

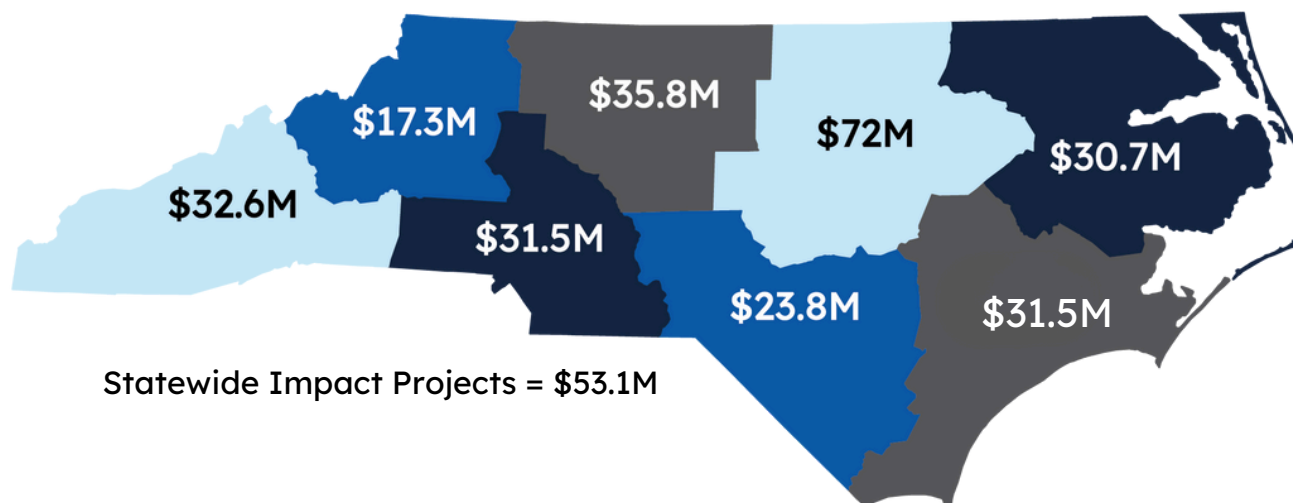


2024 Annual Impact Report 2025

SECU Foundation

PEOPLE HELPING PEOPLE®

SECU Foundation Funding by Economic Region



For more than 20 years, SECU Foundation has been strategically strengthening communities throughout North Carolina with impactful initiatives focused on education, housing, healthcare, and human services.

In 2004, the Board of Directors of State Employees' Credit Union (SECU) established the SECU Foundation, creating a funding model that remains one of the most innovative in the industry. Over 99% of SECU members who maintain an active checking account choose to contribute to the Foundation through the reallocation of their \$1 monthly maintenance fee. The Foundation refers to this concept as the "Power of a Dollar" and it has led to a commitment of over \$328 million in scholarships, grants, and loans, benefiting residents across all 100 counties of the state. This report provides more information about the Foundation funding over the last fiscal year.

As I reflect on the last year, I am reminded of the powerful role SECU Foundation plays in our state – not only as a grant and scholarship funder, but as a trusted steward of SECU member contributions and a catalyst for positive change. The Foundation exists because of the collective belief in a stronger North Carolina, and every project, student, and non-profit we fund is a direct result of that belief.

Thanks to the commitment of SECU members who reallocate their \$1.00 monthly checking account maintenance fee to the Foundation, over \$328 million has been provided to communities across the state since 2004. What began as a way to help identify and address community issues beyond the normal scope of State Employees' Credit Union has grown into an impactful Foundation making transformative change in the areas of education, housing, healthcare, and human services. That impact was evident as we celebrated our 20th Anniversary this year across North Carolina, bringing together students, non-profit organizations, community members, and SECU employees and members who make this work possible.

