

Service. Commitment. Engagement.



SAFE Credit Union 2021
Community Impact Report



A Letter from Dave Roughton

SAFE Credit Union is honored to help improve the financial well-being of residents and members throughout the Greater Sacramento region. In doing so, we invest in communities we serve in many ways, including through direct giving, grants, scholarships, volunteerism, financial education, and advocacy.

Our philanthropic efforts focus on areas that best support the well-being of our community: healthcare and education. Originally launched in 1940 at the Sacramento Air Depot, SAFE reveres its U.S. Air Force roots to this day by providing grants to organizations that support military personnel and veterans.

In this report, you will learn about how SAFE supported our communities in 2021, including \$120,000 in grants we awarded to nonprofits to help them directly serve more than 7,800 of our neighbors, as well as how SAFE employees volunteered more than 2,500 hours to support the causes they care about most.

Strong corporate citizenship is fundamental to SAFE's mission, and we are proud that the Sacramento Business Journal has recognized our efforts two years in a row with its Corporate Citizenship award. In 2020, the publication cited SAFE's robust financial wellness assistance to our 242,000 members and the community during the pandemic with low- to no-cost emergency loans, Paycheck Protection Program loans for small businesses, and loan deferment programs. SAFE also provided \$60,000 in emergency grants to regional nonprofits.

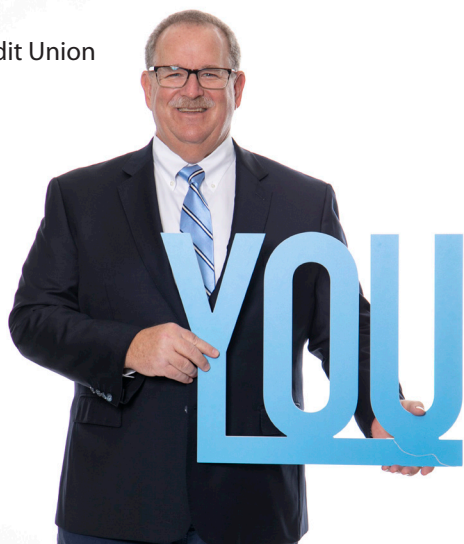
In 2021, SAFE received the award for continuing its mission to support economic development opportunities through no-cost financial education workshops, including launching the Perfect Cents Podcast, which connects listeners to SAFE experts and members of the community. We also worked hand-in-hand with chambers of commerce in our area on programs to promote shop-local campaigns, and to improve diversity, equity, and inclusion in workplaces across the Greater Sacramento area. SAFE brings financial wellness services directly to the employees of some of our region's largest private and public employers through a robust Workplace Financial Wellness program.

SAFE joins other credit unions in advocating for the credit union mission through direct government outreach in association with the California Credit Union League and the Credit Union National Association.

SAFE invests in the future economic success of our region through our naming rights sponsorship of the SAFE Credit Union Convention & Performing Arts District. The facility officially opened in 2021, and weekly draws thousands of visitors to the heart of downtown Sacramento – supporting jobs and boosting economic development throughout the area.

We look forward to sharing all that we will accomplish in 2022 – and far into the future – as SAFE continues to engage, support, and advocate for you and the communities we serve.

Dave Roughton
CEO
SAFE Credit Union



PEOPLE HELPING PEOPLE

Volunteerism. Service. Philanthropy

Life's most persistent and urgent question is: What are you doing for others?

— Martin Luther King, Jr.

As a local, cooperative financial institution, SAFE Credit Union is committed to supporting all who live and work in the Greater Sacramento region. Through our business operations and corporate responsibility initiatives, SAFE continues to deliver scalable impact within our 13-county service areas. We focus on a multi-channel approach to corporate responsibility — volunteerism, philanthropy, financial education, and advocacy — where our talent, donations, and financial expertise allow us to do the greatest good in our communities.

Volunteerism

SAFE promotes and supports volunteerism through individual and team settings. Employees receive 16 hours of paid time each year to volunteer in their own communities. SAFE employees volunteered more than 2,500 hours in 2021 at nonprofits of their choosing.

