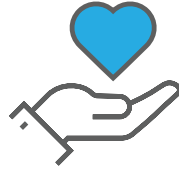


SERVICE CREDIT UNION



# 2022 Community Impact Report

**SERVICE**<sup>®</sup>  
**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.

## 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.



OVER  
**265** Community Events Attended

MORE THAN  
**325** Organizations Supported



**\$1,500,000**  
 Donated to the Communities we Serve



# Supporting Military Organizations

Veterans Count

Swim With a Mission

Portsmouth VFW

Dan Healy Foundation

NH National Guard Enlisted Foundation

NH Military Assistance Foundation

NH Air National Guard

Home for Our Troops

Band for Badges

Pease Greeters

Homeland Heroes Foundation

Robert Irvine Foundation

Vouchers for Veterans

VETRN

Travis Mills Foundation

CCUA Home for our Troops

NH Veterans Home

Keene Veterans Summit

UNH ROTC

Operation Sharing

“The Fisher Cats are proud to partner with Service Credit Union on the ‘Tip of the Cap’ promotion recognizing our Active-Duty and Veteran fan base throughout the State of New Hampshire. It’s important to both of our organizations to recognize these men and women throughout the season and bring communities from across the state together to say, THANK YOU!”

– Mike Ramshaw, Team President  
New Hampshire Fisher Cats



# The USO

Service CU is proud to partner with the USO, a Force Behind the Forces, helping to strengthen America's military service members by keeping them connected to family, home and country during their time serving.

## Holiday Giving

- USO Grafenwoehr: 360 Thanksgiving meals distributed
- USO Kaiserslautern: 420 Thanksgiving meals distributed
- 390 Christmas trees given out
- 1,065 Service CU gift cards and 600 DeCa gift cards given to single soldiers
- 20,000 free reusable eco-friendly shopping bags provided to the OS military community

## Staying Connected

- 2,142 power banks provided to deployed soldiers
- Monthly Coffee Connections sponsored for military spouses
- 3,000+ attendees at Sun & Fun events
- 2,700+ attendees at Halloween events

**780**  
Thanksgiving Meals  
Distributed

**390**  
Christmas Trees  
Shared





## Supporting the Arts

The Wright Museum  
Portsmouth Music Hall  
Portsmouth Music and Arts Center  
3S Art Space  
Paul Taylor Dance Company  
Strawberry Banke Museum  
Prescott Park

“A longtime supporter of the Arts Festival, Service CU was my first call when the title sponsorship of our signature summer musical production became available for 2022. One of the many great things about partnering with Service CU is that the entire staff steps up and gets involved, it’s truly a team effort. More than 100 team members attended Footloose’s final dress rehearsal, tables were reserved throughout the season, and Service CU had a real physical presence at the Festival. The financial support makes it possible for the Festival to remain accessible to everyone in our community, and the enthusiasm of Service CU makes it feel like a true partnership.”

– Lee Frank, Development Director at Prescott Park



# Fundraising Events

Langley for Families- The Foundation for LFCU  
Seacoast Family Promise Golf  
DCU For Kids Charity Golf Classic  
Cheshire Health Foundation Golf Tournament  
CU Kids at Heart Helicopter Ball Drop  
CCUA 6th Annual Golf Tournament  
Richard Mahoney CCUA Charity Golf Tournament  
Robert G Comrie Memorial Golf Tournament  
Tri Corp- Norm Nolette Golf Tournry  
Kiwanis Play It Forward for the Kids Golf Tournament

NH Jump\$tart Coalition Charity Golf Tournament  
Spartans4Life Foundation Golf Tournament  
Monarch School of New England Golf Tournament  
Call to Duty Memorial Golf Tournament  
Hanscom FCU - Alan M Heart  
Robert Irvine Foundation Annual Golf Tournament  
NH Humane Society Compassion Golf Tournament  
Service CU Impact Foundation Golf Charity Classic  
Exeter Professional Firefighters Golf Tournament  
Wentworth Douglass Charity Golf Classic





## Project Elf

Service CU elves visited 10 independently owned toy stores throughout New Hampshire and donated them to the NH State Police's Toys for Tots effort, which brings toys to children in need throughout our communities.