SECU Foundation demonstrated the Credit Union philosophy of People Helping People® in many significant ways this year. Our scholarship programs and internship program continued to open doors for students seeking higher education or professional opportunities at all levels. These students are the future of our state, and we are honored to play a small role in their educational journey. Capital grants to organizations such as the NC Aquarium Society, the Greenville Community Shelter, and TROSA allowed non-profits to expand their facilities and meet the growing needs for services and critical resources across the state. Programmatic funds awarded to Legal Aid of North Carolina and other statewide organizations extended their reach into areas of the state that need it most. I remain incredibly proud of the growth and impact of our Mission Development Grant Program, which supported 31 organizations this year as they set priorities for growth and built organizational capacity to better serve their communities. Finally, in the wake of Hurricane Helene's devastation in Western North Carolina, the Foundation Board of Directors provided immediate approval for grants totaling nearly \$9 million to organizations serving the western region of our state. SECU Foundation has a history of lending a hand when disaster strikes, and we remain committed to supporting recovery and resilience moving forward.



The following report shares more details of our wide-ranging work this year, but I encourage you to visit www.ncsecufoundation.org or follow along on social media to see even more of what we are accomplishing through your monthly contributions to SECU Foundation.

With each year, our commitment deepens and the partnerships we've built continue to pave the way for greater impact in the future. I am grateful to serve alongside a dedicated Board of Directors, a committed Foundation staff, and a Credit Union community that understands the power of working together. To our partners, grantees, students, and 2.9 million SECU members: thank you for your shared belief in what is possible when we invest in each other.

A handwritten signature in black ink, appearing to read 'Chris Ayers', with a stylized flourish at the end.

Chris Ayers | Chair, SECU Foundation Board of Directors

SCHOLARSHIPS



2024-2025 Impact at-a-Glance Scholarships and Internships

More than

3,600

Students supported through new and continuing scholarships and internships

\$7.7M

Annual commitment to scholarship and education programs

All **100**

NC Counties reached through education programs

18,000+ scholarships awarded since 2005
1,700+ Public Fellows Interns since 2015

“Over the next four years, I will have the opportunity to receive a well-rounded education and work toward fulfilling my goal of becoming a teacher. These opportunities are possible for me because of the generosity of the SECU Foundation. Thank you!”

Kate Barnes (pictured left)
People Helping People scholarship recipient

Scholarships: Opening Doors for NC Students

People Helping People High School Scholarship

SECU Foundation established the People Helping People High School Scholarship as one of its first initiatives to assist students with their educational goals to attend a four-year UNC system university. All 115 public school districts in North Carolina participate and receive a minimum of one scholarship (number is based on school population), valued at \$10,000 over four years. SECU Foundation currently awards 442 scholarships statewide, for a total annual commitment of \$4.42M. Recipients attend a UNC System university of their choosing and receive payment for up to eight semesters. As of 2024, students who graduate early and plan to take graduate-level courses at an eligible university may apply remaining payments to those semesters.

100%

SECU Members
or Eligible for Membership

20%

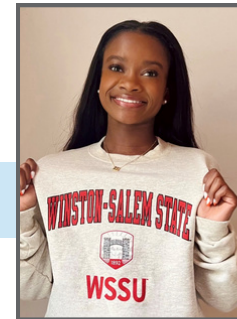
First-Generation
Students

3.81

Recipient
Average GPA

**Top Universities
Attended**

UNC-Chapel Hill
NC State University
UNC-Charlotte



People Helping People Community College Scholarship

Students pursuing a two-year degree at any of the 58 community colleges in North Carolina can apply for a \$5,000 scholarship, distributed over four semesters. To qualify, recipients must be enrolled full time in an associate degree, diploma, or certificate program and embody the People Helping People philosophy. Since its establishment, SECU Foundation has provided over \$11 million to more than 2,000 community college students across all 100 NC counties.

\$585,000

Annual Foundation
Commitment

109

Scholarships
Awarded in 2024

**Top Degrees/
Programs Awarded**

Business Administration
Associate in Nursing
Associate in Arts
University Transfer

Classroom to Career: Supporting Workforce Development

SECU Public Fellows Internship Program

SECU Foundation established the SECU Public Fellows Internship (PFI) program in 2015 to connect undergraduate students with local leadership in rural communities, affording students the opportunity to gain meaningful on-the-job experience and give back to the community. Since the program's inception, nearly 1,800 students have completed a Public Fellows Internship. Interns receive up to \$5,000 for at least 300 hours of service. This program also provides the opportunity for additional connections, as 10 interns were also People Helping People scholarship recipients and 15 SECU Foundation grantees served as intern host sites this year.

