

Give & Grow



GreenState
CREDIT UNION

2020 ANNUAL GIVING REPORT

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**GIVE &
GROW**
GREENSTATE CREDIT UNION

We Give & Grow

GreenState's philanthropic mission is to improve the quality of life in the communities we serve. We give back by volunteering time and donating funds to support local organizations and charities to help our communities thrive. We are honored to grant funding to the areas of animal/wildlife, arts & culture, athletics, civic & community, education, environment, health, humanities, and diversity, equity & inclusion. In 2020, GreenState gave back in the following ways:



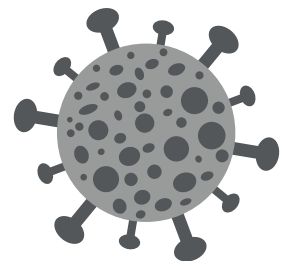
Supported over 900
Iowa charities



Staff volunteered over
1,200 hours



Contributed
\$2.2 Million to fund
local events and
programs



Directed over
\$435,000 for
COVID-19 relief

AFRICAN AMERICAN MUSEUM OF IOWA

- History Makers Gala
- \$10,000

The History Makers Gala is the museum's largest fundraiser. It serves as their annual meeting and recognizes statewide leaders for their accomplishments in their respective communities. A History Maker is an individual who, by their actions, modifies the course of history, imparting knowledge and impacting the communities in which we live. Through their existence and influence, history is forever changed. In 2020, our own Board Chair, Fred Mims, was honored. Thank you for your commitment and passion, Fred!



THE ENGLERT THEATRE



ENGLERT THEATRE & FILMSCENE

- Strengthen - Grow - Evolve Campaign
- \$75,000 pledge

This campaign is meant to secure the long-term vitality of these two crucial and impactful non-profits in downtown Iowa City.

- **Preservation:** Completed crucial renovation projects in two active historic venues in downtown Iowa City: The Englert Theatre (1912) and FilmScene's Ped Mall location in the Packing & Provisions Building (est. 1880s)
- **Downtown Iowa City Arts District Expansion:** Built a state-of-the-art home for cinema and the arts at FilmScene's Chauncey location with three new screens indoors and an outdoor screen (being installed Spring 2021) in Chauncey Swan Park; together Englert and FilmScene expect to serve 200k+ Iowans annually (post-pandemic) through ongoing ticketed events, festivals, and free (or reduced entry) programs.



GreenState FAMILY FIELDHOUSE



GREENSTATE FAMILY FIELDHOUSE

- \$1,400,000 pledge

This state-of-the-art 53,000 square foot 5-court fieldhouse has immediately enabled the Iowa City metro to become a signature attractor of both amateur and professional sporting events.

An estimated 50,000 athletes and attendees entered the Fieldhouse from September 2020 through January 2021. 38 different local youth teams or organizations have practiced at the Fieldhouse, 13 full-weekend tournaments have been played and 850 people each month are attending public drop-in activities.

Civic & Community



MIDAMERICAN RECPLEX

- Field Sponsor
- \$150,000 pledge

A youth-focused athletic venue in West Des Moines that will result in additional community opportunities:

- Addressing a documented community and regional need
- Enhanced quality of life for Central Iowans
- Delivering a major economic benefit to the area
- Offering Family Free Nights throughout the year



PRESENTED BY  GreenState CREDIT UNION

CEDAR RAPIDS ECONOMIC ALLIANCE

- Buy here, Give here, Grow here
- \$10,000

This program drives economic growth by encouraging consumers to support local businesses and non-profits. A local entrepreneur said it best: "We are a small business, when I heard the message on your airwaves, I was filled with gratitude. Your sentiment of shopping local, and doing what you can to support us was delivered in the most meaningful way. We had an excellent holiday season and as a small and young business in Mt. Vernon, we believe this messaging helped remind consumers to be intentional with their spending."

CORRIDOR BUSINESS JOURNAL

- Diversity Straight Up Podcast
- \$15,000

This is a monthly Diversity podcast from the *Corridor Business Journal* started in 2019 with the aim of elevating diversity issues across the Corridor region and beyond. The hosts of the podcast are Sarika Bhakta and Anthony Arrington, two community leaders from Cedar Rapids with diverse backgrounds and a passion for diversity. Current listenership ranges near 500 every month. Our own Jeff Disterhoft was featured on this podcast.





