Annual Impact Report 2024

20 Years of the Power of a Dollar

SECU Foundation

PEOPLE HELPING PEOPLE*









In 2004, the State Employees' Credit Union (SECU) Board of Directors took a bold leap of faith and chartered SECU Foundation to help identify and address large scale community issues in the areas of education, housing, healthcare, and human services, while promoting local and community development in North Carolina. The funding concept that was established twenty years ago continues to be one of the most unique in the industry. The Foundation is funded by members of SECU who have an active checking account and contribute through the reallocation of their \$1 monthly maintenance fee. The desire to make a difference for the people of our state is exemplified in their participation, as 99% of SECU members opt for the monthly Foundation contributions.

We refer to this concept as the Power of a Dollar. While small individual contributions may not make a large impact, collectively and cooperatively we are working to address significant issues facing our communities. To date, SECU Foundation is the largest charitable organization in the credit union industry, and our commitment now exceeds \$300 million in scholarships, grants, and loans to benefit North Carolinians in all 100 counties of the state.

We could not do this important work without the generous contributions from SECU members, and we celebrate this milestone with them!



Over \$300 million committed in grants, loans, and scholarships since 2004

2024 Report of the Chair



One of the best kept secrets in the State of North Carolina is the work of the SECU Foundation and the lasting impact we have on our communities. Thanks to the reallocation of SECU members' \$1.00 monthly checking account maintenance fee to SECU Foundation, we are making our communities across North Carolina strong, healthy, safe, and connected. Our funding concept is known as the Power of a Dollar and what we are able to accomplish collectively is amazing. As Board Chair, I have enjoyed traveling to communities from the mountains to the coast, telling the story of SECU Foundation and celebrating the work of the non-profits we support. We are thankful for the generosity and commitment of SECU members, which enables the Foundation to continue making a transformative impact in the areas of education, housing, healthcare, and human services.

When the SECU Board of Directors chartered the Foundation in 2004, few people envisioned the growth and impact that our collective contributions would have in our state. Twenty years later, I am thrilled to report that we have surpassed \$300 million in cumulative grants, financing, and scholarships to benefit communities across North Carolina. This fiscal year, funds were awarded to 47 non-profits for projects and initiatives totaling over \$15 million. Here are a few examples of how we are living out the credit union philosophy of People Helping People®.

Our award-winning Mission Development Grant (MDG) program benefits non-profits in areas of the state that are historically underserved or lower-resourced. This program provides a \$40,000 grant, a portion of which goes to a professional consultant, to help deserving non-profits set priorities for growth and build organizational capacity to better serve their communities. Steps to H.O.P.E. in Polk County, Hands of Hope Medical Clinic in Yadkin County, and the Filling Station in Jones County were among the 30 non-profits awarded an MDG this past year. These grant recipients represent 22 counties and are addressing critical issues in our state such as affordable housing and healthcare, child abuse and neglect, and access to valuable educational resources and mentors. The MDG program empowers local organizations to grow and become individually sustainable so they can better meet needs in their local communities.

The Foundation also responded to numerous large-scale requests for capital or programmatic funding across the state. We expanded on our successful SECU Family House projects by awarding \$3 million to Caring House in Durham, which provides affordable accommodations for patients receiving treatment at Duke Cancer Institute, and their families. We provided first-time grant support to Lee County, with a \$1.2 million grant to Outreach Mission, Inc. (OMI) for their expanded facility to bring additional shelter and essential services to individuals experiencing homelessness in a 9-county region of the Sandhills.

The Lucy Daniels Center, which provides critical mental health services and resources for children and families in the Triangle area, received a \$750,000 grant in support of their new therapy facility in Wake County. We also awarded \$600,000 to Crittenton in Charlotte for their new facility that will increase housing, treatment, and resources for young girls and women who are survivors of abuse, neglect, trafficking, and poverty.

