



# Community Impact Report



At the core of CommunityAmerica is our commitment to the credit union value of “people helping people.” The idea of giving back to make our community a better place for our members to live and work is part of our DNA. CommunityAmerica Credit Union, along with the CommunityAmerica Foundation, supports local organizations making positive impacts in four key areas:



**Financial  
Literacy &  
Stability**



**Education**



**Health &  
Well-Being**



**Strengthening  
Communities**

Our foundation grants focus on financial literacy education, reading literacy and other needed educational supports to help youth and families attain long-term financial success and independence. Through cause-related sponsorships, CommunityAmerica also gives to a variety of nonprofit organizations to support social services, education, health care and the arts.



At CommunityAmerica, we've seen firsthand that when we do right by people, they do right by us. Ultimately, this makes the community a better place. Kansas City is full of great organizations, and we strive to find partnerships that give back in meaningful ways. In 2022, we supported the community by giving back more than \$1.8 million and volunteering countless hours to local organizations. Some of these included Inclusion Connections, City Year, Awesome Ambitions, Operation Breakthrough, and Harvesters Community Food Network.

One of our biggest achievements last year was the grand opening of our first-ever Community Access Center. We understand everyone's journey is unique, and there are services that go beyond your traditional banking products that people need to truly better their lives. We partner with organizations all over the community, so they can provide their expertise in other areas where people need help. The goal of the center is to provide free access to tools and resources to put every individual on a path to thrive. This has been a passion project of mine for years, and it was incredible to see it come to fruition last year. There are more details about this initiative included in this report, and I'm excited about what it will do to help people achieve financial peace of mind.

As we look forward, we'll continue to help people in Kansas City. Please read on to see more about our community giveback in 2022. I'm very proud of what this team, my CommunityAmerica family, accomplished and look forward to finding other ways we can empower our communities.

Lisa R. Ginter  
Chief Executive Officer

# Our Pillars

## Financial Literacy & Stability



Financial Literacy and Stability are at the core of our mission to help people get on a path to thrive and achieve financial peace of mind. CommunityAmerica donated **\$243,750** to ensure that youth and adults had opportunities to access needed support to stabilize their financial position through educational opportunities and training to foster understanding of how to maintain long-term financial stability.

## Education



CommunityAmerica is dedicated to helping our Kansas City community thrive, and we cannot do that without an educated workforce. With the impact of the pandemic, our educational systems face more challenges than ever. In 2022, we donated **\$268,015** in support of elementary, secondary and higher education, as well as workforce certification programs, reading literacy initiatives, and scholarships.

## Health & Well-Being



The well-being of Kansas City depends on children and families having access to health care and programs focused on improving their health. CommunityAmerica donated more than **\$258,249** in support of area hospitals, organizations focused on finding cures to complex diseases, and ensuring primary health and dental care for kids.

## Strengthening Communities

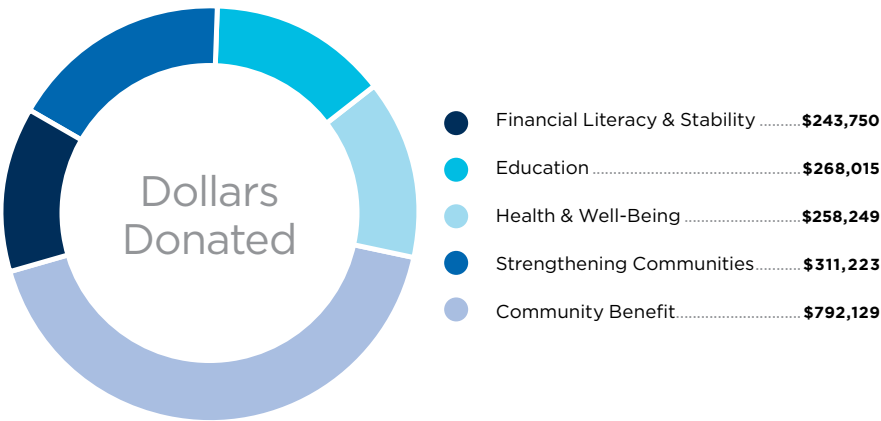


The communities we are part of shape who we are. That is why we believe it is so important to support organizations that make our Kansas City region a better place to live and work. We invested more than **\$1,103,352** to keep kids on track, help our arts community thrive, provide access to food and emergency services, and create our new Community Access Center.

# Our Giving

# \$1,873,368

In 2022, CommunityAmerica provided nearly \$1.9 million in donations and community benefits to uplift the communities we serve.



## Top Volunteered Organizations

By CommunityAmerica Employees

CommunityAmerica provides 16 paid hours per year to our employees to dedicate their time, talents and energy to making a difference in our community. In 2022, over 75 local nonprofits were served by CommunityAmerica employees equating to over \$62,000 in estimated value to our nonprofit partners.



Harvesters



Junior Achievement



Agape Pomoja

# Notable Stories

## University of Kansas Health System & Treads and Threads

The attainment of designation as a National Cancer Institute (NCI) Comprehensive Cancer Center was a huge milestone achieved by the University of Kansas Cancer Center in 2022. The presence of this center, as part of the University of Kansas Health System in Kansas City, brings the latest in cancer care, game-changing research for new and improved treatments, and fuels incredible economic impact for the Kansas City region.

After a two-year hiatus due to COVID-19, the Treads and Threads fundraiser was back to raise funds for Proton Therapy, a pivotal component of the successful NCI designation. CommunityAmerica proudly joined other Kansas City-area companies as a presenting sponsor with Lisa and Barry Ginter joining other civic leaders as honorary chairs.