2553 employee community volunteer hours

35 SAFE teams volunteered both in-person and virtually

130 individual SAFE Employees volunteers

73 organizations served within our community

300 hours volunteered during Building CommYOUity week

"The generosity demonstrated by SAFE Credit Union and its employees truly puts kindness into action. With a new home market recently ranked most unaffordable in the United States, Sacramento is facing a shockingly severe affordable housing crisis. SAFE Credit Union's volunteer support will help us build forward through this crisis, and we are immensely grateful. Together, we will break new ground to change lives and build hope through shelter."

— Habitat for Humanity of Greater Sacramento

"Thank you for encouraging us to live beyond ourselves and for providing a platform to do so. It IS better to give than to receive!"

— David Simula,
Sales Manager



Service

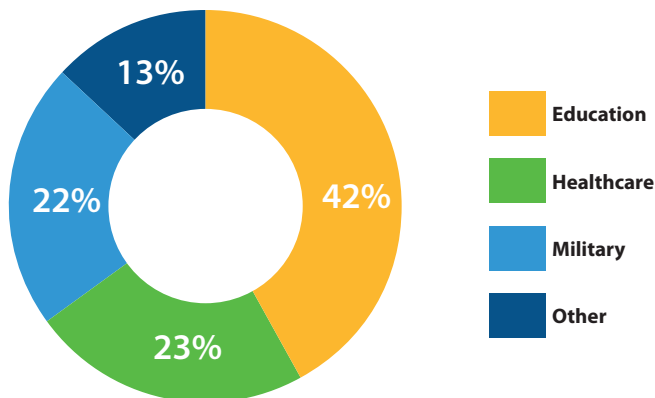
SAFE employees directly work with organizations and chambers of commerce to create thriving communities and a healthy business environment that supports the power of entrepreneurship. SAFE leaders, Board volunteers, and employees lend their expertise, insights, and energies to the boards of the following organizations:

- California Aerospace Museum
- Children’s Miracle Network Business Council
- First Tee – Greater Sacramento
- Folsom Chamber of Commerce
- Greater Sacramento Economic Council
- Impact Foundry
- Keaton’s Child Cancer Alliance
- KVIE
- ProjectAttain!
- Sacramento Asian Pacific Chamber of Commerce
- Sacramento Family Justice Center
- Sacramento Metropolitan Chamber of Commerce
- Sacramento State Alumni Association
- Sierra College Foundation
- REEF (Rocklin Excellent Education Foundation)
- United Way Young Leaders Society

Philanthropy

SAFE supports our community through direct giving of grants, donations, and sponsorships. SAFE focuses its giving on three pillars: education, healthcare, and military. In 2021, we provided \$396,000 to 60 organizations.

2021 Community Donations



Our Pillars



2021 Grants Awarded

"Thanks in large part to the support of our community, including SAFE Credit Union and its generous award of \$10,000, Saint John's continues to demonstrate success year after year, despite the challenges we face. In 2021, we served 425 women and children with up to 675 comprehensive service hours each month and expect to serve 550 women and children in 2022."

— St. John's Program for Real Change

Grant Program

SAFE awarded **\$120,000** in grants awarded to **seven** nonprofits in 2021 in a competitive grant program, impacting more than **7,800** Greater Sacramento area residents.

\$20,000 to Allegiant Giving – supporting U.S. military veterans in education, employment, and entrepreneurship.

\$20,000 to Soil Born Farms – providing veterans with therapeutic outdoor experiences and connecting them to careers in sustainable agriculture.

\$20,000 to Keaton's Child Cancer Alliance – providing critical family-centered supportive services to children diagnosed with cancer by partnering with the primary Northern California hospitals who specialize in pediatric oncology.

\$10,000 to City Year – adding capacity to the Whole School Whole Child (WSWC) program within Sacramento public schools by integrating social-emotional support before, during, and after school.

\$10,000 to Saint John's for Real Change – unleashing the potential of women and their children in crisis and lead families to self-sustainability.

Awarded \$20,000 to Sacramento State University Foundation – providing peer coaching support for 375 adult learners within the College of Continuing Education.

Awarded \$20,000 to Junior Achievement – inspiring and preparing young people for success.