Helpmate, which is the largest domestic violence service provider in western North Carolina, received a \$500,000 grant to support construction of their new domestic violence shelter in Buncombe County. As you can see, the needs across our state are vast and the Foundation is pleased to support these important projects.

Over the years, the Foundation has sought opportunities to respond to economic or natural disasters. In June 2023, the largest employer in Haywood County closed, eliminating over 1,300 jobs with a perceived economic loss exceeding \$1 billion. The Foundation worked with local officials and community representatives to identify non-profit organizations addressing the loss and awarded a combined \$110,000 to help Haywood Pathways Center and Mountain Projects strengthen capacity and increase their impact in the community. To support North Carolina's disaster preparedness, the Foundation also awarded a combined \$500,000 to two statewide organizations, Feeding the Carolinas and The Salvation Army of the Carolinas, to support quick response and immediate assistance, should a disaster strike. SECU Foundation stands alongside SECU members and their communities in times of disaster and continues to work to make valuable resources available across the state.

Our ongoing commitment to education remained strong this past year. Through SECU member generosity, the highly successful People Helping People® high school and community college scholarship programs continue to change the lives of students and their families as they seek higher education opportunities. The annual renewal of these programs, coupled with the renewal of the scholarships awarded through SECU's Bridge to Career Program, provided over \$6 million in total scholarships to hundreds of North Carolina students. An additional \$1.7 million is supporting university students completing paid internships with local non-profits or government agencies, providing a valuable professional experience and extra assistance to our communities statewide.

My letter offers just a glimpse of our wide-ranging work throughout North Carolina, so I encourage you to visit www.ncsecufoundation.org to see even more of what we are accomplishing through your monthly contributions to SECU Foundation. Together, through the Power of a Dollar, we are strengthening communities and improving the health and well-being of our fellow North Carolinians.

The work from the past two decades is remarkable and SECU Foundation continues to be a powerful force furthering efforts in education, healthcare, housing, and human services throughout North Carolina. Thank you for your dedicated support of SECU Foundation and we look forward to all that we will accomplish with our collective efforts in the next 20 years and beyond.

Chris Ayers | Chair, SECU Foundation Board of Directors

Funding the Future: Meet Some of Our Scholars



"This summer, I am interning in my hometown with Kinston Teens as a Communications Assistant. My internship experience has been highly rewarding. I have enjoyed collaborating with my colleagues and actively engaging with the community."

Hadiyah Whitfield | UNC-Chapel Hill c/o 2027 2024 Public Fellows Intern at Kinston Teens 2023 People Helping People High School Scholarship Recipient

Taj'Maleek is currently enrolled in a phlebotomy course, with the career goal to be a phlebotomist at Vidant Medical Center. He shared that receiving this scholarship gives him the financial assistance needed to achieve his goals and it will certainly alleviate the financial burden that comes with pursuing higher education.



Taj'Maleek Overton | Martin Community College Bridge to Career Scholarship Recipient 2023



"I feel that college will give me more opportunities to get involved in serving the community. I will be enrolling in the graphic design program and would love to help non-profit organizations by creating free content. I would love to look back on my time spent in college as a time of doing things I love, which is helping people in any way I can."

Salem Sparks | Wilkes Community College 2023 People Helping People Community College Scholarship Recipient

Since 2004, the SECU Foundation has committed over \$100 million to education programs across the state, supporting over 16,000 students as they attend universities or community colleges.

Helping High School Students Reach Their Goals



SECU Foundation established the People Helping People® high school scholarship program as one of its first initiatives to assist students across North Carolina with their educational goals to attend a four-year university. The Foundation commits nearly \$4.5 million annually to scholarships for graduating seniors.