THINK IOWA CITY

- Holding Our Own Shop Local Program
- \$15,000

The Project Better Together team created a community-wide Shop Local program to help encourage and motivate local spending at Johnson County local businesses. For every \$150 spent at participating businesses, customers received \$20 in gift cards and \$5 was donated to a local program supporting and administering minority-owned business grants.

This program saw \$823,870 in economic activity for Johnson County local businesses. In addition, 160 businesses directly received funding from the BIPOC business grant.



QUAD CITIES CHAMBER OF COMMERCE

- Keep It QC - Community Gift Card Program
- \$5,000

The Quad Cities Chamber launched the Keep It QC initiative to challenge our community to support local businesses. Every dollar kept in the Quad Cities increases collective success, and together everybody wins! Our goal was to drive awareness, traffic and sales to restaurants, retail, entertainment, service businesses, even local big box stores.

In the first two months alone, this program spurred over \$182,000 of local spending.



GREATER POWESHIEK COMMUNITY FOUNDATION

- \$10,000

A capital campaign was created to improve the Veterans Memorial Building in Grinnell. This anchor building, located in the north-west corner of Central Park, was in need of repair due to its age and outdated structure. Veterans Memorial has historical significance to many who grew up in Grinnell or returned home from active duty during wars because the train station is adjacent to the park.

AFRICAN AMERICAN CREDIT UNION COALITION

- Commitment to Change
- \$125,000 pledge

The initiative, Commitment to Change: Credit Unions Unite Against Racism, focuses on unification, education, conversations, and investments that will move the credit union movement into a future where diversity, equity and inclusion can thrive. Elements of the initiative include:

- Creating a safe space for AACUC members to have “real talk” on the emotional and psychological impact of current events and how to bring about sustainable change.
- Launching the Diversity Equity and Inclusion Leadership Academy for Financial Professionals (DEI Academy).

GreenState helped to kick off the “I’ve got \$5” campaign by matching \$25,000 for this initiative.



Education

JUNIOR ACHIEVEMENT PROGRAMMING

- \$30,600

Junior Achievement's purpose is to inspire and prepare young people to succeed in a global economy. At this level, we are impacting several hundred students throughout the state and helping them understand financial literacy and entrepreneurship.



GIVE & GROW SCHOOL MATCH

- \$69,336

Every year in April, GreenState matches member donations up to \$500 per household. In 2020, 17 school districts across the state received funding. This is a great partnership we've had with numerous schools over the past decade as many help market this to their donors.



LEADER VALLEY FOUNDATION

- Leader in Me curriculum
- \$20,000

Leader Valley is a Cedar Valley business-education partnership with a primary focus of providing Leader in Me in area PreK-12 schools. Leader in Me is one key solution for the growing workforce needs and focuses on the following for all students in school:

- (1) Application of Stephen Covey's 7 Habits of Highly Effective People,
- (2) Identification & nurturing of unique gifts/talents,
- (3) Authentic leadership opportunities at the classroom, school and community levels, and
- (4) Development of essential professional & life skills.

Leader Valley is currently serving just over 11,000 students in 23 schools and 6 districts.

NEWBOCO

- Code.Org Teacher Training
- \$25,000



Computer Science is a fundamental part of education for the 21st Century world. And yet, 60% of schools in Iowa aren't able to teach this subject. Rural school districts are particularly disadvantaged and are frequently left behind. Through a partnership with Code.org, NewBoCo offers free professional development workshops to train current teachers how to teach computer science. We share a vision that every student in every school should have the opportunity to learn computer science and Code.org works hard to create courses that are accessible to all students, regardless of gender, ethnicity or socio-economic status. Code.Org training seeks to impact 45,000 students within the next few years.



TREES FOREVER

- The Green Initiative
- \$100,000 pledge



2020 marked the first year of our new partnership to put more 'green' in the state. Working with the experts at Trees Forever allows us to plant one tree for every new member of our credit union. This initiative started a little slow because of COVID-19, but we are happy to announce there was 8,757 trees planted, 19 projects completed, \$26,308 value of volunteer input and \$25,721 dollars additionally matched.



CRESCENT COMMUNITY HEALTH CENTER

- \$5,000

Crescent provides access to healthcare and wellness services in our tri-state communities that need them the most.

