



# Community Impact Report

2022



Our love for our  
communities and our  
members is at the  
center of all we do.



# Welcome

For the last 70 years, Gesa has served as a community-focused credit union, centering all our practices around our motto of, “People Helping People.” We’ve changed a lot over the years from a local credit union to now the second largest in the state – and through it all one thing has remained unwavering, our dedication to making a positive impact in the communities we serve.

Thanks to the hard work and dedication of our passionate team members, as well as the support we’ve received from our more than 285,000 members, our team’s community impact in 2022 has been astounding.

We’re immensely proud of what we accomplished in 2022, and we look forward to all we’ll be able to do together in 2023.



# Gesa Community Foundation

In December 2022 we launched the Gesa Community Foundation, which will oversee our Credit Union's grant and scholarship programs, including our distinguished Local Heroes Grant and College Scholarship Programs.

Through the Foundation, Gesa is setting out to expand our commitment to charitable giving and to having a lasting, positive impact on our local communities. Our Board, five members consisting of Gesa leadership and community members, represent all parts of the state, utilizing their unique experiences and perspectives to help strengthen the Gesa Community Foundation and its impact across Washington.



Local Heroes  
Affinity Card Program

**\$523,442**

Given to Local Heroes

2022

Gesa Community Foundation

# Local Heroes Grant Recipients

We're proud to celebrate and support the crucial work our Local Heroes do to make our communities a better place through our Local Heroes Grant Program. In 2022, we awarded more than \$520,000 in grants to 43 organizations across Washington.

Seattle Youth Symphony <b>\$15,000</b>	Meadowdale High School <b>\$5,000</b>	Northwest Museum of Arts and Culture <b>\$15,000</b>	STEM Like Me! <b>\$5,000</b>
Whitworth University Military & Veterans Resource Center <b>\$15,000</b>	Seattle Public Schools <b>\$7,000</b>	Tri-Cities Diversity & Inclusion Council <b>\$5,000</b>	Ridgecrest Elementary Library <b>\$1,500</b>
William Wiley Elementary School <b>\$4,000</b>	Mid-Columbia Ballet <b>\$5,000</b>	College Place Fire Department <b>\$23,379</b>	City of Walla Walla Fire Department <b>\$35,000</b>
Leona Libby Middle School <b>\$5,750</b>	Kenroy Elementary School <b>\$1,250</b>	Medic One Foundation <b>\$21,000</b>	Walla Walla County Fire District #4 <b>\$5,000</b>
Young Officers on Fire <b>\$8,000</b>	Chelan Fire & Rescue <b>\$5,000</b>	Fred Hutchinson Cancer Center <b>\$6,420</b>	St. Anne Hospital Foundation <b>\$6,420</b>
The ISAAC Foundation <b>\$5,000</b>	Columbia Walla Walla Fire District 2 <b>\$13,614</b>	Richland Firefighters Community Outreach Program <b>\$5,000</b>	Martha & Mary <b>\$9,937</b>
Sunnyside Police Department <b>\$37,550</b>	Tri-City Metro Drug Task Force <b>\$5,400</b>	Combat Veterans Motorcycle Association Chapter 11-6 <b>\$5,000</b>	Service Peace Warriors <b>\$5,000</b>
Greater Kitsap Chamber of Commerce <b>\$15,000</b>	Chelan County Mountain Rescue <b>\$7,292</b>	Alathea Therapeutic Riding Center <b>\$5,000</b>	Volunteers Love Serving Veterans Walla Walla <b>\$6,500</b>
Free Rein Therapeutic Riding <b>\$10,000</b>	Dress for Success Seattle <b>\$34,577</b>	Friends of Disabled Veterans <b>\$50,000</b>	CBC College Foundation <b>\$20,000</b>
Union Gap Police Department <b>\$46,500</b>	Wenatchee Rescue Mission <b>\$12,000</b>	Moses Lake Police Department <b>\$5,000</b>	Therapeutic Riding of Tri-Cities <b>\$10,000</b>
Yakima County Fire District #4 <b>\$4,953</b>	Benton County Fire Protection District #2 <b>\$5,000</b>	Mead High School <b>\$10,500</b>	



# Louise Herring Award

In 2022, our team was a recipient of the Louise Herring Philosophy-In-Action Member Service Award, given for our work on Gesa's two-part 2021 Holiday Giving Campaign.

