



paying it forward 
2020 Community Investment Report



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“

We believe everyone deserves financial success.

The investments we make in supporting our communities through education and charitable giving will lead to healthier, more financially stable individuals and families.”

Hank Halter
Chief Executive Officer

A Special Message

From the Vice President of Business & Community Development, Jai Rogers

Paying it Forward

2020 was a year unlike any other, as many faced personal and professional issues due to the COVID-19 pandemic.

Delta Community continued its long history of providing financial, educational and volunteer support to the communities we are privileged to serve in Georgia, Kentucky, Texas and Utah.

In response to the impact of COVID-19, we altered our traditional means of community engagement to assist with the critical needs of our business and community partners. Real-time and relevant financial education workshops were offered to members and their families to provide practical and actionable advice ranging from *Rebuilding after a Financial Crisis* to *Planning for Financial Uncertainty*. We are grateful to our members and others who participated in our programs throughout the year and hope they were able to benefit from the content provided during each workshop.

We further redirected our community sponsorship efforts by creating a COVID-19 Special Fund to support 53 charitable organizations in areas pertaining to emergency relief efforts, diversity, equity & inclusion programs, financial wellness and small business sustainability needs. We look forward to continuing the new relationships established in 2020 to provide ongoing financial services to entrepreneurs, employees, clients and program participants.

I am both humbled and proud of our ability to adapt to the evolving circumstances of the pandemic as we shifted financial resources to help our members and the community at large. We look forward to 2021 and further engaging with our existing and new community and corporate partners in innovative ways.

Thank you.

Jai A. Rogers
Vice President, Business & Community Development



Our 2020 Accomplishments

by the numbers



More than
\$876,000
invested through
grants and donations



474,000
individuals and families
supported through the
Philanthropic Fund



\$100,000
granted to 18 charitable
organizations in Atlanta



\$210,500
invested through the
COVID-19 Special Relief
Fund



\$30,000
provided in academic
scholarships



183
free Financial Education
Center workshops
held for **7,100**
attendees



**2 first place CUNA
Desjardins Awards**
in the categories of Adult and Youth
Financial Education



2019
investment
\$850,000

2020
investment
\$876,000

Total Giving

\$876,000 invested through grants & donations

Community Sponsorships and COVID-19
Special Funding

\$332,000

Charitable Giving

\$150,000

Education and Financial Literacy

\$147,000

Corporate Relationships

\$114,000

Marketing Event
Sponsorships

\$78,000

Industry
Partners

\$55,000



Delta Community Sponsors Scholarship Fair

Helping High School Students Navigate College Financing Options



Delta Community helped more than 500 high school students and their families navigate the complicated process of financial aid by supporting the 10th annual "I AM College Bound" Fair. Our Community Development team conducted sessions on Budgeting and Money Management. The event, which is part of both the College Bound Initiative from the United Way® and The Scholarship Academy, was free and open to Georgia high school juniors and seniors.

As part of its services, this event provided one-on-one Free Application for Federal Student Aid (FAFSA) submission help. It also provided the opportunity for students to apply for scholarships and learn about other local, state and federal-based financial aid and scholarship opportunities. The Scholarship Academy received a grant from Delta Community to fund its Financial Aid Quiz Bowl game series.

Delta Community Pays It Forward
SCHOLARSHIPS



Scholarship Program

For the 15th year, the Delta Community Scholarship Program supported exceptional students seeking college degrees. The Scholarship Program awarded \$25,000 to five students, all of whom attended high schools in metro Atlanta.

Winners were chosen based on academic achievement and submission of an essay based on the following topic:

Delta Community recently experienced one of the best years in its 80-year history. The Credit Union is proud that we achieved record growth and led the nation in customer satisfaction. Please share your proudest moment, and how it will propel you toward success in the future.

Our scholarship recipients are chosen by a different employee volunteer committee each year.

“

As we celebrate Delta Community's 80th anniversary this year, we are also privileged to celebrate these bright, motivated students, who promise to continue making meaningful contributions to their communities," Chief Executive Officer Hank Halter said in a press release.

"We're grateful for opportunities to invest in their education, and we wish them personal and professional success."



