



Community Impact Report

# CORPORATE CITIZENSHIP AT SAFE



**SAFE**  
CREDIT UNION



Employees receive 16 hours paid time off a year to volunteer.

SAFECAN! tracks individual and collective volunteer hours.

“Volunteering together has strengthened our bond as a team and deepened our connection to the communities in which we live and serve.”

- Marisa Root,  
Retail Operations  
support manager

## WHY WE VOLUNTEER:

Deloitte study found volunteer programs boost morale, workplace atmosphere, and brand perception. Nearly 90% of the respondents say they believe employers that sponsor volunteer activities offer a better working environment.

### VOLUNTEERISM DURING THE PANDEMIC

Alternative volunteering options identified

- Virtual opportunities
  - Sunshine letters to hospice patients
  - Hygiene kits for the homeless
  - Bookmarks and writing prompts for teachers and students
- Activities that incorporated social distancing
  - Food banks
  - Community gardens
  - Neighborhood cleanups

### SAFE STEPPED UP TO ASSIST ADDITIONAL NEEDS BY NONPROFITS

- Team-building opportunities
- Supporting the community

### FIRST BUILDING COMMUNITY VOLUNTEER WEEK

SAFE launched Building CommYOUity Volunteer Week in October

- Will become annual event
- 40+ SAFE teams participated
- 267 total volunteer hours
- Moved the needle by 4% closer to our goal for the year

## 2021 GOALS

- Increase volunteerism by ensuring every employee takes advantage of 16 hours of volunteerism for the year
- Incorporate Building CommYOUity Volunteer Week in alignment with the annual Impact Day
- Encourage departments to utilize volunteerism as teambuilding events
- Inspire employee resource groups to volunteer for organizations relevant to their areas of focus
- Award \$120,000 in grants
- Increase Joy & Kindness Campaign participation by 10%

# 2020 GRANT FUNDING

In response to the pandemic, SAFE pivoted grant funding to address specific emergency needs. More than 200 organizations applied for community sustainability funding.

## \$60,000 IN GRANTS AWARDED

### ST. JOHN'S PROGRAM FOR REAL CHANGE (\$20,000)

- Served 431 women and children
- Opened Red Door Desserts delivery program as a stream of income
- Hired credentialed teacher to educate 182 children living on campus

### WELLSPRING WOMEN'S CENTER (\$10,000 SAFE/\$10,000 FHLB MATCH)

Grant and grant match made up for canceled event that usually nets \$20,000

- 175 guests supported daily
- 100 + meals provided every weekday
- 58% earn less than \$5,000 and 24% are homeless

### RIVER CITY FOOD BANK (\$20,000)

- 8,000 additional family members and unsheltered guests could be fed

### FOSTER YOUTH EDUCATION FOUNDATION (\$10,000)

- The purchase of laptops and Internet access allowed 65 former foster youths to stay in school virtually to continue their education



“Our team uses volunteer work as a team building exercise whenever possible. The combination of giving back to the community while engaging with coworkers is a perfect win-win. Each time we participate in one of these events, we learn a little more about each other. The Placer Food Bank events involve a large sorting process that requires the team to develop a system to process more materials efficiently. Each team member falls into a role as we move fast through the process. The byproducts are camaraderie, laughter, and much needed supplies going back into the community.”

– Ken Getz, SVP  
Commercial Lending



“It is through community partners such as SAFE Credit Union that we were able to successfully adapt during the pandemic and serve our neighbors in need with dignity, compassion, and respect.”

- Erika Fatula, Director of Fund Development  
River City Food Bank



# \$400,000+ GIVEN in 2020!

Funds Allocated = 31% Military | 4% Health | 39% Education | 26% Other

## Assistance for the Community



**\$50,000**

support of the Sacramento Chamber of Commerce's pandemic resources



**\$60,000**

in grants to four nonprofits to assist with pandemic emergency expenses



**3,300**

masks donated to Sacramento area nonprofits to help in-person teams work safely



**\$10,000**

in Visa® gift cards distributed to area college students



**\$157,600**

in scholarship and educational funding to provide funding for equitable academic achievement



**\$19,150**

Donated to support health and wellness initiatives throughout the Sacramento region



**\$36,200**

In support of initiatives where active or inactive military personnel and/or their families benefit



**\$77,619**

Support of business relationships and nonprofit programs not specific to our pillars but support causes in-line with our mission



**\$4,200**

direct donations to collaborate with mortgage industry specific causes



**\$20,000**

investment in shop local campaign to support local businesses and employers



**6,390**

community members joined in 222 no-cost webinars to gain educational insights



**1,736**

hours SAFE employees spent volunteering during the pandemic, both in-person and virtually



## Financial Education in the Community

Employer Group: Non-Profits and other Community Outreach: Community-wide:

**4,146**

**253**

**1,119**

Three nonprofits we supported became SAFE business members:

1. Fairytale Town
2. Neighborhood Wellness
3. South Land Park Neighborhood Assn.



## Social Media

Total Community Impressions 2020:

**326,616**

Total Engagements 2020:

**28,925**

Community accounts for 4% of all impressions and 12% of all engagements.

Top community post in 2020 Community Volunteering post (Folsom Lake) – almost 7,000 engagements.

Community posts earn an average engagement that's 30% higher than the average engagement across all post types, building additional brand affinity and positive sentiment (also seen in comments and reactions) among followers, members, and potential members.

Insured by NCUA

