2022 Community Impact Report
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.
MORE THAN
325 Organizations Supported

OVER
265 Community Events Attended

$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
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
“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 Tourny
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.
“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
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
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!