergency Relief Fund, Homeland Hero's Foundation, the NH Food Bank, The NH Military Assistance Foundation, and the Child Advocacy and Protection Program of NH.

# Financial Wellness

The **EVERFI Achieve Program** is designed to help members learn how to navigate the important financial challenge and decisions of everyday life.

**GreenPath** helps people achieve their financial goals from managing debt, to making housing and financial decisions through personalized counseling.

In our interactive **Bite of Reality** fairs, students choose a career and navigate costs associated with family, loans, debt and more. Spending decisions are made on various monthly expenses while staying in budget.

**5,000+**

Everfi Users

**136**

Financial Wellness  
Classes Taught

**20**

Virtual Bite of  
Reality Fairs

**3,200+**

Calls to GreenPath

**\$560,000**

In Consumer Debt Paid  
Back Through GreenPath  
Debt Management Plans

# Supporting Schools



## Pack a Pack

3,000 backpacks stuffed and donated plus thousands of extra school supplies collected.

## Rochester Schools

Over \$12,000 donated to the Rochester school district to support their hybrid learning model.

# Stay Warm



Reusable bags were filled with a hat, scarf, gloves, and blanket to help spread the warmth to those in need.

*"Thank you and everyone at Service Credit Union, this is amazing. Many of our families will be so grateful for this kind and thoughtful opportunity. I so love community based credit unions, you all have huge hearts."*

—Ellen Roposa, The Moore Center

# 39

Organizations Supported

# 5,000

Stay Warm Bags Donated



# Helping Our NH Communities

Community Food Kitchen, Families in Transition, We Care Food Pantry, Friends of Forgotten, Children Food Drive, Twin Rivers Interfaith Food Pantry, Hampton PTA Food Service Drive, Listen, Center's Food Pantry, Upper Valley Haven, Feeding Hope Food Pantry, The Bridge House, GATHER, Seacoast Community Lunch Program, Tri County Cap, Falmouth Service Center, We Care Food Pantry, Community Food Pantry, St. Vincent De Paul Inc., Nashua Soup Kitchen and Shelter, Hampton Community Coalition, The First Baptist Church of Derry, Operation Blessing of NH, Northlands Rescue Mission, Rochester YMCA, Lakes Region Community Action

**\$125,000**

Donated to the NH Food Bank

**300,000**

Meals Donated to the NH Food Bank

**\$43,000**

Donated to Local Food Pantries

**\$20,000**

Donated to Somersworth Veterans Park

## PopUp NH

Service CU was the title sponsor of PopUp NH, an open air market that allowed businesses to stay open during the summer. The venue generated more than \$150,000 for local restaurants, breweries, and the performing arts.

## Our Mission

Doing what's right for our members by:

Improving financial well-being,  
Supporting the communities we serve, and  
Creating value and enduring relationships.

## Our Vision

Utilizing cooperative principles, we will be a trusted partner providing services and resources that optimize the financial well-being of our members while contributing to the communities in which they live.

**[servicecu.org](http://servicecu.org)**