\$1.7 Million

Annual Foundation
Commitment

64

Counties Served
in 2024

272

2024 Interns
Representing 16 Universities



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 NC community colleges participate and may award up to 30 scholarships valued at \$500 each to eligible students.

Over \$1 Million

Annual Foundation
Commitment

Nearly

1700

Scholarships
Awarded in 24-25

Top Career Pathways

Healthcare
Transportation
Public Safety
Cosmetics + Barbering



"I truly could not have asked for a better scholarship during my time of need. The associate degree that the SECU Foundation has helped me achieve is an important step in my academic journey. I pledge to continue helping people in need and carry out the values that allowed me to obtain such a wonderful scholarship."

Jayden Rhudy | Davidson-Davie Community College

Plans to attend Western Carolina University to pursue a degree in psychology

"I'm excited to share that I will be returning home to Charlotte, NC, where I plan to begin working in the healthcare field as a physical therapy tech assistant. This opportunity will allow me to gain hands-on experience while I prepare to apply to Doctor of Physical Therapy (DPT) programs in the near future. I'm looking forward to continuing my passion for service, growth, and healing as I work toward becoming a pediatric physical therapist."

Kayla Dixon | Elizabeth City State University

Employment in the healthcare field before graduate school



"The support from SECU Foundation truly shaped my journey - it gave me the freedom to explore my passions, design a major that reflects who I am, and take on opportunities I might not have had otherwise. Graduating debt-free meant I could focus on learning, growing, and preparing for the future, with confidence and a clear sense of purpose. Thank you!"

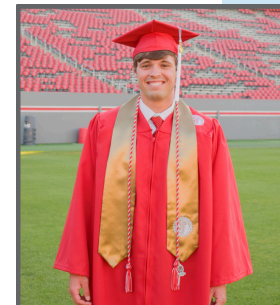
Ryan Stukes | Appalachian State University

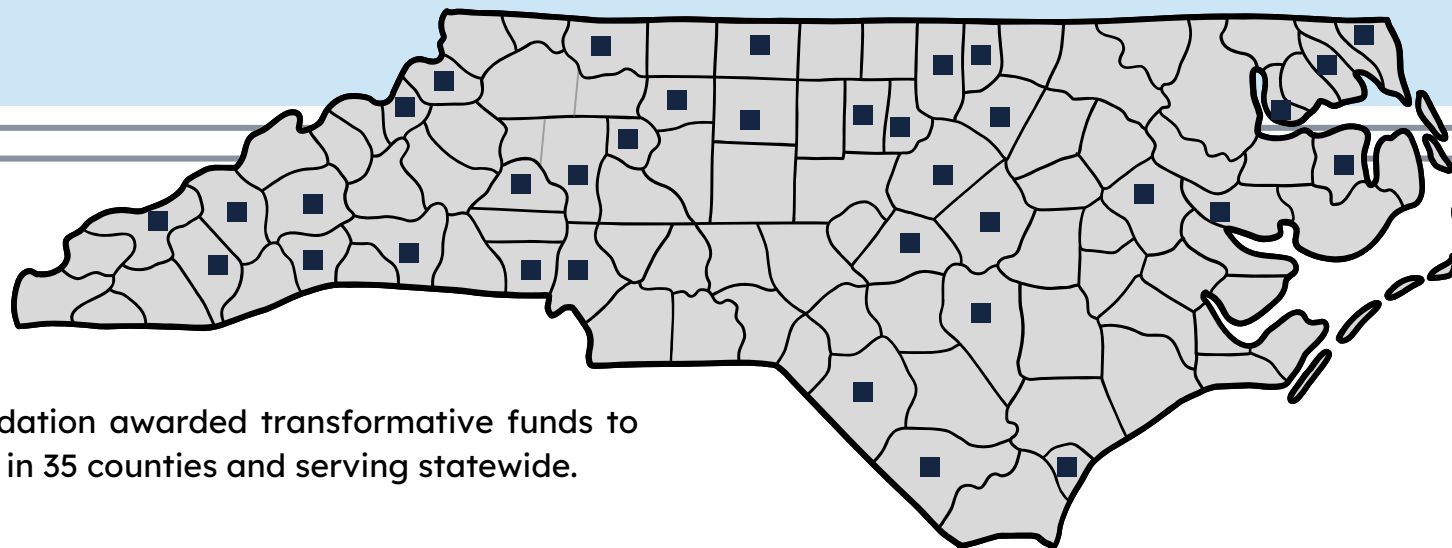
Interning at Duke University before graduate school

"SECU Foundation - Thank you for the role you played in my academic success over the last four years. I have completed a Bachelor of Science in Mechanical Engineering with a minor in Business Administration at NCSU. I will be starting work in the coming weeks for Hog Slat, Inc. where I will be a manufacturing engineer. Thank you again for the support!"