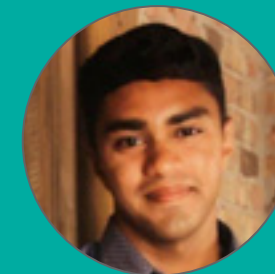
Sophie Zhang

Sophie Zhang, a 2019 graduate of Dunwoody High School, is currently majoring in Industrial Engineering at the Georgia Institute of Technology.



Adam Shi

Adam Shi, a student at Lambert High School in Suwanee, will attend the University of Pennsylvania with a career goal of integrating farming with philanthropy by developing and donating hydroponic greenhouses to communities in Africa and Asia.



Naren Matcha

Naren Matcha, a senior at Milton High School, plans to major in Biology at the University of North Carolina, Chapel Hill.



Kennedy Head

Kennedy Head, a senior at McEachern High School in Powder Springs, plans to attend Jacksonville State University with a career goal of becoming a Nurse Practitioner.



John Atkinson

John Atkinson, who attends Centennial High School in Roswell, plans to study Marine Biology at Harvard University with a career goal of becoming a research scientist.

FINANCIAL WORKSHOPS

Financial Education Center

Offering Financial Knowledge During Uncertain Times

The Financial Education Center (FEC) is an integral part of Delta Community's effort to deliver on its mission to improve the financial well-being of our members and the communities we're privileged to serve.

In 2020, the FEC delivered 183 workshops and webinars to adults and youth covering 36 different topics. More than 7,100 current and prospective members participated in 2,100 individual coaching and counseling sessions.



In an effort to provide education and financial guidance to our members and communities during the rise of COVID-19, our Financial Education Center released the Financial :15 Webinar Series, a three-part series of 15-minute on-demand webinars.

Participants affected by the pandemic learned how to manage their finances during a critical time of uncertainty.



7,100
Attendees



183
Virtual Workshops



36
Course Topics

NOTABLE EVENTS

Horizon's Atlanta: College financing presentation reached 200 high school students from underserved communities as part of their six-week summer learning experience.

Wellspring Living: Facilitated a four-part financial literacy series called *Change Your Future*, to help teens who have been at risk or victimized by sexual exploitation and trafficking.

Cool Cash Money Camps

Conducted Virtually for First Time Due to COVID-19



The 2020 Cool Cash Money Camps were held in July, with more than 230 children participating in morning and afternoon sessions facilitated by Financial Education Center Manager Ryan Behrens, and Community Development Representatives Taylor Harding and William Wesley.

The camps, which are part of Delta Community's Financial Education Center, are designed to promote financial literacy among children ages 7 to 14 through fun, interactive money basics discussions and games. In 2020, the camps were offered virtually rather than in person, due to the ongoing COVID-19 health crisis.

Children's Miracle Network

Delta Community Donation Helps Doctors & Nurses

As part of the Credit Union's ongoing investment in local communities, Delta Community donated 5,000 surgical masks to Children's Healthcare of Atlanta-Scottish Rite in April 2020. The government-rated N95 masks are used by medical professionals working on the frontlines during the COVID-19 health crisis in local Children's hospital locations.

"These masks will be used by our doctors and nurses who work closely with patients," explained pediatric registered nurse Jane Fredericks, who accepted a mask shipment at Children's. "N95 masks greatly reduce our risk of infection, and we are deeply grateful to Delta Community."

"Regular investment in Children's and Children's Miracle Network has long been a part of our corporate giving strategy," said Jai Rogers, Delta Community's Vice President of Business and Community Development.



2020 Philanthropic Fund

Seven Years of Support: Philanthropic Fund Committed \$100,000 to Metro Atlanta Charities in 2020



Our Philanthropic Fund was established in 2013 and awarded its first grants in 2014. With the distribution of the 2020 awards, the Fund has invested \$630,000 in organizations supporting financial education; science, technology, engineering, arts and math (STEAM) education; and health and human services.

“

We're grateful for opportunities to invest in organizations that align with our mission to help families manage their household finances and improve the physical and financial well-being of young people.”