Program Guidelines

- All 115 public school districts in North Carolina participate and receive a minimum of one scholarship (number is based on school population)
- Scholarship is valued at \$10,000, payable over 8 semesters
- Recipients must
 - o Be planning to attend one of the 16 public universities in North Carolina
 - o Be members of SECU or eligible for membership through a parent or guardian
 - Involved in local community
 - Embody the People Helping People philosophy



23-24 Scholarship Program At-a-Glance



100%

SECU Members
or Eligible for Membership

442Scholarships Awarded

442 High Schools Represented

Top 5 Universities Attended

UNC-Chapel Hill
NC State University
East Carolina University
Appalachian State University
UNC-Charlotte

Top 5 Planned Fields of Study

369

Life Sciences
Social Sciences
Education
Engineering
Business

Community College Scholarships: Support for the "Great 58"

People Helping People 2 Year Scholarship

Students seeking a 2-year degree at one of the 58 community colleges in North Carolina are eligible to apply for a \$5,000 scholarship, paid over 4 semesters. Recipients are enrolled full-time in an associate degree, diploma, or certificate program and exemplify the People Helping People philosophy. Since its inception, the Foundation has awarded over \$11 million to more than 2,000 community college students, reaching communities in all 100 counties in North Carolina.

\$585,000
Annual Foundation
Commitment

108 Scholarships Awarded in 2023 Approximately 50% of Recipients are First-Generation College Students





SECU Bridge to Career Program

The SECU Bridge to Career Program helps remove financial barriers for continuing education students seeking to obtain credentials that lead to family wage-sustaining careers. All 58 community colleges participate and may award up to 30 scholarships valued at \$500 to eligible students.

Over \$1 Million
Annual Foundation
Commitment

1640 Scholarships Awarded in 23-24 Top 5 Career Pathways

Healthcare Transportation Public Safety Skills Trades Barbering & Cosmetics

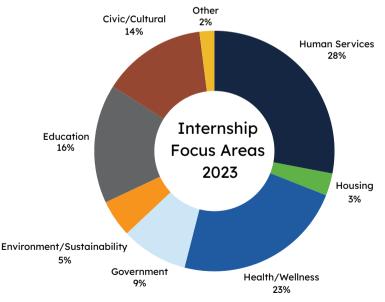
Giving Back to NC Communities through Student Internships



SECU Foundation established the SECU Public Fellows Internship program in 2015 to connect interested, talented undergraduate students with local leadership in rural communities to gain meaningful on-the-job experience and give back to the community. Since the program's inception, more than 1,500 university students have completed a Public Fellows Internship.







2023 Program Results

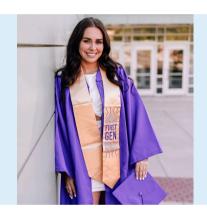
\$1.7 Million	Funds from SECU Foundation
16	UNC System Universities Participating
308	Average Hours Worked
255	Total Interns
230	Total Agencies Served by Interns
64	NC Counties Served by Interns (40% Tier I Counties*) *Most economically distressed as determined by NC Department of Commerce
10	Interns Received Offers of Full-time Employment
8	Previous Foundation Grantees who Hosted Intern

Congratulations People Helping People 2024 Graduates!

"I am so grateful for the opportunity I was given and I've had a very meaningful college experience. Thanks to the financial support, I graduated with honors with a Bachelor's Degree in Biology. I was able to do many valuable extracurricular activities related to dentistry and helping the community."

Lidia Say | UNC-Charlotte
Plans to attend dental school





"I was one of the recipients of the SECU People Helping People Scholarship in 2020. I wanted to say thank you to everyone who was a part of helping me receive this scholarship. I graduated with a Bachelor's Degree in Health Sciences with no debt, and you were a huge asset to that accomplishment."