Spencer Westerbeek | North Carolina State University

Returning to hometown of Clinton, NC for engineering job





This year, SECU Foundation awarded transformative funds to 58 non-profits located in 35 counties and serving statewide.

2024 - 2025 Grant & Loan Recipients

Able to Serve, Wake*
 American Red Cross of NC, Statewide
 Asheville-Buncombe Community Christian Ministry, Buncombe
 Baptists on Mission, Statewide
 Beloved Haven, Currituck*
 C&C Innovations Corporation, Granville*
 Carolinas Foundation for Hospice & Home Care, Statewide
 Community Partners of Hope, Vance*
 Crossnore Community for Children, Avery
 CW Williams Community Health Center, Mecklenburg
 Dragonfly House, Davie*
 Dunn United Ministerial Association, Harnett*
 Families First, Columbus*
 Feeding the Carolinas, Statewide
 Fifth Street Ministries, Iredell*
 Foster Family Alliance, Statewide
 Franklin Vance Warren Opportunity, Vance*
 Free Clinics of Hendersonville, Henderson*
 Full Spectrum Farms, Jackson*
 Grace Clinic of Yadkin Valley, Surry
 Greenville Community Shelter, Pitt

Habitat for Humanity, Orange & Mecklenburg
 HELP Carolina, Gaston*
 Home of Refuge Outreach, Rockingham*
 Hope Coalition Corp, Henderson*
 HopeLine, Statewide*
 Hospitality House of Northwest NC, Watauga
 Imprints Cares, Forsyth
 Janice Faye's Ranch, Sampson*
 Legal Aid NC, Statewide
 Main Street Edenton, Chowan*
 MANNNA Foodbank, Buncombe
 Meals on Wheels NC, Statewide
 Mountain Projects, Haywood
 NC Aquarium Society, Statewide
 NC Coalition of Land Trusts, Statewide*
 NC Museum of Art, Statewide
 NC Partnership for Children, Statewide*
 Note in the Pocket, Wake
 OPEAT, Guilford*
 Open Door Community Center, Beaufort

Peacehaven Community Farm, Guilford
 Restoration House WNC, Swain*
 Restored Souls, New Hanover*
 Rural Investment Collaborative, Statewide
 Rutherford Housing Partnership, Rutherford*
 Safe Space, Franklin*
 Safelight Hendersonville, Henderson
 Salvation Army of the Carolinas, Statewide
 Samaritan House, Mecklenburg*
 Stable Housing Improvement Project, Pasquotank*
 Suds of Love, Robeson*
 Tiny House Community Development, Guilford*
 Triangle Family Services, Johnston*
 TROSA, Durham
 Tyrrell Inner Banks Hotline, Tyrrell*
 Western Youth Network, Watauga
 Women's Resource Center, Catawba*

Organization Name, County
**Mission Development Grant*

Expanding Reach, Strengthening Mission

Since 2017, SECU Foundation has provided capacity building grants to smaller non-profits in need of assistance, prioritizing organizations in rural areas. The Mission Development Grant (MDG) program provides non-profits with a \$40,000 grant distributed over two years, designed to support collaboration with a consultant in achieving identified objectives. These funds can be utilized for various initiatives, including:

- Strategic planning
- Fundraising efforts
- Program expansion
- Leadership and staff development
- Marketing strategies
- Technology improvements

To date, the Foundation has awarded MDGs to **over 120 non-profit organizations** providing support to **over 60 counties** across the state.



"This grant empowers us to expand our reach, strengthen our strategic planning, and bolster our fundraising and marketing efforts, ensuring sustainability of vital services to the community."

Pauline Carpenter, Executive Director
The Free Clinics | Henderson County



"Through equine-assisted learning activities shared with kids in crisis and their families, horses are helping humans heal. Thank you for this much-needed service to help our organization thrive and continue moving forward in Sampson County and the surrounding areas."

