

# 2023 Community Impact Report



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

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*“It has been another incredibly impactful year at Service CU. Giving back to the communities we serve is ingrained in our mission and vision, and we are proud of the support we are able to provide to those communities. We couldn't do it without our members!”*

”

– Jaime Yates,  
Assistant Vice President of  
Community Development

# Sponsorship and Partnership:

# \$1,600,000+

GIVEN BACK TO THE  
COMMUNITIES WE SERVE

SUPPORTING

# 263+ | 419+

Organizations

Events



# Supporting Our Military Through Sponsorship and Partnership:

**Military Spouse of the Month** – Service CU has been recognizing the sacrifices of our military spouses, choosing one winner every month to receive \$500, with an additional \$500 being donated to a nonprofit of the spouse’s choosing.

**Swim With a Mission** – Presenting sponsor, helping to raise millions of dollars for military and veteran organizations.

**NH Fisher Cats** – Tip of the Cap sponsor, recognizing military members in attendance at all games.

**NH Children’s Museum** – Presenting sponsor of the Blue Star Museum program, which provides free admission for active military personnel and their families from Armed Forces Day, in May, through Labor Day each September. In 2023, CMNH admitted 1,430 people with the Blue Star Museum discount. Additionally, this sponsorship provides a 50% discount to active military personnel and veterans, and their families from January – October. In 2023, the museum admitted 380 visitors using this discount.

## Organizations Supported:

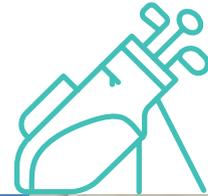
Veterans Count  
Swim with a Mission  
Sabine Strong  
Robert Irvine Foundation  
Dan Healy Foundation  
NH National Guard Enlisted Association  
NH Air National Guard  
Travis Mills Foundation  
CCUA- Home for Our Troops  
UNH ROTC  
Bands for Badges  
Building Dreams for Marines  
Homeland Heroes Foundation  
American Red Cross Overseas Association  
1st Lt. Derek Hines Soldiers Assistance Fund  
Green Beret Foundation  
VETRN  
Camp Resilience  
Massachusetts Fallen Heroes  
Fishing for the Mission 22  
NH Council NLUS  
Pease Thunder Over NH Air Show  
Portsmouth VFW  
Vouchers for Veterans  
Swim With a Mission K9 Project  
Red Sox Foundation – Run to Home Base



# Fundraising Through Charitable Golf Events:

Professional Fire Fighters of New Hampshire  
Robert Irvine Foundation Golf Tournament  
Vouchers for Veterans  
Exeter Professional Firefighters Golf Tournament  
Wentworth Douglas Charity Golf Classic  
Langley for Families- The Foundation for LFCU  
DCU For Kids  
CU Kids at Heart  
EasCorp Golf  
Tri Corp- Norm Nolette  
NH Jump\$start Coalition  
Monarch School of New England  
Hanscom FCU - Alan M. Heart  
NH Humans Compassion Golf Tournament

Seacoast Family Promise Golf  
Cheshire Health Foundation Golf Tournament  
CCUA Annual Golf Tournament  
Robert G Comrie Memorial Golf Tournament  
Kiwanis Play It Forward for the Kids Golf Tournament  
Annie's Angels Memorial Fund, Amanda Ranauro Charity Golf  
Hypertherm Associates HOPE Foundation  
Rotary Club of Lebanon - Bedell Tournament  
Ironstone Farm Swing Into Action Golf Tournament  
Androscoggin Valley Hospital Auxiliary  
Community Action Partnership of Strafford County  
Drive Fore Kids



# Holiday Giving:

## Overseas:

- 679 service members and their families were served holiday meals
- 148 turkeys distributed
- 304 \$25 Visa® gift cards distributed for holiday meals
- 122 Christmas trees donated to active duty military
- 880 welcome bags packed and distributed to service members in partnership with the USO

## Stateside:

**Presenting sponsor of GATHER Thanksgiving** – 1,435 individuals and 489 families served. 472 turkeys, 875 pies, a variety of canned and fresh produce totaling over 22,629 pounds of food distributed.

**Stay Warm** – For the 4th year in a row, Service CU distributed Stay Warm bags packed with a hat, scarf, gloves, and a blanket that were given to 35 nonprofits for distribution in their local communities. Service CU has distributed a total of 21,000 bags.

**Project Elf** – Now in its second year, Service CU elves shopped at 11 locally owned NH toy stores, purchasing over 4,000 toys, spending over \$80,000 to donate to the NH State Police Toys for Tots effort.

**Branch Drives** – U.S. branches held individual collection drives for local nonprofits, collecting nearly 5,000 items.

**Adopt a Nonprofit** – All NH branches chose a local nonprofit to make a holiday donation to, helping with wish list items.

# 4,000+



TOYS DONATED

# 22,629+



LBS. OF FOOD  
DISTRIBUTED

# 880



WELCOME BAGS FOR  
SERVICE MEMBERS



MAKING WISHES COME TRUE

**\$65,000**



**DONATED TO  
NH MAKE A WISH**

## Special Events:

**4th of July with Robert Irvine** – Service CU was proud to underwrite a 4th of July event with celebrity chef Robert Irvine. More than 1,496 service members and their families were treated to a BBQ at USAG Ansbach.