- Crescent is 1 of 14 Community Health Centers in Iowa, located in Dubuque.
- Crescent is projecting over 27,000 patient visits for 2021, an increase of 28% from the previous year.
- Crescent serves all who are in need of care. Currently 58% of patients are below the federal poverty level. Of those, 50% are uninsured, 36% have Medicaid, 8% have Medicare, and 6% have private insurance.



KICKOFF TO KINNICK

- \$20,000

Kickoff to Kinnick was created in 2014 to provide support for the University of Iowa Dance Marathon. 67.2% of fundraising dollars go directly to families and to the Stead Family Children's Hospital and 24.5% of funding goes to pediatric oncology research. Last year's virtual event raised \$14,000.



TRINITY FOUNDATION

- Radiating Hope Campaign
- \$50,000

This project will provide radiation therapy that keeps pace with current standards of care and compliments the direction of evidence-based radiation oncology services.

Trinity Cancer Center represents a cornerstone service line for UnityPoint Health – Fort Dodge. The goal is to provide comprehensive cancer services close to home. When patients receive care close to home, it means they can continue to work, care for family and be cared for by family. Equally important, they do not incur the crippling expenses of traveling out of town or the worry that comes with leaving family, children, and job behind. Radiation therapy is often prescribed for 30 consecutive days, so if patients need to travel, they either experience great time on the road, or they spend up to six weeks in a hotel. Because of this new campaign, Trinity can provide radiation therapy locally, and patients can come for treatment independently.



SPECIAL OLYMPICS OF IOWA

- \$25,000

The mission of Special Olympics Iowa is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for individuals with intellectual disabilities. Special Olympics gives them continued opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills and friendship with their families, other athletes, and the community.

**Special
Olympics**
Iowa





BIG BROTHERS/BIG SISTERS PROGRAMMING

- \$17,200

As the nation's largest donor and volunteer-supported mentoring network, Big Brothers Big Sisters makes meaningful, monitored matches between adult volunteers ("Bigs") and children ("Littles"), ages 6 through 18, in communities across Iowa. Their focus is to develop positive relationships that have a direct and lasting effect on the lives of young people.



GENESIS FOUNDATION

- Flu-Free QC
- \$20,000

Genesis Flu-Free Quad Cities plays a vital role in keeping schools and community flu-free by providing free seasonal flu vaccines to elementary school students. The goal is to provide free flu shots to 10,000 elementary school students to protect them from seasonal flu.

Over the past two years, Flu-Free has provided free flu shots to 19,335 children which protects over 96,000 residents in the Quad City community.



VARIETY CLUB

- \$30,000

Variety - the Children's Charity of Iowa is dedicated to improving the lives of children who are underprivileged, at-risk, critically ill and living with special needs throughout the state. Since the inception of the Telethon in 1975, Variety has raised more than \$119 million to support the children of Iowa. Variety provides funding to non-profit children's organizations for building expansions, renovations, equipment, programming needs and more.





MATTHEW 25

- Healthy Time Check
- \$75,000

Matthew 25 envisions a thriving, connected community where people are valued and talents are multiplied; where neighborhood families have access to safe, affordable housing and healthy food; and where youth are empowered through reading and the creative arts. Healthy Time Check is devoted to rehabilitating the Time Check Neighborhood in Cedar Rapids to create an opportunity for all. A new grocery store as well as affordable housing are the major components of this campaign.



Humanities

GOOD SAMARITAN FOOD PANTRY

- \$15,000

GreenState purchased this cargo van that has been used to transport 5,400 backpacks a year to elementary schools in Adel, Minburn, Desoto and Van Meter for children who go home on weekends to a house with little or no food to eat. It also assists Good Samaritan and the Waukee Food Pantry to transport food between the two pantries as they routinely share rescued food for maximum benefit to those families in need. Good Samaritan Food Pantry picks up 1,500 lbs. of rescued food from seven different grocery stores, convenience stores and restaurants every week in Waukee, West Des Moines and other communities. In 2019, that totaled over 70,000 lbs. of food that was saved and distributed to Dallas County families who are food insecure.



COMMUNITY FOUNDATION OF JOHNSON COUNTY

- Food with Love
- \$10,000

Food With Love is an emergency food relief program that matched community need with professional chefs and hospitality experts looking to help while their restaurants were closed in the beginning of COVID-19. Food insecurity and hunger relief become problems that are more acute for communities in times of crisis and economic uncertainty. With the available talent and the unquestionable need, this program was a way to help both in our community. Food With Love meals were prepared in the safe and healthy kitchens of St. Burch Tavern, DeLuxe Bakery, Big Grove and Pullman Bar & Diner. These restaurants collaborated with Table to Table and Common Table to plan, prepare, cook and deliver fresh meals each day to non-profits who distributed to families in need. All restaurants that participated in the project prepared meals "at cost" and for no profit.



