



# Credit Unions, Community Impact and Charitable Giving



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- We are audio broadcasting so please plug in your headphones or computer speakers to listen in.
- If your audio is choppy or slow, you may wish to dial into the teleconference:
  - **Telephone:** +1 646 558 8656
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  - **Passcode:** 299310

# Slide Link

Today's slides can be found online at:  
<http://bit.ly/elan-2022-12-7>

# We Encourage Questions

Use the

## Questions Box

located on the bottom of your screen to type your comments or questions.



# Tell Us What You Think!



**Please take our post-event survey. We  
value your feedback!**



# Credit Unions, Community Impact and Charitable Giving



# Agenda & Speakers

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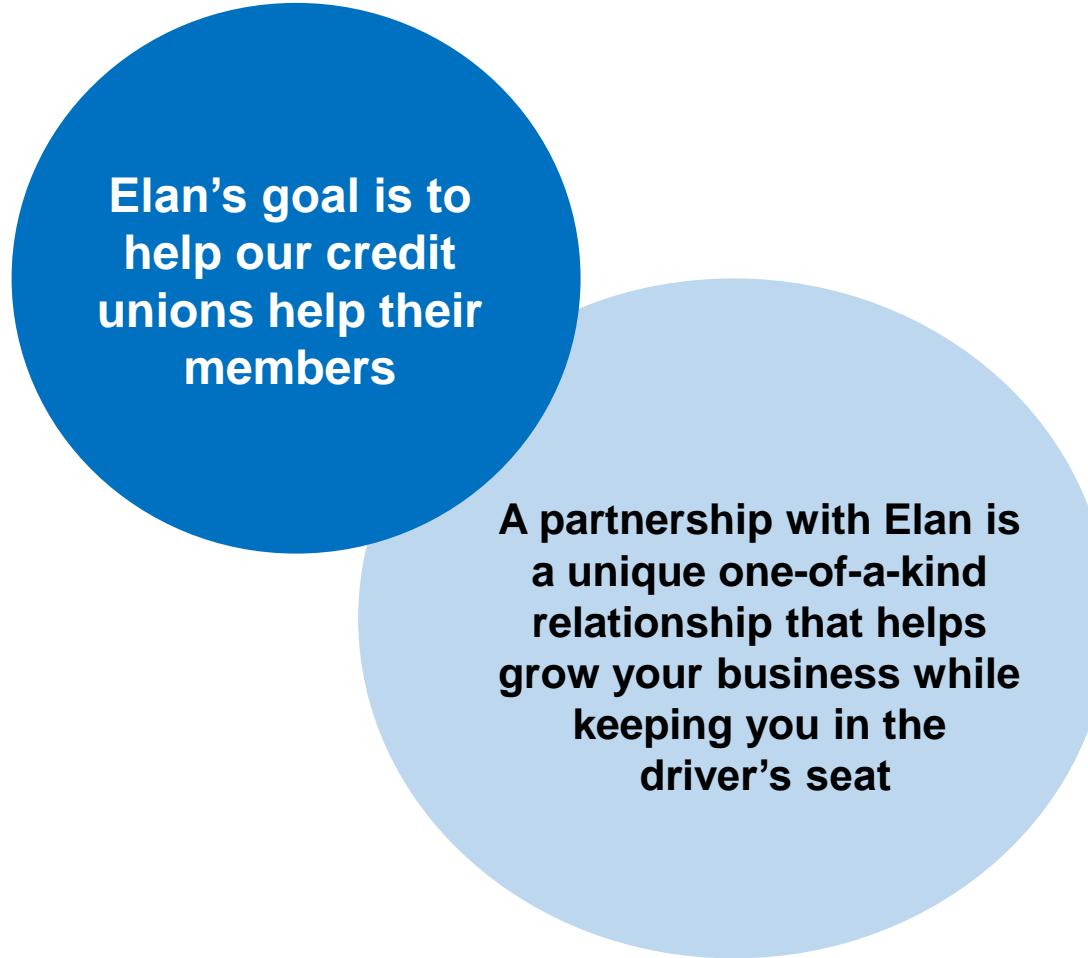
- Elan & Credit Unions
- The Impact of Community Involvement on Members
- Elan Charitable Giving Across the Country & Volunteer Examples
- Q&A



