

# 2023

COMMUNITY IMPACT REPORT





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**

Grants from the CommunityAmerica Foundation focus on helping youth and families attain long-term financial success and independence. Through cause-related sponsorships, CommunityAmerica also gives to a variety of nonprofit organizations supporting social services, education, and health care.

The credit union mission of **people helping people** is at the heart of everything we do at CommunityAmerica.

Our community thrives when we invest in it, and we're proud to have played a part in many meaningful moments in 2023. Our generous employees spent nearly 3,700 total hours volunteering at 67 organizations. We also provided nearly \$1.7 million in donations and benefits to uplift the people and places we serve.

Within this report, we share some notable examples of our support across Kansas City and our expansion into St. Louis. I hope you'll read on to learn more about our unwavering commitment to giving back.

We look forward to building and expanding our support for people and organizations in all the communities we serve now and in the years to come.

**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 **\$139,750** 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 and St. Louis communities thrive, and we cannot do that without an educated workforce. In 2023, we donated **\$182,093** 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 **\$224,975** in support of area hospitals, organizations focused on finding cures to complex diseases, and ensuring primary health and dental care for kids.



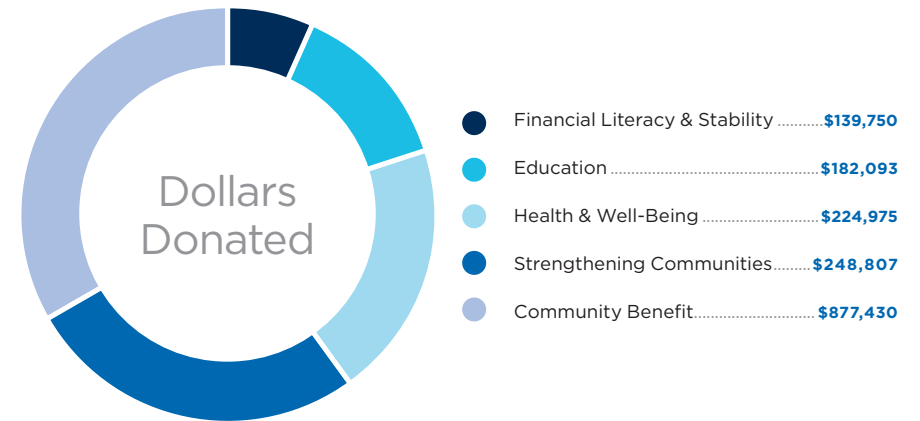
## Strengthening Communities

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 and St. Louis regions better places to live and work. We invested more than **\$1,126,237** to keep kids on track, help our arts community thrive, provide access to food and emergency services, and support efforts in our Community Access Center.

# OUR GIVING

## \$1,673,055

In 2023, CommunityAmerica provided nearly **\$1.7 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 2023, CommunityAmerica employees spent nearly **3,700** hours at **67** local organizations—equating to more than **\$123,000** in estimated value to our nonprofit partners.



Junior Achievement



Harvesters



City Year Kansas City



# NOTABLE STORIES

CommunityAmerica is founded on the principle of people helping people. We step up to support the people, events, and organizations that share our values and mean the most to our members. Here are a few highlights of our most notable commitments.

## Kansas City Kansas Community College

In September 2023, CEO Lisa Ginter announced a **\$1 million** charitable gift designated for the new Kansas City Kansas Community Education, Health and Wellness Center in downtown Kansas City, Kansas (KCK). In partnership and collaboration with Kansas City Kansas Community College and Swope Health, the Center is purposefully designed to support the needs of people in downtown KCK and eastern Wyandotte County. This gift was in addition to our investments in the facility which will allow CommunityAmerica to provide banking services and financial well-being coaching, supporting our goal to grow and expand access to financial resources in our local communities.

*This project was a great fit for CommunityAmerica and our mission to deliver financial peace of mind to all of Kansas City. Our collaboration with KCKCC and Swope Health will improve access to higher education, workforce development—and with our full commitment, access to a full suite of financial resources for local students and businesses alike.*

CEO Lisa Ginter

## Guadalupe Centers

Since 2017, we have helped expand Guadalupe's support for individuals and families in the Latino community throughout Kansas City. In addition to serving as the organization's presenting sponsor for fundraising events, we were proud to open a CommunityAmerica branch within its headquarters in December.

Founded in 1919, Guadalupe Centers' mission is to improve the lives of Latinos in the Kansas City region. According to the National Register of Historic Places, Guadalupe Centers remains the longest continuously operating organization serving Latinos in the United States.

CONTINUED

## NOTABLE STORIES

*Provide hope, end generational poverty, improve the quality of life, and increase the socioeconomic prosperity of residents living in and around downtown Kansas City, Kansas.*

**The Vision for the Kansas City Kansas Community Education Center**

### University Health

CommunityAmerica was proud to serve as a presenting sponsor of University Health's "For the Love of KC" event along with University Health Physicians to ensure this healthcare resource continues to serve all Kansas Citians in need.