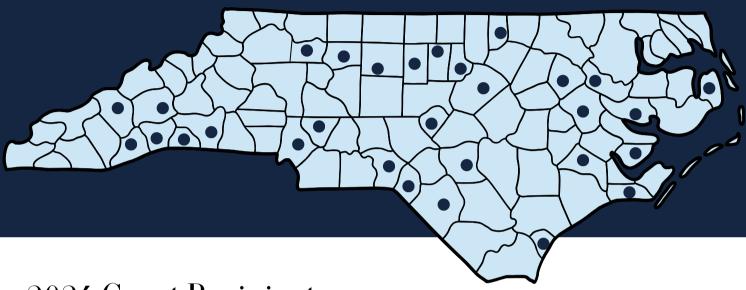
Skylar Harrison | Western Carolina University Next steps include a Master's Degree in Medical Science

"Thank you for investing in my education for the last 4 years. The scholarship and support truly meant a lot! I graduated summa cum laude from NC State University with degrees in Psychology and Spanish along with minors in Cognitive Science and Nonprofit Studies."

Karina Seebaluck | NC State University
Attending UNC-Greensboro for graduate work in clinical psychology



This year, SECU Foundation granted transformative funds to 47 non-profits located in 30 counties and serving statewide



2023 - 2024 Grant Recipients

Alamance Eldercare, Inc.* Bath High School Preservation, Beaufort* Care Ring, Mecklenburg Caring House, Durham Caring Services, Guilford* Center for Science, Technology & Leadership Development, Pitt* City of Refuge Foundation, Nash* Communities in Partnership, Durham* Creative Corridors Coalition, Forsyth* Crittenton, Mecklenburg Designed for Joy, Wake* Dew4Him Ministries, Wake* Family Abuse Services of Alamance County* Feeding the Carolinas, Statewide The Filling Station, Jones* Friends of Jockey's Ridge State Park, Dare* Generations Family Services, Wake*

Good Shepherd Center, New Hanover Hands of Hope Medical Clinic, Yadkin* Helpmate, Buncombe Hendersonville Rescue Mission, Henderson Hope Alive, Inc., Robeson* Lead for North Carolina, Statewide Lucy Daniels Center, Wake I Got Next Youth Sports Inc., Cabarrus* Mountain Projects, Haywood NC Coalition to End Homelessness, Statewide* NC Coastal Federation, Carteret Outreach Mission, Inc., Lee Pamlico Partnership for Children* Pee Wee Homes, Orange* Raleigh Rescue Mission, Wake Richmond Interagency Transportation* Rise & Shine, Transylvania* **Rutherford County Workforce Housing**

S.a.M. Child Advocacy Center, Vance*
Sandhills Family Heritage Association, Cumberland*
Salvation Army of the Carolinas, Statewide
Sister Circle International, Guilford*
SouthLight Healthcare, Wake
SPCA of Wake County
State Line Community Action Association, Scotland*
Steps to HOPE, Polk*
TFBU Foundation, Martin*
Youth Collaborative, Forsyth*
YWCA High Point, Guilford*
Zebulon Downtown Arts Council, Wake*

Organization Name, County Mission Development Grant*

Meeting Housing Needs in Lee County

SECU Foundation awarded \$1.2 million to Outreach Mission Inc. (OMI) to construct a new 76-bed shelter in Sanford, doubling its capacity to serve the homeless in Lee County and surrounding communities in the Sandhills region. OMI's mission is "to reach out to any person in need, providing food, clothing, hot bath, shelter, and emotional support." OMI operates the only low-barrier shelter across a 9-county region in the Sandhills, imposing no prerequisites to entry if the client is not a threat to themselves or others. This approach started in 2018 and provides individuals experiencing homelessness with a direct point of access to housing resources and critical aid. In 2022, the non-profit linked 1,600 clients to essential medical or employment services, and sheltered 536 men, women, and children.

OMI currently manages two shelters in remodeled residential homes, providing shelter, meals, life skills training, financial education, employment searches, and medical and mental health referrals. The facilities offer 36 beds total, which remain at capacity. The new shelter supported by the Foundation will consolidate the existing shelters adding an additional 40 beds, which more than doubles OMI's capacity to serve individuals in need. The new shelter will also offer four family rooms, a cafeteria, multipurpose room, laundry facilities, offices and security. The new modern facility will be an asset to the community and result in fewer unsheltered people in this area.