Matt Good  
SVP, Director, Regional Partnerships  
Elan Credit Card

# Elan & Credit Unions

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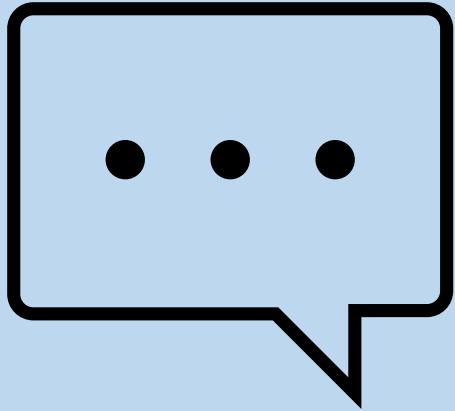
**Elan's goal is to help our credit unions help their members**

A partnership with Elan is a unique one-of-a-kind relationship that helps grow your business while keeping you in the driver's seat

- **Digital Expertise** and technology scale
- **Mobile Innovations** including text alert and fingerprint authentication capabilities
- **Full Credit Card Suite** with rewards and business options
- **Advanced fraud protection** utilizing state of the art technology
- **Elavon Merchant Services** program to optimize business payments with tools such as talech
- Optimization of **payments technology** specifically created for SMBs

# Why Does Giving Matter To Me?

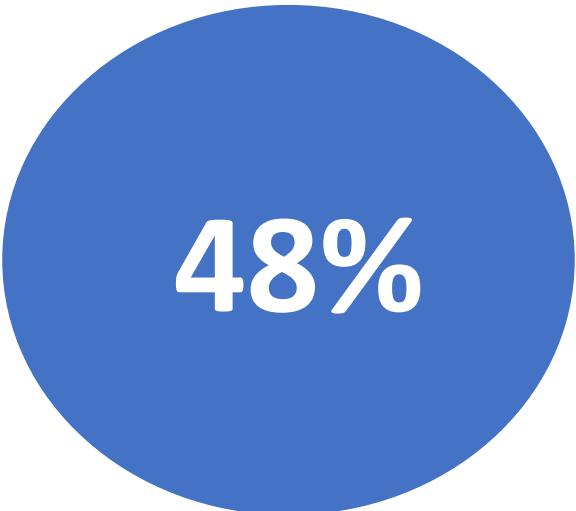




What nonprofits do you and/or your  
Credit Union work with?  
Let us know in the chat box.

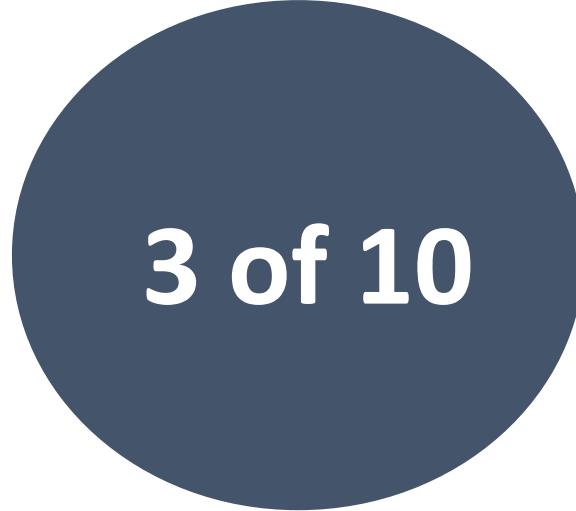
# Community Involvement

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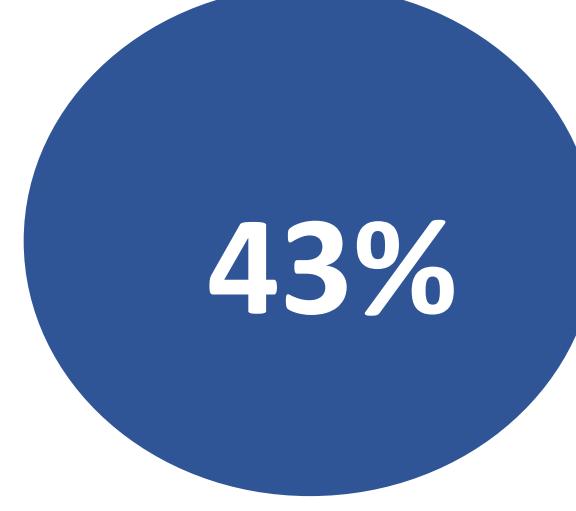
48%

48% of Americans would see their satisfaction at least “somewhat” impacted if their FIs made donations.