BOYS & GIRLS CLUBS

BOYS & GIRLS CLUB PROGRAMMING

- \$41,100

Boys and Girls Clubs' dedication to enabling and empowering young people shines through their five core programs. The goal of these programs is to encourage youth to become better leaders, learners, creators and to lead positive and successful lives. These five areas are – character & leadership development, education & career development, health & life skills, arts, and fitness.



**DES
MOINES
ART
CENTER**

DES MOINES ART CENTER

- Art Access
- \$5,000

The goal of the Des Moines Art Center's Art Access program is to help people in underserved communities acknowledge their unique identities and use artistic expression to overcome adversity and develop a sense of self-worth. The Art Center's Art Access program began with one partner in 2000, and now includes 43 social services organizations, facilitating more than 137 programs, while enriching the lives of 8,595 at-risk youth and adults in 2019. Programming also extends to veterans, incarcerated individuals, elder refugees, adults fighting substance abuse issues, and those in hospice care. To accommodate the diverse audiences, Art Access programming is divided into six core areas: mentorship, gender-specific, refugee and multicultural, literacy, school enrichment, and healing for those who have experienced hardship or trauma.



AVERY FOUNDATION

- \$9,000

The Avery Foundation assists cancer patients and their families with unexpected expenses during their treatments out of town or for patients traveling into Dubuque. For example: If your physician refers you to the Mayo Clinic in Rochester, Minnesota, the Avery Foundation would help pay for fuel, meals while there and your lodging expenses.

In 2020, 89 grants were awarded totalling over \$45,000.



Humanities

UNIVERSITY OF IOWA STEAD FAMILY CHILDREN'S HOSPITAL

- Extenuating Circumstances Fund
- \$100,000

Extenuating Circumstances fund provides families with gas cards, hotel stays, meal cards, and even the occasional electricity bill at home. At UISFCH, families should never have to decide between paying the heat bill and paying for a procedure their child needs, and so the Extenuating Circumstances fund exists. The Social Work team oversees the rigorous process that determines who receives support from the Extenuating Circumstances fund.



UNITED WAY FUNDING

- \$117,000

United Way researches community needs and works with local government entities, human service organizations, community leaders, donors and service organizations to address pressing community needs. They make sure donations are spent wisely, through their volunteer-driven fund distribution process. The United Way provides a forum where concerned citizens can tackle community problems together. They focus on health, education and income.



SEAD PROJECT

- \$10,000

The purpose of this project is to address any underlying issues participants are facing. Leaders communicate with parents about how to handle children with behavioral issues, and open a child's mind by exposing them to opportunities he or she wouldn't normally get the chance to experience, primarily in sports. The Sead Project, a program from Community Student Support Solutions, works to improve a child's quality of life by investing in their future as law-abiding citizens.



GREATER CEDAR RAPIDS COMMUNITY FOUNDATION

- Disaster Recovery Fund
- \$10,000

Recovery from the derecho on August 10, 2020, is a lengthy and costly process. Disaster response and recovery efforts are always difficult, but they have been further complicated by the COVID-19 pandemic. Although everyone in Linn County was affected, vulnerable populations were disproportionately impacted. Local non-profits, already stretched thin due to the pandemic and related closures, experienced enormous strain as they work to sustain their vital missions.

The Disaster Recovery Fund for the derecho has raised \$2,045,738 from 1,854 gifts representing 50 states and 3 counties. So far they have granted out over \$442,000 to non-profit organizations meeting basic needs of vulnerable populations including food distribution, counseling, shelter and transportation support.



HAND-IN-HAND

- \$12,500

Hand-in-Hand in the Quad Cities focuses on creating fun, inclusive learning and recreational opportunities for children and adults, which give their primary caregivers respite from their caregiving duties. They rely on transportation for all programming. In the past, they relied on a rented bus for most of their transportation. This is very costly, especially when their groups are relatively small. Due to COVID-19 group size limitations this is an even bigger challenge as Hand-in-Hand would have to pay for an entire school bus. Having their own vehicle provides many other advantages in addition to cost savings. It allows them to regularly go on small group outings they couldn't otherwise do with a costly service. It allows them to take participants out for one-on-one time to practice their individual goals such as purchasing items in a store. It also provides extra support in the event of an emergency on large field trips.