"This project will support our mission to help more people experiencing homelessness put their lives back together one piece at a time, one person at a time."

Laura Spivey | OMI Executive Director



Protecting North Carolina's Coast

The NC Coastal Federation (NCCF), headquartered in Carteret County, focuses on protecting and restoring the North Carolina coast, including 20 counties and over 100 municipalities. For over 40 years, NCCF has worked to restore miles of coastline, advocate for an accessible, healthy, and productive coast, and train and educate communities on how to protect North Carolina shores. In 2022, NCCF restored over seven acres of oyster reef and nearly 2,000 acres of wetlands, cleaned up nearly 420 tons of marine debris, and mobilized over 600 volunteers to support this work.

SECU Foundation awarded \$250,000 to NCCF to build capacity in rural communities through coastal resilience programs. As NC coastal communities face a multitude of challenges due to economic and environmental impacts, NC Coastal Federation's initiative will directly support underserved coastal communities with programs aimed at building coastal resilience, reducing vulnerability to environmental threats, and strengthening local infrastructure and economy. NCCF will utilize the Foundation's grant to connect identified communities with a consultant who will assist with project implementation, from planning to fundraising to construction to evaluation. Local governments will help identify and prioritize community projects based on needs assessments in partnership with the Federation.



"Over the past four decades, the Federation has helped dozens of local governments plan and implement projects that support the community and the ecosystem, ranging from salt marsh restoration, watershed plans, living shorelines, and more. These projects make our communities more resilient to storms and sea level rise and bring federal dollars to support coastal improvement projects," said NCCF's founder and former executive director, Todd Miller.

"We're grateful for the support of SECU Foundation in launching this new partnership."

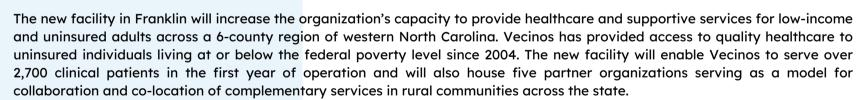
Todd Miller | NCCF Founder and Former Director

New Community Health Hub in Western NC

SECU Foundation awarded a \$1.6 million grant to Vecinos, Inc. for a new medical center and human services hub in Macon County. Vecinos is a non-profit health care organization serving and advocating for uninsured, low-income adults in western North Carolina, with a specific focus on the Latinx and farmworker community. Agricultural work is one of the most dangerous jobs in the country and workers face many barriers when it comes to accessing healthcare. Vecinos aims to break down these barriers by bringing services directly to the community. Challenged by the lack of urban centers and healthcare professionals in the region, they work with partner organizations to provide quality integrated primary care services using mobile clinics and outreach programs.



Foundation's support to actualize this project is both meaningful and deeply impactful to the landscape of healthcare in western North Carolina," said Vecinos CEO Marianne Rupp Martinez.



"With a passion and determination to help others, Vecinos' leadership and staff continue to reap great rewards for the people and communities they serve."

Chris Ayers | SECU Foundation Board Chair



Support for Women and Families in Charlotte

With a 120-year legacy of service, Crittenton has helped over 45,000 young mothers, teens, and children in the Mecklenburg County area establish better lives for themselves and their families. SECU Foundation awarded a \$600,000 grant to Crittenton to support a newly expanded facility in Charlotte for current and future program needs.

Crittenton was founded to support young, pregnant, and single women, but has since evolved to better address the comprehensive needs of our diverse population. This organization aims to alleviate the long-term negative effects of traumatic experiences through case management, access to healthcare, counseling, vocational support, pregnancy prevention, and establishing healthy relationships. The essential care services provided by Crittenton assist women experiencing homelessness, family violence, substance abuse, victims of human trafficking, survivors of incest and sexual abuse, high-risk pregnant women of any age, and foster care clients.