“The outpouring of kindness and holiday spirit that was felt today was much larger than the U-Haul and tractor-trailer filled with toys! A big thank you to the Elf Squad at Service CU for making Christmas a lot brighter this year for the children around NH.”

– Amber Lagace, Public Relations & Community Outreach at NH State Police.







## Stay Warm

For the third consecutive year, Service CU volunteers packed 5,000 cinch sacks with a hat, gloves, scarf, and blanket that were donated to more than 35 organizations across the state.

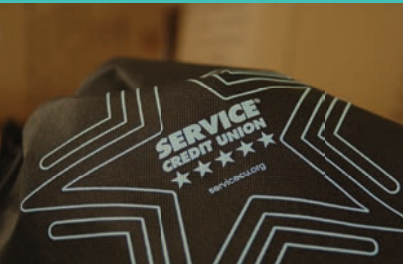


# 5,000

Stay Warm Bags Distributed

“The need is so great right now. With the rising cost of fuel and the rising cost of food, we’re seeing families reaching out to us that have never needed help in the past. And we’re just so grateful to Service Credit Union for these amazing Stay Warm bags that we’re going to be able to give out to so many folks in our programs.”

– Sophie Aikman, Development Manager,  
Community Action Partnership of Strafford County





## Financial Wellness

Service CU Fin-Life was launched in May of 2022, and is Service CU's first financial wellness app. No investor-speak, monthly fees, or in-person meetings; just a phone and 3 minutes a week!

- 2,214 active users
- 112,018 questions answered
- 9,362 actionable to-do's received
- 41% average increase to member financial wellness

## Supporting our Youth

- Official credit union of the New Hampshire Interscholastic Athletic Association (NHIAA)
- 33 Youth Sports teams sponsored
- 3,600 backpacks donated during the annual Pack a Pack drive with WMUR TV
- Children's Museum of NH

## Basic Needs

**NH Food Bank** – 180,000 meals donated, and 21,162 mac and cheese meals packed

**40 NH Food Pantries Supported**

**26 Nonprofits supported with gift cards to purchase wish list items**

**Grow Nashua Lil' Free Farm Stands, presented by Service CU** – 1,600 visitors receiving an average of 10 pounds each visit, resulting in nearly 16,000 pounds of food provided



# 21,162

Meals Packed for  
the NH Food Bank

# 6,947

Students Served Through  
372 STEM Programs



## STEM

**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. 6,947 students were served through 372 STEM programs

### Robotics Teams Sponsored

- Bedford School Robotics Team
- Manchester Memorial High School FIRST Robotics 238
- Mayhem Robotics
- Franklin First Robotics

**UNH Entrepreneurship Center** – Exclusive Idea and Innovation Sponsor



## Awards Highlights

**Forbes' Top Credit Union in NH**

**Financial Services Business of the Year** –  
Business NH Magazine

**Lakes Region Chamber of Commerce** –  
Business Inspiration Star

**AARP BankSafe Recognition Certificate**  
**Best Credit Union in Keene, NH**

**SBA's Leading Microenterprise Lender Award**



# Service CU Impact Foundation

The Service CU Impact Foundation promotes community development by funding initiatives beyond Service Credit Union's existing reach, helping us better support our communities and creating a larger impact across the state of New Hampshire and beyond.

In its first 3 years, the Impact Foundation has raised over \$1.1 million through three focus areas: Education, Human Services, and Emergency Care for Veterans.

**3rd Annual Golf Tournament** – \$446,510 raised, more than 15 Veteran organizations supported, one life changing iBOT® donated

**Scholarships** – \$50,000 given to 15 deserving students

**Spring Gala** – \$105,765 raised at the inaugural gala, supporting affordable housing in NH





**Want to stay up to date on what we are up to?**

Follow us on social!