



Credit Unions, Community Impact and Charitable Giving



elan[®]
Credit Card

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• **Telephone:** +1 646 558 8656

Webinar ID: 818 1820 2946

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
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Tell Us What You Think!



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



Credit Unions, Community Impact and Charitable Giving



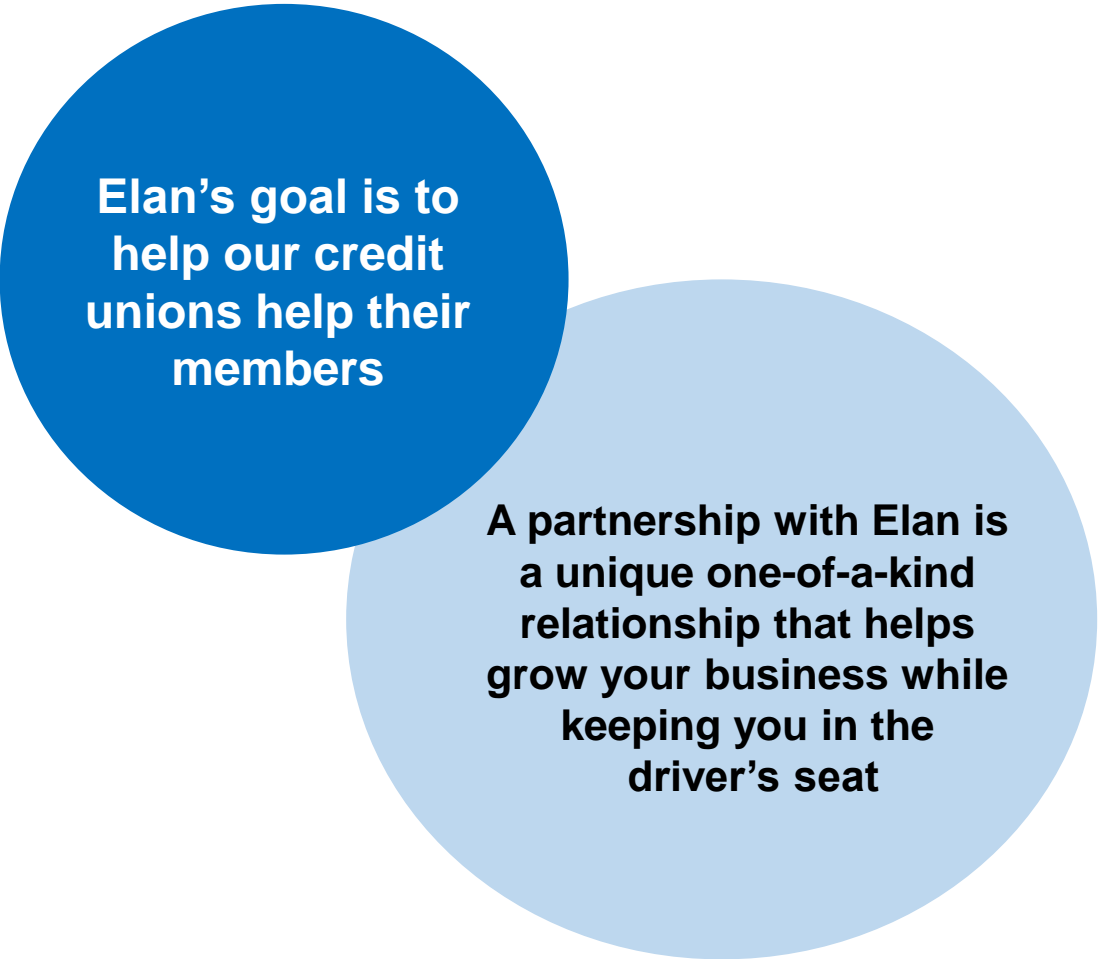
Agenda & Speakers

- 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



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

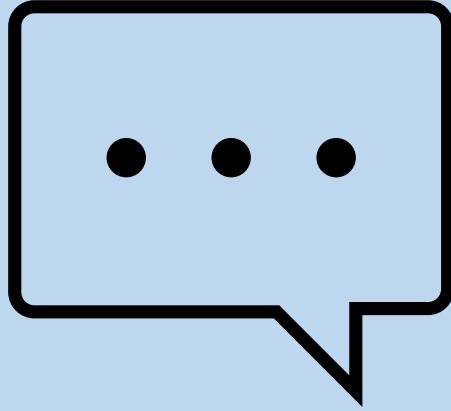
A partnership with Elan is
a unique one-of-a-kind
relationship that helps
grow your business while
keeping you in the
driver's seat

- **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?



COMMUNITY
MATTERS



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

Community Involvement



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



\$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

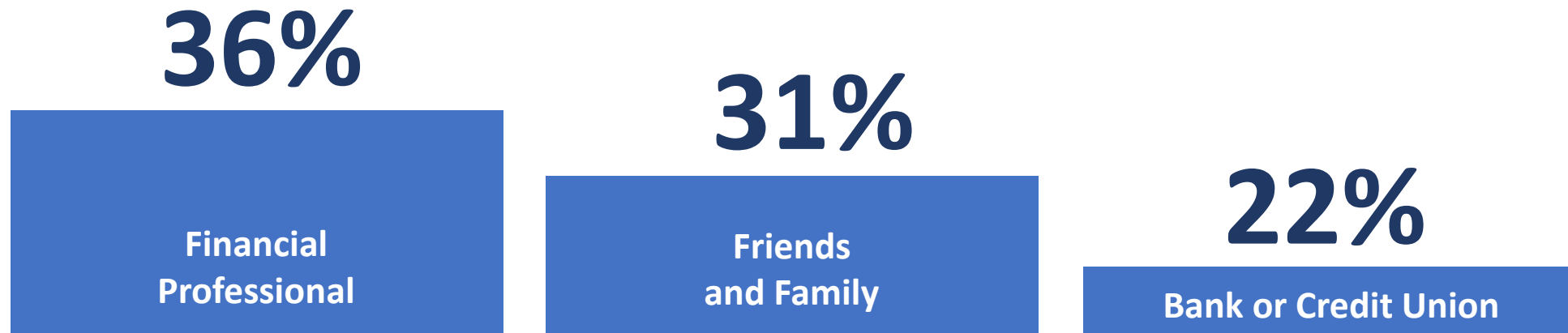
What % of U.S. adults agree that they could benefit from financial advice from a professional.

- 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



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



27%

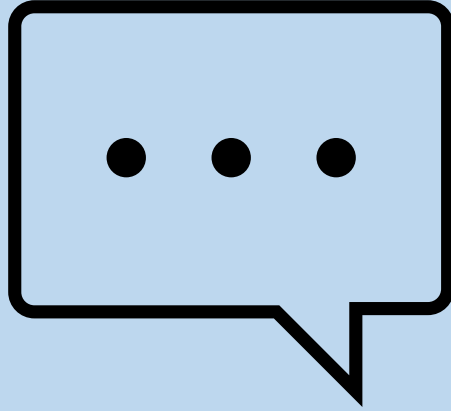
27% of Gen Z said they learn about money from social media.

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?



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