"Support from SAFE Credit Union enabled ProjectAttain! to transition from a regional initiative to an independent 501c3 nonprofit organization, build organizational capacity, launch degree-focused Comebacker Services, and establish pilot projects that serve as proof of concept for expanded service."

— Dr. Jenni Murphy



Other Grants

SAFE awards other grants to support organizations that it works closely with.

\$10,000 to First Tee – supporting its RISE golf program reaching underserved youths in the Sacramento region as well as an adaptive PE program.

\$25,000 ProjectAttain! – closing California’s talent deficit by boosting adult credentialing to 60% by 2030.

\$25,000 California Aerospace Museum – funding used for STEM Summer Camp and development of education programs and scholarships for underserved students.

\$10,000 American River College – supporting the MESA (Mathematics, Science, Engineering, Achievement) program. Funding is being used to support the hiring of student tutors.

Joy & Kindness Campaign

Each December, SAFE conducts its Joy & Kindness Campaign that connects SAFE teams directly with local nonprofits through monetary and in-kind donations to make the holidays brighter for the communities SAFE serves.

\$21,200 distributed in micro-grants to **30** nonprofits during the second annual Joy & Kindness Campaign.

“The Joy & Kindness Campaign 2021 is an excellent example of SAFE Credit Union’s commitment to community! The support Wellspring Women’s Center received will provide over 1,500 meals to vulnerable women and children.”
— Wellspring Women’s Center

“This very generous donation will be used to purchase healthy groceries to serve to ALL people in need living in Sacramento County. This includes families, singles, homeless guests, college students, foster youth, seniors, and refugees. For every \$2 donated, we are able to provide 1 healthy meal to a household facing hunger. This donation provided 1,125 meals!”
— River City Food Bank





\$61,000 IN SCHOLARSHIPS GIVEN!



Lifting Others Through Education

Scholarships. Financial Education.

2021 High School Scholarships

SAFE Scholarship Program offers college-bound high school students an opportunity to continue their education while alleviating some of the financial burden. Scholarships are awarded based on academic merit and financial need.

\$10,000 in scholarships to 10 outstanding high school students from lower-income households.

UC Davis School of Medicine Scholarships

SAFE is proud to support medical students who will in turn share their expertise with the Greater Sacramento community.

Two UC Davis medical students awarded a **\$10,000** scholarship each, for a total of **\$20,000**.

The two students – **Drs. Angelina Mikityuk and Baarkulah Awan** – received these scholarships in each of their years at the UC Davis School of Medicine. Dr. Mikityuk graduated in 2021 and accepted a residency in emergency medicine at UC Davis Medical Center. Dr. Awan accepted a surgical internship in the Bay Area and hopes to follow with a diagnostic radiology residency.

Sacramento County Office of Education Scholarships

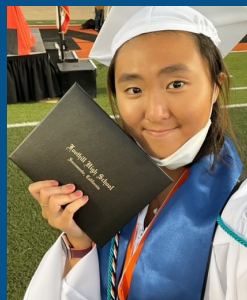
SAFE partners with the Sacramento County Office of Education by sponsoring two programs supporting students and academic achievement.

\$10,000 in scholarships awarded to top-scoring students for this year's Sacramento Academic Decathlons.

\$1,000 college scholarship awarded to the winning high school student who won the essay contest designed to honor local military veterans through Operation Recognition, a program that provides high school diplomas to military veterans whose high school education was interrupted by World War II, and the Korean and Vietnam wars.

\$20,000 to the Los Rios Community Foundations to provide **40** students in need with \$500 scholarships.

2021 Scholarship Recipients





A Personal Touch

When Inderkum High School student Trisha Nagin walked into a SAFE branch in spring 2021, she came with a mission. Through her own hard work and determination, Nagin had raised \$1,700 for Loaves and Fishes' Mustard Seed School by selling doughnuts and muffins to customers of her parents' business. She wanted to know whether SAFE would provide a matching grant to further assist the school that helps homeless students with their education. SAFE happily agreed to match Nagin's funds, and also donated tote bags filled with school supplies to give to Mustard Seed School students. SAFE salutes Nagin for her generosity and commitment to her community!