JUNIOR LEAGUE OF CEDAR RAPIDS

JUNIOR LEAGUE OF CEDAR RAPIDS

- \$10,000

JLCR is committed to help foster youth currently in the foster care system, and those who are aging out of the system. They offer scholarships, apartment in a suitcase program, Bridging the GAP (rental and job assistance, and learning to be a contributing member of society), AMP meals (meals every other week for foster youth, and a safe place to hang out together), and much more.



IOWA CREDIT UNION FOUNDATION

IOWA CREDIT UNION FOUNDATION

- Disaster Relief Fund
- \$250,000

Donations were used to assist Iowans in need during the COVID-19 pandemic, which caused a major disruption to the state's economy, the income of many Iowans and the health of small businesses across the state. Members of credit unions across the state could apply for a \$500 grant.

Thanks to our \$250,000 gift, the ICUF was able to leverage more than \$700,000 in additional donor dollars from the Iowa credit union community toward emergency COVID relief. 1,300 emergency grants were awarded to Iowa Credit Union members from more than 50 credit unions across the state. The leadership from GreenState inspired the credit union community to take action.



**STEEPLE
SQUARE**

STEEPLE SQUARE

- \$10,000

A Dubuque icon since 1867, the former home of St. Mary's Parish is once again a hub for personal growth, celebration, and community empowerment. Steeple Square is a non-profit organization that's restoring economic prosperity, environmental integrity, and social and cultural vibrancy to the downtown community.



WAYPOINT

WAYPOINT SERVICES

- \$75,000 pledge

Their recent capital campaign has three main components:

- **Safety and Security** will help provide a better environment for all services and clients served.
- **KidsPoint Downtown Learning Center & Preschool Remodel.** By providing all children with the space and educational tools to thrive, Waypoint is creating a better community for all.
- **Building Enhancements:** Waypoint will be adding amenities to the ballroom, such as a kitchenette and AV/technology system so the room can be rented out to the community, this will also provide revenue for their operations. All lighting will be converted to LED to be more environmentally sustainable, and other minor building upgrades.



BIG GIVE PROGRAM

- \$83,550

313 charities were recipients of this annual program that is always a staff favorite! The top receiving charities were: Last Hope Animal Rescue, Ronald McDonald House of Eastern Iowa & Western Illinois, Cedar Valley Humane Society, Animal Rescue League of Iowa, No Foot Too Small, Cedar Bend Humane Society, Safe Haven of Iowa County, Big Brothers Big Sisters of Johnson County and the Domestic Violence Intervention Program.

\$5K GIVEAWAY

- \$50,000

We set aside funds to allow the members to select where they'd like us to send some charitable dollars. Members could complete a form explaining how this charity was impacted from COVID-19 and the effects they've seen. This was well-received by the membership and in 2020, the ten winning recipients were: Boys & Girls Club of the Cedar Valley, Critter Crusaders of Cedar Rapids, Iowa City Free Medical Clinic, North Liberty Community Pantry, Fur Fun Rescue, Mid-Iowa Community Action, Meals on Wheels Fort Dodge, Rebuilding Together Greater Des Moines, Shelter House of Iowa City and Dubuque Dream Center.

Looking ahead...

In January 2021, GreenState announced a \$20 million commitment in Community Investment over the next ten years, allocated as follows.

GreenState will invest \$9 million in grant funding for persons and organizations in our communities who serve racial minorities, immigrants, and refugees. GreenState is also expanding access to our services for lowans for whom English is a "learning" language.

GreenState understands families across Iowa are struggling and to that end will invest \$6 million into community action agencies aimed at serving working families. We also believe the need for affordable housing in our state has never been greater and as a part of this investment will grow our partnerships with Iowa's Housing Trust Funds.

Finally, we recognize that renewable energy sources are a critical and growing component of Iowa's economy. GreenState will invest \$5 million to become a carbon-neutral organization and in grant funding / subsidized lending for GreenState members hoping to expand their access to renewable energy solutions. We will also explore partnerships to offer carbon offset credits directly to GreenState members who are interested in additional action to offset and shrink their own carbon footprint.

We are excited to share updates with you in our future reports!



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