CommunityAmerica CEO Lisa and her husband Barry Ginter joined Dr. Traci and Anthony Johnson as co-chairs of the event.

Founded in 1870 as Kansas City's first hospital, University Health provides world-class academic medical care to the community regardless of one's ability to pay. Serving more than 110,000 individuals from 13 Kansas City area counties, the hospital also has a respected Level 1 trauma center and is the preferred provider of Kansas City Police and Fire departments.

### SevenDays®

CommunityAmerica CEO Lisa Ginter became the third recipient of Seven Day's Ripple of Kindness Award which recognizes a Kansas City leader who has gone above and beyond in demonstrating kindness through their actions and words.

Seven Days cited Lisa's personal commitment to fostering a culture of kindness as a business and civic leader and through her volunteerism with the nonprofit community.

CommunityAmerica has supported SevenDays® since its inception in 2014, following a tragic hate crime in Overland Park, KS. SevenDays® overcomes hate by focusing on youth engagement to promote kindness and understanding through education and dialogue.

### Big League Impact

In March, CommunityAmerica announced our expansion plans in St. Louis that included a unique partnership with the St. Louis Cardinals and famed pitching legend Adam Wainright.

In June, we teamed up with Adam to raise more than **\$120,000** for his nonprofit, Big League Impact, as the presenting sponsor of the Swinging for Impact Topgolf Challenge. A few months later before a Cardinals game, CommunityAmerica presented a **\$50,000** check to Adam's charity.

Founded by Adam Wainright in 2013, Big League Impact is a nonprofit 501(c)(3) that partners with professional athletes to raise money to support basic human needs including food, water, shelter, medical care and education. Its mission is to save lives, restore dignity and instill hope. CommunityAmerica's sponsorship will support Big League Impact efforts in the St. Louis community.

*We have long admired the St. Louis region given our history in this market. We want St. Louisans to know they have a financial partner in their corner who is backed by more than 80 years of proven strength and stability—and is wholeheartedly dedicated to the financial well-being of people, businesses and our shared community.*

**CEO Lisa Ginter**



# GRANT & SPONSORSHIP RECIPIENTS

15 & The Mahomies  
 87 & Running  
 Alison's Angels  
 Awesome Ambitions  
 Big League Impact  
 Boys & Girls Clubs of Greater Kansas City  
 Catholic Charities of Kansas City-St. Joseph  
 Children's Mercy Hospital  
 City Year Kansas City  
 Community Assistance Council  
 Community Services League  
 CommunityAmerica Employee Matching Gifts Program  
 Cornerstones of Care  
 Cristo Rey Kansas City  
 Epilepsy Foundation  
 Goodwill - MOKAN  
 Greater Kansas City Sports Commission/WIN for KC  
 Guadalupe Centers  
 Harvesters  
 Heartland Credit Union Foundation  
 Hillcrest Ministries  
 Hope House  
 Inclusion Connections

Jared Coones Pumpkin Run  
 JCRB | AJC  
 Juvenile Diabetes Research Foundation  
 Junior Achievement of Greater Kansas City  
 Kansas City Girls Preparatory Academy  
 Kansas City Kansas School Foundation for Excellence  
 Kansas City KS Community College  
 Kansas City Metropolitan Crime Commission  
 Kansas City Public School Foundation  
 Kansas City Repertory Theater  
 Kansas State Alumni Association  
 Reach Out and Read  
 Lee's Summit Educational Foundation  
 Level Up Kids  
 Liberty Education Foundation  
 Madam President Camp  
 Metropolitan Community College  
 National Credit Union Foundation  
 National Multiple Sclerosis Foundation  
 Non Profit Connect  
 North Kansas City Hospital  
 North Kansas City School District Foundation  
 Notre Dame De Sion



Carolers from Operation Breakthrough



15 and the Mahomies Foundation Annual Gala



Chiefs Kingdom Food Drive for Harvesters

Olathe Public Schools Foundation  
 Operation Breakthrough  
 Pat Mahomes Benefit Golf Tournament  
 Phoenix Family  
 Principal's Connect  
 ProX  
 Red Tail Academy  
 Rockhurst University  
 Ronald McDonald House Charities of Greater Kansas City  
 Rose Brooks  
 Saint Lukes Health System  
 Seven Days Make a Ripple  
 Sheffield Place  
 Systems of Care Initiative  
 St. Michael the Archangel

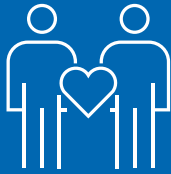
Starlight Theatre  
 Swope Health Services  
 Truman Heartland Community Foundation  
 Truman Heritage Habitat  
 TWA Museum  
 University Health Foundation  
 University of Kansas Health System  
 Women's Employment Network

## Board of Directors

**Lisa Ginter**  
Chair

**Whitney Bartelli**  
Secretary

**Mike Haggerty**  
Director



EQUAL HOUSING  
OPPORTUNITY

Insured by NCUA.