Hank Halter
Chief Executive Officer

Grants of \$10,000 awarded to:

- Communities in Schools of Atlanta
- Tommy Nobis Center
- MUST Ministries

Grants of \$7,500 awarded to:

- Women's Resource Center to End Domestic Violence
- Community Outreach in Action, Inc.
- Atlanta Union Mission Corporation
- City of Refuge, Inc.

Grants of \$5,000 awarded to:

- Backstreet Community Arts
- Playworks Georgia
- The Scholarship Academy, Inc.
- The Atlanta Opera, Inc.
- Crosswalk Ministries USA, Inc.

Grants of \$2,500 awarded to:

- VOX Teen Communications
- Out of Hand Theater
- The Sheltering Arms
- Piedmont Park Conservancy, Inc.
- Quality Care for Children
- Westside Future Fund

Delta Community Pays It Forward
CHARITABLE GIVING

 **5,000**
Surgical Masks Donated to
Children's Healthcare of Atlanta

Michelle Cobb, Children's Healthcare of Atlanta Foundation, says in-kind donations like Delta Community's are vital to the operational success of the non-profit Children's hospital system. ➤

 **18**
Non-Profit
Organizations Funded

 **\$100,000**
Total Amount
Invested

 **474,000**
Individuals and Families
Supported

Delta Community Schools Program Sponsors Virtual Field Trips

“Schoolhouse Rock Live!”



Delta Community is committed to supporting education in the counties that we serve. Through our Schools Program, we provide resources to help our local school districts thrive.

Delta Community partnered with City Springs Theatre Company (CSTC) to offer a unique virtual field trip for over 49,000 students and teachers. CSTC re-imagined its education program offerings to best serve its student population due to the COVID-19 pandemic. To effectively serve students virtually in the arts, CSTC filmed a production of “Schoolhouse Rock Live!”.

This event was distributed to schools in Georgia as a virtual student matinee during the 2020 school year. For more than forty years, Schoolhouse Rock! has helped students understand and expand on school curriculums through music and animation with a series that now includes over 60 songs. The production is also tied to Georgia Standards of Excellence (GSE) and targets students in grades K-6.

As presenting sponsor, Delta Community Credit Union’s support helped serve:

49,000
Educators & Students

108
Total Schools
83 Title 1 schools from Georgia
25 public/private schools

23
School Systems/
Counties

Delta Community COVID-19 Relief Special Fund

Supporting the Community During Challenging Times



In response to the unexpected impact COVID-19 had on the metro Atlanta community, the Business and Community Development department immediately shifted its focus to provide financial assistance to small businesses and organizations. Sponsorship allocations were repurposed to create the COVID-19 Special Fund to support Emergency Relief Efforts, Small Business sustainability needs, Diversity, Equity & Inclusion programs and Financial Wellness workshops.

Program Support Included:

- Technical assistance and virtual workshops for small business sustainability
- Emergency homeless shelters for displaced families
- Community COVID-19 testing
- PPE and mental health counseling services for healthcare professionals
- High school and adult financial education workshops
- Microenterprise resilience grants
- Hunger prevention/boxed meals during Winter Break

Total Distribution
\$210,500

COVID-19
\$108,500

Small Businesses
\$38,500

Diversity, Equity & Inclusion
\$34,000

Financial Wellness
\$29,500



“

The sponsorship money Delta Community invested in WeCycle Atlanta helped us reach every household in Atlanta’s Ashview Heights neighborhood, at no cost to residents here,” said Shawn Deangelo Walton at WeCycle Atlanta. “It’s actually a double win: first, for the families who received free fresh vegetables, and also for the local farmers who partnered with us to provide this nutritious produce.”

AVP Community Development, Reina Short with Creative Working Member, WeCycle Shawn Deangelo Walton



COMMUNITY INVOLVED

-  DeltaCommunityCU.com
-  facebook.com/DeltaCommunity
-  [@DeltaCommunity](https://twitter.com/DeltaCommunity)
-  [@DeltaCommunity](https://www.instagram.com/DeltaCommunity)
-  linkedin.com/company/Delta-Community-Credit-Union
-  800-544-3328

To learn more about our ongoing support of the communities we serve, please visit DeltaCommunityCU.com/Community, call 404-677-4786, or email Business.Development@DeltaCommunityCU.com



NCUA
This credit union is federally
insured by the National Credit
Union Administration.