Financial Education

Fifty-one percent of SAFE's membership is classified as low income, making it critically important that the credit union continues to provide members and others in the community with quality, no-cost financial education through a variety of means, including webinars, the new Perfect Cents Podcast, Workplace Financial Wellness program, and youth programs.

247 live financial no-cost education webinars that reached **7,829** attendees, including Workplace Financial Wellness partners.

208 high school students and young adults introduced to real-world financial insights through our Bite of Reality Fairs and Internship program.

2,075 Perfect Cents Podcast downloads in **15** countries and **45** US states since October 2021 launch.

"Finding creative, unique opportunities to collaborate with our community is what sets SAFE apart as a true community investor. Encouraging others commitment to doing good work and in exchange them thinking of SAFE as a community partner is the way to build a strong community."

— Amanda Merz,
Community Impact
Manager

A Commitment to Diversity, Equity, and Inclusion (DEI)

SAFE is committed to creating a culture where we truly respect, honor, value, celebrate, and advance diversity to meet the needs of those we serve and where we all can contribute, prosper, and grow personally and professionally.

SAFE began an ongoing commitment to the principles of diversity, equity, and inclusion (DEI) in 2020 with the formation of the YOUunity Council. This employee-driven team helped shape an action plan to set strategy and launch tactics to make SAFE's culture and corporate citizenship more thoughtful to embracing the rich diversity and talent that the Greater Sacramento region provides.

In 2021, that initiative grew in many ways and through multiple channels, from workplace changes to the community organizations SAFE chose to collaborate with.

In the workplace, SAFE launched employee resource groups (ERGs), established clear career pathways, and changed our recruitment, interview, and hiring practices to ensure a diverse selection of candidates are considered for positions at all levels of the organization.

SAFE expanded our philanthropy and corporate citizenship to include a wider array of nonprofits and organizations to work with to expand DEI initiatives in the Sacramento region. Most notably was a partnership SAFE entered with the Sacramento Metropolitan Chamber of Commerce and Emtrain to provide no-cost DEI training and assessment tools to businesses to learn more about the current state of DEI in workplaces across the region as well as provide insightful lessons to employees to heighten their awareness of DEI.

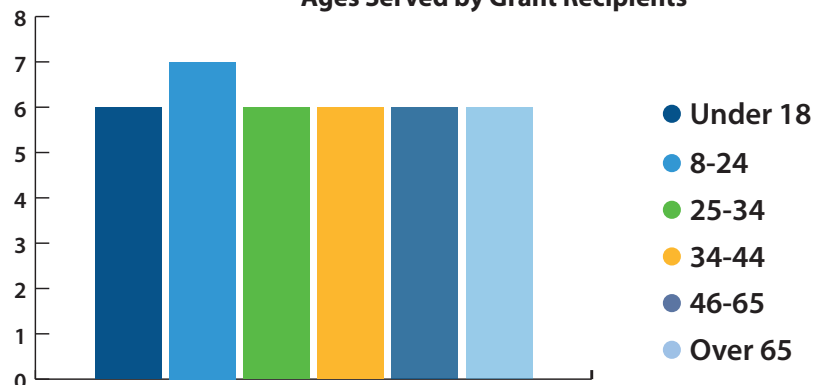
Philanthropy and DEI

In 2021, SAFE asked the eight recipients of our competitive grant program to share insights into the different groups they served to ensure that funds supported a diverse range of people.

100% of the eight organizations serve the following populations:

- Alaskan/Native American
- Asian/Pacific Islander
- Black/African American
- Latino/Hispanic
- White
- Male
- Female
- Binary

Ages Served by Grant Recipients



DEI at SAFE

A Q&A with Chief Human Resources Officer Colleen Nerius

What prompted SAFE to make diversity a priority?

In 2020, several unfortunate national incidents brought to light systemic racism and injustices experienced by many communities. SAFE, as a company, took actions to be an advocate for inclusivity and to improve diversity, equity and inclusion (DEI) as an organization. Our CEO, Dave Roughton, led the organization through that commitment. We began by generously listening, having difficult conversations, and educating ourselves, which helped to form our diversity plan known as our YOUunity Plan. To live up to our core values of Service, Trust, Camaraderie, Collaboration & Innovation, Community, and Integrity, we needed to dedicate ourselves to doing what is right.