3 of 10

Almost three out of 10 Americans say they would switch FIs to an FI that donates more to local communities.



43%

Bridge millennials (43%) and millennials (41%) are the generations that would be most likely to switch for such reasons.

# Community Involvement

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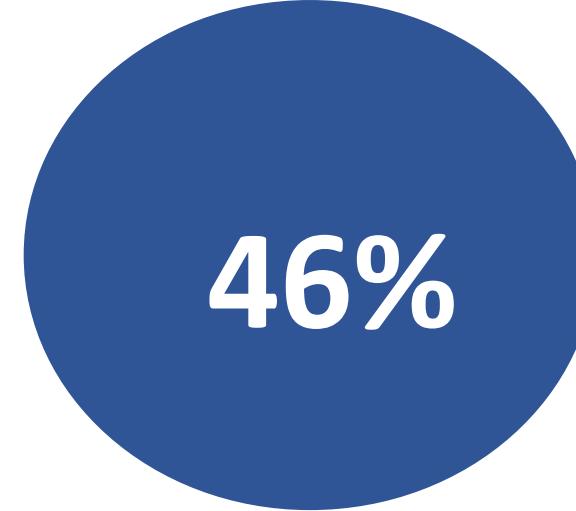
**\$980  
per year**

On average, Americans donate \$980 to charities every year and volunteer 9.2 times a year.



**11 vs 9.7**

Consumers living paycheck to paycheck volunteer the most times per year compared to those who are not in that situation. (11 times per year vs. 9.7 times per year).



**46%**

46% of donations are made within the local communities.

# Across the Country



50  
Credit  
Unions

50  
Charities

625k  
donated



Community Housing  
and Food Distribution



Environmental Preservation  
and Animal Welfare



Financial Education



Crisis Aid and Social  
Services



# Across The Country Volunteer Events



# Community Housing & Food Distribution



Elan volunteered with Sharonview Federal Credit Union at Second Harvest Food Bank of Metrolina to pack **over 1,100 backpacks with nutritious, easy-to-prepare meals and snacks**. Weekend backpacks are distributed to schoolchildren who may not have food over the weekend.

We surprised the charity with an additional \$5,000 donation at the event totaling \$17,500 in contributions which provided 117,500+ pounds of food for the local community.



1,100  
backpacks



# Community Housing & Food Distribution



Elan volunteered with Wakota Federal Credit Union at Neighbors, Inc to pack **100 emergency food boxes**.. Each food box contains a couple days worth of food for up to 2 people and is meant to help tide individuals in need over until they are able to schedule an appointment at the food pantry.

100  
Emergency  
Food Boxes  
Packed

# Education & Financial Literacy



Elan joined Gold Coast FCU to volunteer at the Education Foundation of Palm Beach County (EFPBC). EFPBC's **Red Apple Supplies** program provides classroom supplies to teachers at no cost.

The initial \$12,500 gift funded supplies for 38 teachers. At the event, Elan surprised the charity with an additional \$5,000 donation which increased the impact to benefit 53 teachers with \$325 worth of supplies for their classrooms.

53  
classrooms



# Education & Financial Literacy

- **11 of 50** charities participating in the ATC program have a focus on education or financial literacy.
- Alive Credit Union chose High School 9:12 for the donation which will support the addition of a second **6-week financial literacy course** for students in the Jacksonville, Florida community. Young adults will meet weekly to learn about money management and personal finance goals.



**“We have received several notes regarding the [financial literacy] boot camp — the response has been amazing. We are very excited about this new program.”**

- Stan Bagby  
High School 9:12

**What % of U.S. adults agree that they could benefit from financial advice from a professional.**

- A. 22%**
- B. 78%**
- C. 50%**
- D. 32%**

**Answer: 78%**

**78% of U.S. adults agree that they could benefit from advice and answers to everyday financial questions from a professional.**

