Above: Springfield, MO area credit unions unite annually to raise funds to support local charities with their golf tournament.

From the Chair:

Thanks to you, the Heartland Credit Union Charitable Foundation (HCUCF) continued to expand the reach of grants, scholarships and programs to serve more credit unions in the region.

With your help in 2019, we:

- Launched our Bite of Reality program, serving nearly 3,000 youth.
- Increased our giving by 10% to serve 43 credit unions.
- Engaged new partners in investing in our mission.

I hope you’ll take a moment to see the impact HCUCF is having through the passion and dedication of our credit union movement. You made the difference for HCUCF in 2019. Here’s to 2020 and even greater success!

Linda Allen, CEO, Arsenal Credit Union
HCUCF Chair

Mission: To invest in and through credit unions to enhance their ability to serve their members and their community.

Vision: To be the standard of excellence in credit union philanthropy, empowering credit unions to improve people’s lives.

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STAFF

Andrea Robinson, MPA
Executive Director, External Affairs & Philanthropy
arobinson@heartlandcua.org, 800.392.3074, x1316

Beth Falkenstein, MA
Industry & Community Impact Coordinator
bfalkenstein@heartlandcua.org, 800.392.3074, x1341
In 2019, HCUCF impacted 43 credit unions with grants, scholarships and emergency assistance.

$17,157 Professional Development Scholarships
$72,081 Small Credit Union Assistance Grants
$74,167 Community Development Grants
$2,000 Disaster Relief Assistance

Above: Six members of the 2019 CUlead class received professional development scholarships for this year-long leadership development program.

2019 GRANT AND SCHOLARSHIP RECIPIENTS

<table>
<thead>
<tr>
<th>Credit Union</th>
<th>Professional Development Scholarship</th>
<th>Small Credit Union Assistance Grant</th>
<th>Community Development Grant</th>
<th>Disaster Relief</th>
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<tr>
<td>1st Kansas Credit Union</td>
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<td>American Eagle Credit Union Foundation</td>
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<td>Kansas Air Guard Credit Union</td>
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<td>Kansas City Credit Union</td>
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<td>Kansas Teachers Community Credit Union</td>
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<td>KC Fairfax Credit Union</td>
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<td>Wichita Federal Credit Union</td>
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</table>

IMPACT COMMITTEE

Rick Nichols, Chair
River Region Credit Union

Ashley Bautista
Wichita Federal Credit Union

Deonne Christensen
Mazuma Credit Union

LaRae Kraemer
kstate Credit Union

Michael “Doc” Dougherty
Together Credit Union

Jason Peach
West Community Credit Union
We are a small CDFI credit union with 94% low income members. HCUCF scholarships have afforded us opportunities that we would never be able to fund otherwise. The scholarship for me to attend CULEad was invaluable! I have built amazing relationships with other like-minded professionals that I would never have had the chance to meet.

“I am grateful to the Foundation for the opportunity to attend my first Heartland Credit Union Association Convention & Annual Meeting. The scholarship allowed me to experience this educational event and also connect with others from credit unions across Kansas and Missouri. This valuable experience will help me to continue to grow in my role at kstate Credit Union.”

“We are a small CDFI credit union with 94% low income members. HCUCF scholarships have afforded us opportunities that we would never be able to fund otherwise. The scholarship for me to attend CULEad was invaluable! I have built amazing relationships with other like-minded professionals that I would never have had the chance to meet.”
“We are so proud and honored to be a grant recipient from Heartland Credit Union Charitable Foundation. This grant allowed us to expand our blessing bags program and donate more than we could have imagined. We donated over 2,329 snacks or lunches and 1,724 blessing bags to organizations who distributed them to those in need throughout the community.”

“Thanks to the Foundation, we brought the Banzai Financial Literacy Program to 11 local schools and served 37 teachers. The teachers loved it and received great feedback from their students saying they should use it again next year! The grant we received made it possible to go from 1,320 students going through the program at the end of last school year to over 2,000 going through now.”
2019 FINANCIAL OVERVIEW

INCOME
$340,381

- Foundation Bash $113,521 (33%)
- Foundation Cup $125,147 (37%)
- Other Funding $101,713 (30%)

NET INCOME: $74,222

For full financials, audits, 990s or any other financial information, please visit hcucf.org or contact Andrea Robinson, arobinson@heartlandcua.org.

EXPENSES
$266,159

- Grants $146,248 (55%)
- Special Events $82,703 (31%)
- Disaster Relief $2,000 (1%)
- Marketing and Business $18,051 (7%)
- Professional Development $17,157 (6%)

CHAIRMAN'S CLUB
$20,000 and up

INDUSTRY INVESTOR
$10,000 - $19,999

THANKS TO YOU!

For a full list of donors and sponsors, please visit hcucf.org.
Join 400 guests in celebrating the impact of our region’s credit union movement.

HCUCF.ORG/BASH

SAVE THE DATE! SEPTEMBER 24, 2020

Foundation Bash Committee:

Gina Evans, Chair
Credit Union of America

Laura Alfeldt
First Community Credit Union

Don Cohenour
Retired, Missouri Credit Union Association

Lori Crutchley
Arsenal Credit Union

Angela Fobes
Meritrust Credit Union

Jennifer Keim
Mainstreet Credit Union

Kathy League
Meritrust Credit Union

Amanda Meller
Wheat State Credit Union

Megan Meyer
Riverways Credit Union

Brittney Weis
Millennium Corporate Credit Union

Rebecca Williford
Mainstreet Credit Union

Greg Winkler
Azura Credit Union
HCUCF has a new tool for credit unions interested in hosting financial reality fairs. The Bite of Reality app modernizes the fairs and simplifies the logistics. To learn more contact Beth Falkenstein, bfalkenstein@heartlandcua.org or visit heartlandcua.org/BOR.
THANKS TO OUR DONORS

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Randy Yeck
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Jim Frownfeather
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Gail Bright
Lisa Brown
Todd Brunner
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For a full list of all donors, please visit hucuf.org. If there is any error or omission in the list above, please accept our sincerest apologies and contact arobinson@heartlandcua.org.
WORKPLACE GIVING
Thanks to these leaders for supporting the foundation with payroll deduction from their employees
AZURA CREDIT UNION  •  MAINSTREET CREDIT UNION  •  HEARTLAND CREDIT UNION ASSOCIATION

THANKS TO OUR DONORS

Team Azura is always working to support the community and HCUCF.

Thank you for your support of the Community Investment Fund:
Azura Credit Union
Central Missouri Community Credit Union
Heartland Credit Union Association
Mainstreet Credit Union
Mazuma Credit Union
Members 1st Credit Union/Southpointe CU

Millennium Corporate Credit Union
Ozark Federal Credit Union
River Region Credit Union
Rolla Credit Union
United Credit Union

For more information about the Community Investment Fund visit www.ncuf.coop/cif
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WITH YOUR FOUNDATION

To apply for a grant or scholarship:
hcucf.org/apply

To donate or sponsor an event:
hcucf.org/waystogive

To volunteer, learn more about workplace giving,
or any other questions, please contact:
Andrea Robinson,
Executive Director of External Affairs & Philanthropy
arobinson@heartlandcua.org, 800.392.3074, x1316

hcucf.org
EIN: 43-1896922