Joy Canady, Founder
Janice Faye's Ranch | Sampson County

MDG BY-THE-NUMBERS

Report of 26 recipients who
completed program in 2024

- 19 Counties served
- 12 Non-profits expanding reach/services
- 9 Strategic plans created
- 8 New staff hired
- 7 Non-profits focusing on fundraising strategy

For a complete list of this year's Mission Development Grant recipients, see page 7.

Providing Shelter & Dignity



The Greenville Community Shelter (GCS), established in 1987, serves as the only homeless shelter in Pitt County, providing safe housing and assistance to individuals transitioning to long-term self-sufficiency in Eastern North Carolina.

- SECU Foundation awarded \$500,000 for a new Homeless Resource Center.
- Campus expansion will provide new clinical space, classrooms, conference rooms, and office space.
- New space will allow for enhanced programming such as medical care, counseling, and job placement support.
- GCS will convert existing administrative space to six additional family rooms (10 total).
- Expansion will allow GCS to increase capacity by 150% to serve 900 clients annually.

“This expansion will allow us to serve more families and offer more services to our clients. We are very pleased that SECU Foundation understands and supports the needs of many people in our area.”

Charles Young | GCS Executive Director

From Shoreline to Classroom



Founded in 1976, the North Carolina Aquariums, including Fort Fisher, Pine Knoll Shores, Roanoke Island, and Jennette's Pier, seek to inspire appreciation and conversation of our aquatic environments. An agency of the state's Department of Natural and Cultural Resources, the NC Aquariums welcome more than 1.4 million visitors annually.

- SECU Foundation awarded \$2 million for the expansion of the NC Aquarium at Fort Fisher.
- Fort Fisher welcomes around 500,000 visitors annually.
- Expansion will include a new 22,224 square foot Education Center, strengthening capacity for programming for students across the state.
- Project is expected to have positive impacts on education, the economy, and the environment.

“The North Carolina Aquarium at Fort Fisher renovation and expansion is the most consequential project since the creation of the marine resource centers nearly 50 years ago. We are excited for what's ahead and the lasting impact this will have on our state.”

Hap Fatzinger | North Carolina Aquariums Division Director

Pathways to Hope & Healing



TROSA (Triangle Residential Options for Substance Abusers, Inc.) is a multi-year residential program that empowers people with substance use disorders to be productive, recovering individuals through comprehensive treatment, vocational training, education, and continuing care. TROSA is the largest licensed residential substance abuse treatment program in North Carolina and has served thousands of people seeking treatment since 1994.

- SECU Foundation awarded \$2 million to support the expansion of TROSA's Durham campus.
- The Foundation previously supported TROSA with an interest-free construction loan through the NC Housing Finance Agency, as well as a Mission Development Grant.
- Grant will provide space for 90 additional treatment beds and 17 new rooms for therapy and education.
- TROSA's treatment model focuses on strong leadership, healthy relationships, and accountability.

"Thanks to SECU Foundation's generosity, TROSA's McDonald Hall will provide the comprehensive and multi-faceted support elements essential to long-term recovery."

Keith Artin | TROSA CEO and President

Addressing Gaps in Legal Access



Legal Aid of North Carolina (LANC) was established in 2001 as a statewide law firm to provide free, high-quality legal services in civil matters to low-income individuals, ensuring equal access to justice and removing legal barriers to economic opportunity.

- SECU Foundation awarded \$300,000 to support the launch of their Innovation Lab.
- The Innovation Lab aims to bridge the rural-urban divide for accessibility to legal services including modernizing and improving virtual resources.
- LANC is the only statewide legal service disaster relief program that actively aids families in crisis with FEMA, unemployment, and long-term support.
- New virtual model for legal service delivery will impact up to 30,000 low-income individuals.

"We are grateful for this investment in creating sustainable, equitable solutions that ensure that our neighbors facing a difficult hardship in housing, safety, employment, and other basic needs have access to an attorney, regardless of their circumstances."