**Lunch with Joe Cardona** – Service CU treated nearly 80 veterans to a free lunch with New England star and Navy Lieutenant Joe Cardona.

**American Red Cross Overseas Association Annual Banquet** – The credit union hosted a very special 72nd annual banquet for a group of women from the American Red Cross Overseas Association who served from World War II on as Donut Dollies and nurses.

**Special Olympics NH Cornhole Tournament** – In October, Service CU hosted an inaugural cornhole tournament where nearly 40 Special Olympic Athletes were paired to Service CU staff. The day ended in a \$10,000 donation to the Special Olympics.

**Veteran Sails** – Provided free sailing trips for veterans with the NH Gundalow Company.

**USO Care Pack** – More than 30 Service CU staff volunteered to join the USO in packing kits for deployed soldiers, providing a taste of home with favorite snacks and highly requested comfort items, at the USS Constitution Museum in Boston.

**Portsmouth Community Garden** – 20 Service CU staff volunteered at the Portsmouth Community Garden to prep for the 2023 season, building garden beds, wheelbarrowing soil, painting and more.

# Giving Back to First Responders:

Exeter Professional Firefighters  
Golf Tournament

Professional Fire Fighters of  
New Hampshire

State Police Association of  
Massachusetts

Massachusetts State Police  
Benevolent Fund

Massachusetts Coalition of Police  
New Hampshire Police Association

Boston Fire Department

Boston Bruins Foundation

New Hampshire Troopers  
Association



# Proud Sponsors of:

Portsmouth Music Hall

American Independence Museum

Granite State Arts Academy

Prescott Park

St. Kieran Community Center

Strawbery Banke Museum

NH Art Educators Association

Portsmouth Music and Arts Center

3S Art Space

Hinsdale Historical Society

Currier Museum



# Financial Wellness:

## Stateside Financial Literacy Classes –

Nearly 550 students taught.

## Overseas Newcomers Briefings –

3,639 active duty personnel reached.

## Financial Wellness and Literacy Classes –

Nearly 1,750 individuals attended in-person and virtual lessons.

NEARLY

# 6,000

INDIVIDUALS TAUGHT



## Topics Covered:

- Understanding Your Paycheck
- Understanding Your Credit Report and Score
- What to Consider when Borrowing Money
- Identify Theft Protection, and Fraud Awareness
- Spending Tools: Credit Cards, Debit, Venmo, Cash, etc.
- Types of Expenses: Fixed, Variable, & Discretionary
- Psychology of Shopping
- Creating a Budget/Spending Plan
- Financial Institutions: Credit Unions Compared to Banks
- Advice You Can Bank on: Teen Financial Wellness
- Budget Basics and Financial Wellness for Teens
- Money Masters: Savings and Budgeting for Kids
- Psychology of Spending for Americans Abroad
- From Tellers to Executives: Career Paths in Financial Institutions
- Money Talks: Strengthening Family Financial Conversations
- Strategic Account Ownership: Beneficiaries and Trusts
- Dive Into Your Future: Navigating Life After High School
- Money Math with the Money Mammals
- Service CU in the Military Community: A Sensing Session
- Steps to Financial Freedom
- GreenPath Partner Panel – Resources for Veterans: From Service to Financial Stability





**In 2023, the Impact Foundation raised more than \$1 million** to support housing & homelessness in NH, veterans, and scholarships for students pursuing higher education. Since its inception in 2020, the Impact Foundation has raised more than \$2.2 million to support the communities in which we serve.

Every dollar raised is a dollar donated to causes in need.



#### Cash Raffles

**\$120,000** awarded to 4 winners through cash raffles in 2023.



#### Scholarships

**A total of \$100,000 in scholarships were awarded** to 19 high school seniors and 12 adult learners in 2023.



## 4th Annual Golf Charity Classic

# \$460,000+

Raised

Our generous supporters made it possible for the Impact Foundation, in partnership with the Robert Irvine Foundation, to have the most successful golf event in its four-year history, raising more than \$460,000 for veteran service organizations in New England and beyond.

Homeland Heroes Foundation	\$25,000
Travis Mills Foundation	\$25,000
Liberty House	\$20,000
Veteran Northeast Outreach Center	\$12,578
Hero Pups	\$10,000
Building Dreams for Marines	\$10,000
Camp Resilience	\$10,000
Honor Flight New England	\$10,000
Ironstone Farm	\$10,000
UNH Army ROTC	\$2,500
Vouchers for Veterans	\$7,168
Robert Irvine Foundation	\$276,229



## 2nd Annual Spring Gala

# \$255,000

Raised

The 2nd Annual Spring Gala raised \$255,000 to make an impact on homelessness in New Hampshire. Funds raised directly supported critical needs and renovations at ten shelters across the state.

Cross Roads House, Portsmouth	\$28,000
Families in Transition, Manchester	\$45,000
Harbor Care (Harbor Homes), Nashua	\$20,000
Lydia's House of Hope, Somersworth	\$12,000
My Friend's Place, Dover	\$21,764
New Generation, Greenland	\$19,454
Oasis, Claremont	\$35,500
Salvation Army Carey House, Laconia	\$37,500
Seacoast Family Promise, Exeter	\$25,000
Waypoint, Concord, Dover & Manchester	\$10,700





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