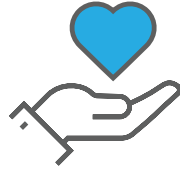


SERVICE CREDIT UNION



2021 Community Impact Report

SERVICE[®]
CREDIT UNION
★★★★★



Thanks to the support of you, our amazing members, we were able to make a true impact on the communities we serve. We are proud to be there for those who need us, now and always.

Awards

Business in the Arts Award for Large Business

Exeter Chamber Large Business of the Year Award

Best of the Seacoast – Best Credit Union

Stars and Stripes’ Best of Germany – Best of Bavaria, Kaiserslautern and Stuttgart

NH Business Finance Authority Granite State Award Winner

Forbes’ List of Top Credit Unions

NH Small Business Administration Credit Union of the Year



A large, stylized teal hand graphic is positioned on the left side of the page, with fingers pointing towards the right. The hand is composed of thick, rounded lines. Two white rectangular boxes with black borders are overlaid on the hand, containing statistics about food donations.

74,000

meals donated
to 27 Food Pantries

200,000

meals donated
to NH Food Bank

Food Donations

"We cannot thank you enough for thinking of us! We are so fortunate to have caring individuals and businesses support our programs. It makes our job helping those in need so much easier!"

– Jennifer Yergeau, Epping Community Cares

Grow Nashua – Proud presenting sponsor of Grow Nashua's Lil' Free Farm Stands which gave out over 7,500 pounds of fresh produce and averaged 80 families visiting the stand each week.

"I grew up on a farm, yet as an adult I am living in the middle of a city where I can barely afford my rent, let alone fresh produce. The farm stand reminds me of the happier days growing up."

– Anonymous



Giving Back to Veterans and Military Families

Thunder Over NH Air Show – Patriots Plaza Sponsor

Swim with a Mission – Presenting Sponsor

Dover Children's Museum – Blue Star Program Sponsor

Veterans Count – Sponsor of On the Tarmac and Make 12 Hours Count Radiothon

Wreaths Across America – Sponsor

Building Dreams for Marines – Sponsor

Operation Warmheart – Supporter
NH Veterans Cemetery Association – Sponsor

NH Enlisted Association – Supporter

Mission's End – Supporter

Vouchers for Veterans – Supporter

VETRN – Sponsor

Operation Sharing – Sponsor

Dan Healy Foundation – Sponsor

Homeland Heroes Foundation – Sponsor



Supporting the Arts

Wright Museum – Presenting sponsor of the exhibit, WASP: The Untold Story, a powerful exhibit that showcased Woman Air Force Service Pilots (WASP) life at Avenger Field in Sweetwater, Texas, where women were trained from 1943 to 1944 to be pilots.

Portsmouth Music and Arts Center – Presenting sponsor of Free Music Week which provided 81 free lessons to individuals of all ages.

Granite State Arts Academy – Gala Sponsor

Prescott Park – 2021 Best Seat in the House Sponsor

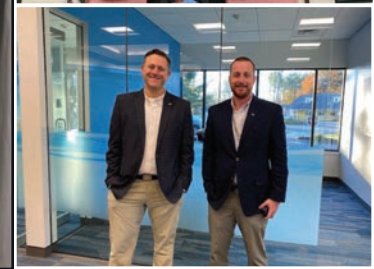
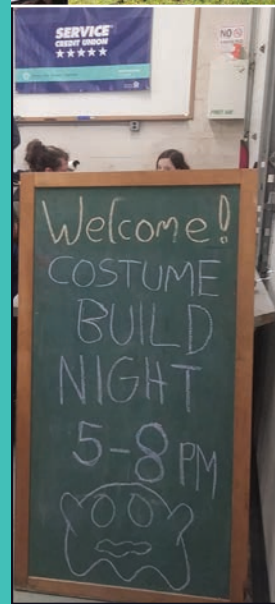
American Independence Museum – Traveling Trunk Sponsor

The Portsmouth Music Hall – Fill the Hall Sponsor

Port City Makerspace – Costume Building Nights Sponsor

“Service CU committed to providing 100 free online music and art lessons to community members through New Hampshire during the darkest moments of a Covid-19 surge in January 2021. The entire Service CU team could clearly see the value in connecting people with arts mentors and providing opportunities for people to be creative together, instead of isolated and alone.”

– Russ Grazier, CEO/Founder, Portsmouth Music and Arts Center



Supporting our Youth

3,000

backpacks donated

Sponsored 35 youth sports organizations in 2021. These included numerous baseball and softball team sponsorships, funding a new batting cage for Somersworth

Babe Ruth, new football helmets for Plymouth Regional Youth Football and covering Portsmouth High School Field Hockey's food cost for their annual banquet.

Pack a Pack – 3,000 backpacks stuffed and donated, plus thousands of extra school supplies.

Sleep in Heavenly Peace – Funded the building of 40 beds for NH children in need.

CHaD – Sponsored the Safe Kids 301, Battle of the Badges Baseball Classic and Storybook Tablescape Tour.

STEM

Robotics – Bedford Red Storm

UNH E Center – Our sponsorship of the University of New Hampshire's Entrepreneurship Center helps create next generation leaders who identify creative solutions to real-world problems and create startups in an academic environment.

SEE Science Center Inclusion Initiative – Service CU was the lead sponsor in this initiative that brought STEM into underserved classrooms in NH, primarily in Title I

schools. 371 programs were delivered to 6,508 students at no cost.