# TREADS & THREADS

## Awesome Ambitions

CommunityAmerica was honored to be Presenting Sponsor for the 25th anniversary celebration of Awesome Ambitions, an organization founded by KSHB 41 award-winning television journalist and current Community Relationships Director, Cynthia Newsome. Awesome Ambitions is a volunteer-run organization that helps mentor young black and brown women to have successful futures through higher education, career planning, and future preparedness programs.

With elements of the evening held at both the Jazz Museum and the Gem Theater in the historic 18th & Vine Jazz District, Lisa Ginter served as honorary chair of the evening, which included performances by Kansas City songstress Oleta Adams and Grammy Award winning jazz artist, Kirk Whalum.

Awesome Ambitions



## Junior Achievement of Greater Kansas City & BizTown

CommunityAmerica takes great pride in our partnership with Junior Achievement of Greater Kansas City as the Presenting Sponsor of JA BizTown in Kansas City, KS. Thousands of area children benefit each year from this program that combines in-class learning about budgeting, work readiness skills, and collaboration. They put all these skills to work when they visit JA BizTown and run the city for a day.

In 2022, Lisa Ginter received the Gold Leadership Award, Junior Achievement's top volunteer leadership award. Ginter was selected as one of 10 recipients from the tens of thousands of Junior Achievement volunteers across the nation.

"Financial literacy is a part of who we are, and it's very important to me that kids are given opportunities to get them on a path to thrive at an early age," said Ginter. "Junior Achievement is a natural partner for CommunityAmerica because our missions of helping others are so similar. They truly care about children and their futures, and I'm incredibly honored to work with them to help children all around Kansas City."



## Community Access Center

At CommunityAmerica, we understand that everyone has a unique journey in life and many may need services beyond traditional banking products to truly improve their lives. This inspired us to create a brand-new concept, Community Access Centers. In August of last year, we opened our first location in Hickman Mills.

Community Access Centers will deliver holistic solutions to enhance peace of mind for individuals and businesses. Our vision is to provide FREE access to tools and resources to put everyone on a path to thrive and achieve financial peace of mind. These services will address four key determinants:

- Financial Well-Being
- Education and Workforce Development
- Community Support
- Health and Well-Being

The credit union will use our expertise and take the lead on the financial education aspect, and we'll partner with organizations who can lend their expertise and offer resources to help people in other areas. For the first access center, we partnered with Metropolitan Community College who is offering classes and educational resources.

The goal of the Community Access Center is to serve as a place to strengthen and enrich our community by offering personalized coaching, partnership with local organizations, access to free Wi-Fi and technology, and a community room that is free to reserve and use.

As a part of the Community Access Center, we created a new role to staff these centers called Financial Well-Being Coaches. These coaches act as trusted advisors to members, helping them create life plans that are tailored to members' individual goals and needs. This coaching process includes an initial meeting to establish the member's goals and objectives, followed by regular check-ins to track progress, offer support, and help members be accountable for their financial well-being. The coaches are Certified Credit Union Financial Counselors (CCUFC) through the CUNA Financial Counseling Certification Program (FICEP) and possess expert knowledge of all products and services to provide support for members at every life stage. More Community Access Centers are being planned, and we will continue to invest in the futures of our membership and the communities we serve.



Dr. Kimberly Beatty, Chancellor of Metropolitan Community College with Lisa Ginter, CEO of CommunityAmerica Credit Union

# Grant & Sponsorship Recipients

15 and The Mahomies Foundation

A Turning Point

Alvin Brooks 90th Birthday

Alzheimer's Association

Artisty by LB Scholarship Fund

Awesome Ambitions

Big Brothers Big Sisters of Greater Kansas City

Blue Valley Educational Foundation

Boys and Girls Clubs of Greater Kansas City

Bridging the Gap

Cancer Action

Catholic Charities of Kansas City-St. Joseph

Center Education Foundation

Children's Mercy Hospitals and Clinics

City Year

Community Assistance Council

Community Services League

Cristo Rey

Embrace

Feed Lee's Summit

Flourish Furnishing

Girls Performance Initiative

Growing Futures Early Education

Guadalupe Centers

Harvesters

Hear 2 Help

Heartland Credit Union Association

Hickman Mills Educational Foundation

Hillcrest Transitional Housing

Hope House

In the Name of Grace

Inclusion Connections

Jared Coones Memorial Foundation

JayDoc Free Clinic

Jewish Family Services of Greater Kansas City

Junior Achievement of Greater Kansas City

Kansas City Kansas Community College Foundation

Kansas City Metro Crime Commission

Kansas City Public Schools Education Foundation

Kansas City Repertory Theatre

KC Scholars

Kansas University Foundation

Kauffman Center for the Performing Arts

Kansas State Alumni Association

Lead to Read

Lee's Summit Educational Foundation



Chiefs Kingdom Food Drive for Harvesters



Children's Mercy Valentines Bags for Urgent Care Staff



City Year MLK Day of Service

Lee's Summit Sympony Orchestra

Level Up Kids

Liberty Education Foundation

Mid-Continent Public Library

Newhouse

North Kansas City Hospital

Nonprofit Connect

North Kansas City School District

Notre Dame De Sion Schools of Kansas City

Operation Breakthrough

Optimist International Foundation

YMCA

Ronald McDonald House

Rose Brooks Center

Sheffield Place

St. Michael The Archangel

Starlight Theatre Association of Kansas City

Swope Health Services

The Metropolitan Community College Foundation

The University of Kansas

Truman Heartland Community Foundation

TWA Museum

United Nations Federal Credit Union Foundation

United WE

Veterans Community Project

Women Leaders In College Sports

Worldwide Foundation for Credit Unions

## Board of Directors

Lisa Ginter  
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Crystal Hinck  
Administrative Support



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