SECU Foundation Executive Director, Jama Campbell, emphasizes, "The strength and deep commitment this organization continues to show for women and families in crisis is incredible! The Foundation's grant and the support of so many others are ensuring Crittenton can continue their critical work for many years to come."



"We will be able to continue serving girls and women from all counties in North Carolina in a beautiful facility. Thank you for investing in the women at Crittenton to Create Better Tomorrows."

Jada Charley | Crittenton CEO



Capacity Building to Strengthen Non-profits

Since 2017, SECU Foundation has funded capacity building grants for smaller non-profits in need of support. The Mission Development Grant (MDG) program provides organizations with a \$40,000 grant over 2 years, and connection to a consultant to assist with achieving their goals. Funds may help with initiatives such as fundraising, program expansion, leadership and staff development, marketing, technology, and more. Grant recipients are invited to attend SECU Foundation's Mission Development Conference, offered for the third time in spring 2024 (pictured below).

See page 10 for the full list of this year's MDG recipients.

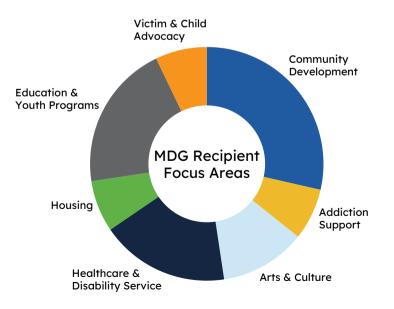


MDG Program By-the-Numbers

\$3.5 Million
Committed

89Non-Profits

50 Counties & Statewide Reach



"What we appreciate most is that SECU Foundation not only talks the talk, but they walk the walk. They don't just invest in our mission, they dig in and partner with us to increase our capacity to impact the most vulnerable women in our community."

Kristen Sydow, Co-Founder Designed for Joy | Wake County



Meet some of our MDG Recipients



"This investment will ultimately enhance our impact, which benefits the families, children, and community of Pamlico County."

Susan Bridgeman, Executive Director
Pamlico Partnership for Children | Pamlico County

"This grant will be used to build sustainability and address the rapid growth of the Center. This is the first time we have received a grant exclusively for capacity building and we are excited to get the process started."

Dr. Garrie Moore, CEO
Center for Science, Technology & Leadership
Development | Pitt County



Power of \$1

99% of SECU members with checking accounts contribute monthly to SECU Foundation

Foundation Highlights through the Years

2004	Q	SECU Board of Directors chartered SECU Foundation
2005	ϕ	People Helping People scholarships program launched to support NC students SECU Family House at UNC Hospitals approved as first capital project
2007	ф	Foundation's first teacher housing site, Hertford Pointe, opened in Ahoskie, NC
2009-11		Provided significant support to hospice centers with grants to construct 11 facilities across NC
2013	ϕ	Piloted university internships, which later became the SECU Public Fellows Internship program
2015	ф	Provided nearly \$11 million for the Mountains to Sea Challenge with Habitat for Humanity of NC, to build or renovate a Habitat house in all 100 counties
2017	ф	Began capacity building funding for smaller non-profits, which became the Mission Development Grant program, expanding our geographic reach
2018	Φ	SECU Bridge to Career program began funding short-term certificate scholarships to help students find family wage sustaining careers, building off previous support for community college continuing education
2020	ф	SECU Foundation, along with SECU, gave over \$16 million to support non-profit operations during COVID-19 pandemic
2022	ϕ	Began hosting statewide convenings to bring more value and resources to non-profits and communities Expanded Mission Development Grant Program
2024		SECU Foundation celebrates 20 years of impact, with over \$300 million committed in grants, loans, and scholarships

Milestones and Progress from Past Grantees



ARCA (2019 grantee) expanded addiction rehabilitation services with a new facility in Winston-Salem, NC



The highly anticipated SECU DinoLab opened at the NC Museum of Natural Sciences (2018 grantee) in Raleigh, NC



SAFEchild (2023 grantee) celebrated the grand opening of a new child advocacy center in Raleigh, NC



Partners for Bertie County Public Schools (2021 grantee) officially opened an affordable housing facility for teachers in Windsor, NC



Scan here for video stories about past grantees to learn more about the Power of a Dollar!