Scheree Gilchrist | LANC Chief Innovation Officer

In September 2024, Hurricane Helene caused widespread flooding and destruction in Western North Carolina, with long-lasting economic and structural effects. SECU Foundation Board of Directors approved **nearly \$9 million** over three funding phases to support disaster relief efforts. SECU Foundation will provide ongoing support to Western North Carolina as the region rebuilds and recovers. Funding was provided to the following organizations:

- Baptists on Mission
- Salvation Army of the Carolinas
- Feeding the Carolinas
- American Red Cross North Carolina
- Asheville-Buncombe Community Christian Ministry (ABCCM)
- Meals on Wheels North Carolina
- MANNA FoodBank
- Note in the Pocket
- Mountain Projects
- Hospitality House of NWNC
- Rutherford Housing Partnership
- Crossnore Communities for Children

Our Funding Impact

within 6 Months of Hurricane Helene

 Provided resources to
38 NC Counties
+ Qualla Boundary

 Served over
5,000
Homes

 Served over
430,000
Families

 Awarded over
120
local mini-grants

 Provided over
2.3 million
Meals

 Mobilized nearly
20,000
Volunteers

"We sincerely appreciate SECU Foundation's support during these crucial early months of recovery. Your investment has enabled us to rapidly build capacity, competency, and resources that will create a lasting impact throughout Western North Carolina."

Scott Rogers | ABCCM

Our Story in Action

Highlights from this year's engagement and outreach events include:

- Hosted eight regional events across North Carolina, celebrating the Foundation's 20th Anniversary
- Hosted the 4th SECU Mission Development Conference in Greensboro
- Co-Hosted the 3rd Annual Credit Union Philanthropy Summit in Raleigh
- Completed 220+ community engagements including site visits, check presentations, grand openings, SECU Advisory Board Meetings and more
- Coordinated volunteer events to provide Hurricane Helene relief and support community connections
- Recipient of the 2024 Carolinas Credit Union Foundation Hero Award for Partner in Philanthropy
- Recognized by American Red Cross of NC as a 2025 Fundraising Community Partner of the Year
- Connected with education partners from the NC Community College System, UNC System, and public school districts across NC
- Released first SECU Foundation digital newsletter, to be released biannually



View our videos to learn about how the “Power of a Dollar” makes a difference in your community!



2024-2025

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.



Your Impact. Our Thanks.

A Note from the SECU Foundation Executive Director

At SECU Foundation, every success, achievement, and milestone begins with the shared belief that when we come together with a common purpose, we can create lasting change. I am filled with gratitude as we reflect on how your contributions have served to support the work of essential nonprofits throughout our state, allowing them to expand and deepen their reach in all 100 counties. We continue to nurture existing partnerships and build new relationships with organizations to better understand the challenges in our communities and find creative and innovative ways to improve the quality of life for all North Carolinians.

Throughout the last year, we've seen what is possible when we invest in people and believe in their potential. Whether it's a first-generation college student starting their educational journey, a small, rural non-profit expanding critical services, or an organization seeking to extend their geographic reach to serve more folks – your support is the driving force behind it all.

In Western North Carolina, where communities continue to recover from the devastating impact of Hurricane Helene, your generosity enabled the Foundation to respond quickly to a wide range of needs. From essential emergency services to long-term housing repairs and rebuilds, our collective efforts brought relief and renewed hope to our neighbors facing hardship. It was a powerful reminder that in times of crisis, community is our greatest resource.

Thank you for continuing to make a difference across North Carolina through the “Power of a Dollar”.

With sincere thanks,

A handwritten signature in cursive script, reading "Jama Campbell".

Jama Campbell
Executive Director | SECU Foundation



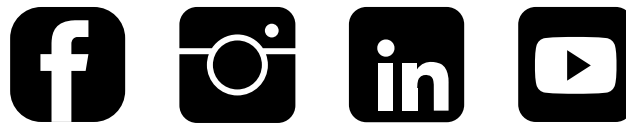
SECU Foundation

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secufoundation@ncsecu.org



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 \$328 million for initiatives to benefit North Carolinians statewide.

Donations help support SECU Foundation-funded projects and the necessary operational costs that make this work possible.

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 88 years. SECU is the second largest credit union in the United States with \$56 billion in assets. It serves 2.9 million members through 275 branch offices, 1,100 ATMs, Member Services Support via phone, www.ncsecu.org, and the SECU Mobile App.