What are some of the major milestones that you've been most proud of this past year?

The launch of employee resource groups (ERGs) last year makes me so proud of our employees and this organization. Three ERGs were started: Black at SAFE (B@S), EmpowHERment, and PLUS. Each of these groups has brought important and meaningful educational content and cultural exchange to SAFE.

Another milestone I'm proud of is the changes made to policies by removing gendered pronouns and making our dress code more inclusive by allowing employees to express themselves more as individuals.

Tell us how SAFE employees were involved?

SAFE employees have been and will continue to be at the center of making diversity a priority. We started these efforts by creating an employee advisory group formed by volunteers across the organization who want to be part of implementing change. When that advisory group met, executive leadership received valuable insights and ideas for DEI at SAFE. In addition, we held listening sessions (town halls) where all employees were invited so we could hear feedback that would help us create our go-forward plan.

Employee Resource Groups (ERGs)

SAFE is committed to elevating voices and providing career and leadership growth opportunities through its new ERG program. SAFE launched its ERG program with three initial groups chosen by employees. More are in the works.

- Black at SAFE, or B@S: for Black and other employees of color and their allies.
- People Like Us, or PLUS: for LGBTQ+ employees and their allies.
- EmpowHERment: for female employees and their allies



“ERGs are important for employees because they provide safe spaces for us in the workplace to connect and discuss our experiences. ERGs also create a space for those who don't share the same experiences but provide an environment to learn and ask questions without judgment. ERGs cultivate trust and camaraderie through vulnerability and passion. We all have something beautiful to share about our experiences; ERGs give you the audience you didn't know you needed.”

— Morgan Taylor, B@S

ERG Accomplishments in 2021

B@S

- Celebrated Black History Month with series of discussions and newsletters.
- Championed for paid day off for SAFE employees to honor Juneteenth before federal government made decision.

EmpowHERment

- Celebrated Women's History Month with series of newsletters and Women of SAFE panel interview.
- Worked with Community Relations team and WEAVE to provide household items for new homes being established for women survivors and their children.

PLUS

- Celebrated PRIDE month with series of newsletters.
- Launched a relationship with the Rainbow Chamber of Commerce.
- Implemented ongoing initiative to include LGBTQ+ imagery and messages in SAFE marketing materials and in-branch messaging.

Awards and recognition

Leadership. Culture. Innovation. Community engagement. SAFE excels in a multitude of ways, from quality business expertise to supporting our community through corporate citizenship. Learn more about the many honors SAFE has received that celebrate how we lead in excellence.

Best Place to Work, Very Large Employer

Sacramento Business Journal

SAFE's cooperative and innovative culture shined through during significant cultural shifts in workplaces.

Corporate Citizenship Award

Sacramento Business Journal

SAFE honored for our financial assistance and other support to members and the community during the start of the COVID-19 pandemic.

CUNA Diamond Awards

Credit Union National Association (CUNA)

SAFE supported local businesses, including an ad campaign that celebrated some of our business members' tenacity and determination in 2020-2021 earned top honors from CUNA.

Advocating for our Members and the Credit Union Movement



SAFE Credit Union embraces its role as an advocate for our members and the credit union movement.

In 2022, SAFE Credit Union CEO Dave Roughton was appointed chairman of the California Credit Union League (CCUL), elevating SAFE's role in advocating for legislation and policies that allow credit unions to better serve members and their communities.



SAFE discussed legislative issues concerning credit unions with Congressional representatives from California at CUNA Government Affairs Conference in Washington, D.C.



SAFE connected with members of the California Legislature Banking and Finance Committees at the Government Relations Rally in Sacramento hosted by CCUL.

Calls to action



Joined successful effort to amend AB 1177 to require the state of California to find a bank to partner with in the creation of a proposed state-operated bank.



Pressed to maintain credit unions' tax-exempt status that allows us to reinvest on behalf of our members.



Supported national efforts to increase and enhance financial data security.