Sharing Our Story Across the State and Beyond









As the Foundation expands its grantmaking and programs, we are enhancing our ability to promote this essential work across North Carolina and beyond. Our network, including SECU employees, non-profit consultants, philanthropic partners, non-profit organizations, and community leaders, plays a vital role in helping us share valuable resources and foster connections. We are appreciative of the opportunity to go beyond providing funding, to build and encourage relationships across our state.

Highlights from this year include:

- Hosted the SECU Mission Development Conference in Raleigh, NC
- Co-Hosted the Credit Union Philanthropy Summit in Raleigh, NC
- Co-Hosted a funders' convening on Affordable Housing in Greensboro, NC
- Presented at the National Scholarship Providers Association in Las Vegas, NV
- Presented to TruStone Financial Foundation in Austin, TX
- Attended the North Carolina Network of Grantmakers Annual Meeting in Winston-Salem, NC
- Completed our tour of all 16 UNC-system universities, and all 58 NC community colleges
- Completed over 200 community engagements including site visits, check presentations, grand openings and more
- Attended 40 SECU Advisory Board meetings to inform members about the Foundation









2023-2024 SECU Foundation Board of Directors



Chris Ayers | Chair

Mona Moon | Vice Chair

Stelfanie Williams | Secretary/Treasurer

Bob Brinson

Lee Brown III

Michael Clements

Mark Fleming (Not pictured)

Jennifer Haygood

Ben McLawhorn

Brad McMillen

Barbara Perkins

Chuck Stone

McKinley Wooten Jr.

A Heartfelt Thank You

from the SECU Foundation Executive Director

As we reflect on another remarkable year at SECU Foundation, we are full of gratitude for the support of the members of State Employees' Credit Union in helping us surpass an incredible milestone of \$300 million in funding since 2004. This achievement highlights our unwavering commitment to improving lives across North Carolina, and as we celebrate our 20th anniversary, we can see how our collective dollars are providing a positive and lasting impact in all 100 counties of our great state.

From the mountains to the coast, our funding supports communities by improving access to education, affordable housing, healthcare, and human services. Our guiding purpose is to better understand the needs in our local communities and shine a light on organizations that are meeting those challenges and making a profound difference for their neighbors. Whether we are making large gifts to non-profits seeking to expand their regional or statewide footprint, providing students scholarships and internships that will help them attain their educational goals, or supporting smaller non-profits through our Mission Development grants to nurture and guide them to a sustainable future, we are working to help strengthen the fabric of our communities.

Leveraging our unique funding model, the Power of \$1, we demonstrate the true strength of the cooperative spirit of People Helping People® – proving that when we come together, we can achieve

extraordinary results, and for this, we extend our deepest gratitude.

Thank you for standing with us as we continue our mission to uplift

communities and transform lives. Together, we look forward to another 20 years of making a significant difference in North Carolina.

Warmest regards,

Jama Campbell

Executive Director | SECU Foundations

SECU Foundation

PEOPLE HELPING PEOPLE®

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The SECU Foundation, a 501c3 charitable organization funded by the contributions of SECU members, promotes local community development in North Carolina primarily through high-impact projects in the areas of housing, education, healthcare, and human services. Since 2004, SECU Foundation has made a collective financial commitment of over \$300 million for initiatives to benefit North Carolinians statewide.

A not-for-profit financial cooperative owned by its members, and federally insured by the National Credit Union Administration (NCUA), SECU has been providing employees of the state of North Carolina and their families with consumer financial services for 87 years. SECU is the second largest credit union in the United States with \$56 billion in assets. It serves more than 2.8 million members through 275 branch offices, over 1,100 ATMs, Member Services Support via phone, www.ncsecu.org, and the SECU Mobile App.