"An innovation is one of those things that society looks at and says, if we make this part of the way we live and work, it will change the way we live and work."

– **Dean Kamen, American engineer and inventor**

Make A Wish

\$40,000 donated to help make wishes come true in NH.



Golf

Service CU is proud to support various fundraising efforts through community golf events.

Monarch School of New England	DCU for Kids Charity Golf Classic	Norm Nolette Memorial Golf Tournament	NH Jump\$tart Charity Golf Tournament
Exeter Firefighters 20th Annual Golf Tournament	Swing for the Seacoast Golf Tournament	Robert G. Comrie Jr. Annual Golf Tournament	Call to Duty Memorial Golf Tournament
Military Heroes Charity Golf Tournament - Robert Irvine Foundation	Homeland Heroes Foundation Golf Classic	CCUA 6th Annual Golf Tournament	Spartans4Life Foundation Golf Outing
Greater Keene & Peterborough Chamber Golf Classic	2021 MAC Golf Outing	EasCorp Invitational Golf Tournament	Cheshire Health Foundation Golf Tournament
Wentworth-Douglass Hospital Charity Classic	Hanscom FCU - Alan M Hart Memorial Charity Golf Classic	Alan M. Hart Memorial Golf Classic	Kiwanis Play It Forward for the Kids
Langley for Families Charity Golf Classic	Rotary Club of Lebanon Annual Bedell Charity Golf Classic Fundraiser	Richard D. Mahoney Credit Union Charity Golf Tournament	SEE Science Center Golf Tournament



Employee Impact

- 5,000 Stay Warm bags with a hat, scarf, gloves, and blanket in a reusable cinch sack distributed to 5,000 people with the help of 31 organizations.
- Over 230 Random Acts of Kindness performed
- 257 new employees hired in 2021
- \$10,000 donated to 20 organizations through Service CU's match program
- \$7,000 donated through Random Acts of Charity

In branch Celebrations:

- Wear Red Day
- Purple Up!

Inclusion

Pride 2021 in June

Sponsor of Seacoast Outright's Pride Parade in October

Inclusion/Digital Equity – Donation to purchase refurbished computers for minorities/underserved.

BIPOC Fest – Presenting sponsor of an event that highlighted what connects us through food and the many cultures that make up the Seacoast.

3S Artspace's A Quiet Reach and Vision and Visibility art exhibit – Featuring works from renowned artist Daniel Minter, plus pieces from 10 emerging New England-based BIPOC visual artists.

230+

Random Acts of Kindness



Chambers

Service CU is proud of the communities we serve and are proud to support our local chambers of commerce.

- Androscoggin Valley Chamber of Commerce
- Central NH Chamber of Commerce
- Durham Business Association
- Exeter Area Chamber of Commerce
- Falmouth Chamber of Commerce
- Greater Claremont Chamber of Commerce
- Greater Concord Chamber of Commerce
- Greater Dover Chamber of Commerce
- Greater Keene & Peterborough Chamber of Commerce
- Greater Manchester Chamber of Commerce
- Greater Merrimack-Souhegan Valley Chamber of Commerce
- Greater Nashua Chamber of Commerce
- Greater Rochester Chamber of Commerce
- Hampton Area Chamber of Commerce
- Lakes Region Chamber of Commerce
- Salem Chamber of Commerce
- The Chamber - Grand Forks
- The Chamber Collaborative of Greater Portsmouth
- The Falls Chamber of Commerce
- Upper Valley Business Alliance





The Service CU Impact Foundation promotes community development by funding initiatives that deliver solutions and solve problems facing our membership and communities in which we serve.

The foundation funds initiatives beyond what Service CU supports, broadening the community reach and having a larger impact. We conduct charitable activities and partner with service providers who align with our philanthropic areas of focus: education, human services, and emergency care for veterans and military.

\$350,000

Raised for veterans, military and first responders

Scholarships – The Impact Foundation awarded over \$50,000 in scholarships to 16 deserving individuals.

2nd Annual Service CU Impact Foundation Golf Charity Classic – In partnership with the Robert Irvine Foundation, the 2nd annual golf tournament raised nearly \$350,000 for veterans, military, and first responders locally and worldwide.



Holiday Giving Overseas

Every year Service CU expresses gratitude for its military communities by providing the US military a bit of home at their duty station during the holiday seasons. In partnership with the Garrison, 1st Sergeants Association and the USO, the credit union distributed gift cards and provided frozen turkeys and monetary support to go towards free meals at the USO Welcome Centers and military dining facilities during the holidays, and also helped cut and distribute Christmas trees for military families:

- 1,115 \$25 Visa Gift Cards
- 120 \$50 Visa Gift Cards
- 650 Frozen Turkeys
- 675 Holiday Meals
- 300 Christmas Trees
- 500 Christmas Ornaments

Through the following organizations Service CU sponsored 89 community events by providing staffing, funding and/or giveaways to augment our support at the events:

- Morale, Welfare and Recreation (MWR)
- Force Support Squadron (FSS)
- Garrison
- 1st Sergeants Associations
- Enlisted Spouses Clubs
- Fire Departments
- Retiree Council and Services
- Local High Schools

30 Newcomers Briefings reaching 617 new community members.



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



Want to stay up to date on what we are up to?
Follow us on social!