# Financial Literacy

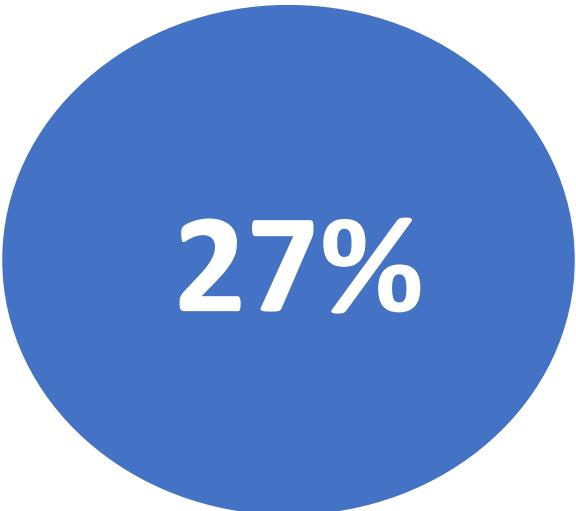
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When asked who they would turn to for general financial/money management guidance, the top response was financial professional (such as a CPA or financial planner) with 36%. Friends and family was second with 31%, and Bank or Credit Union was third with 22%.

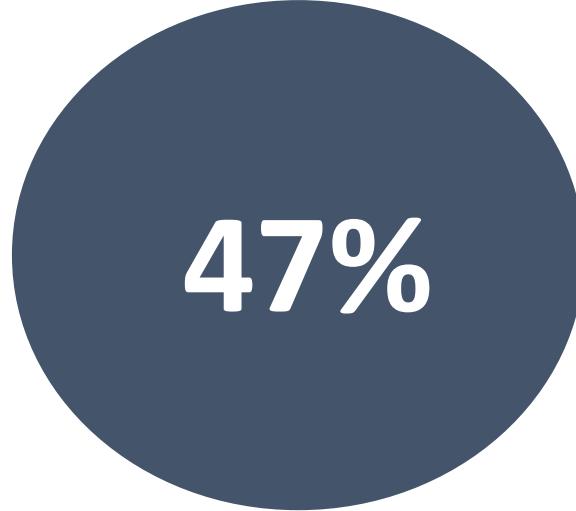
# Financial Literacy

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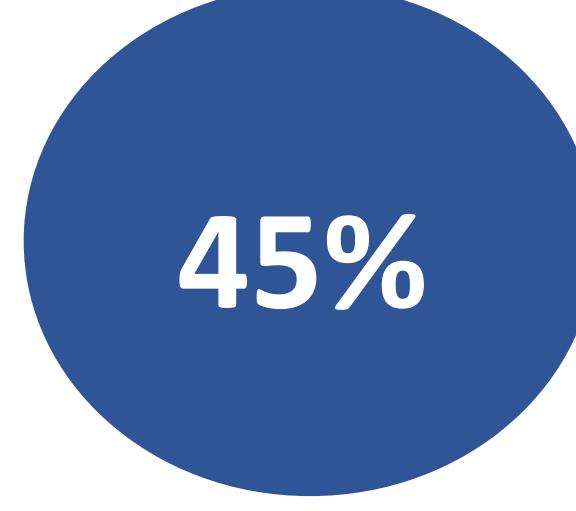
27%

27% of Gen Z said they learn about money from social media.



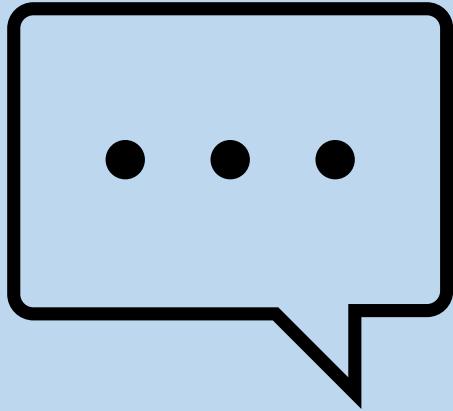
47%

47% of consumers stated that they learned about finances from their parents or other family members, and 29% say they are self taught.



45%

45% of Americans have learned something about money that they later learned was untrue. Of those who were taught an incorrect money lesson, about 29% said that false advice came from a parent or a friend.



What volunteer events has your Credit Union done? Let us know in the chat box.

# Thank You – Any Questions?



To download Elan's whitepapers and reports, visit out Resource Library. Open your Smartphone's camera app and scan the QR code below:



To learn more about Elan Charitable Giving, visit our website or scan the QR code below:



[www.elancharitablegiving.com](http://www.elancharitablegiving.com)