For the first part of the campaign, in partnership with Communities in Schools of Washington and many of their regional chapters, Gesa team members supported more than 80 families in need across Washington through the purchase of holiday gifts and grocery store gift cards.

The second part of our Holiday Giving Campaign was our inaugural Stock-the-Sock toy drive. Members had the option of either dropping off toys in-person at the large stocking available at each of our branches, or purchasing and donating toys online. With the support of our members and the community, over 300 toys were collected and donated to local hospitals across the state.



# New Schools

Last year, we were able to add two new school districts to our Co-Branded Affinity Debit Card program: Renton School District and Wenatchee Public Schools. Between the two districts, six high schools will benefit from this fundraising program.



# HSCU Certification

We were thrilled to announce in November that our High School Credit Union program made history as Washington's first Financial Sector Career Launch Endorsed Program.

Through Career Connect Washington, this certification allows dozens of students across our 12 high school campus branches to receive industry-recognized credentials endorsing them as readily hireable for entry-level positions within the financial industry, helping to further their career.







## Moses Lake Air Show

Every June, the Moses Lake Airshow brings families an action-packed event, showcasing top military and civilian performers, ground displays for various plane models, and providing STEM aviation activities for kids of all ages.

Last year, Gesa proudly served as an exclusive sponsor of the Airshow, as it continued its mission to help increase awareness of the exceptional community and tourism surrounding Moses Lake.



## Pig Out in the Park

Last year, Gesa was the presenting sponsor of the fan-favorite Pig Out in the Park, an annual six-day food and free music festival held at Riverfront Park in Spokane, as it came back in full force after a two-year hiatus.

The event was a great success, as our team was able to meet with and connect with over 350 members throughout the event, and hand out more than 10,000 pieces of Gesa swag.





# Holiday Giving

For the second year of our award-winning holiday giving program, Stock the Sock, Gesa partnered with Local Heroes groups across Washington to collect and donate toys for youth in need of some extra holiday cheer this season. Our goal in 2022 was to collect 500 toys, but incredibly our members helped us gather more than 1,000. Local Hero community partners included Sea Mar Community Health Centers, Peninsula Community Health Services, Communities in Schools of North Central Washington and Benton-Franklin, Spokane Operation Heroes, Yakima Memorial Foundation's Children's Village, and the City of Walla Walla Fire Department.

In addition, our holiday giving included support from Gesa's team members. This year, over 30 groups comprised of Gesa team members helped to wrap and provide gifts to over 100 foster care youth in Washington in collaboration with Treehouse – a Washington-based organization focused on providing support to youth in foster care.



# \$3.8 Million in Total Giveback

Education is a priority of our giving and since 2015, we've been honored to partner with and raise funds for school districts across Washington through our Co-Branded Affinity Debit Card program. Each time our members use their themed co-branded debit cards, Gesa makes a donation to that specific school to support its academic, extracurricular, and athletic programs.

Gesa recognizes and values the importance that education and school programs have on the lives of students in our communities. Today, through this unique program, and with the generosity and support of our members, we've been able to:

- ✓ Reach \$1 million in total programmatic funds raised for local partner districts;
- ✓ Award more than \$300,000 in 2022 alone;
- ✓ Partner with 53 organizations to make an Impact on Indigenous Peoples/Columbus Day;
- ✓ Donate \$50,000 to Food Lifeline and Second Harvest plus sorted over 9,700 pounds of food for those in need.



Our love for our communities and our members is at the center of all we do. Every day, our team works diligently to provide our members with opportunities through various community-enriching initiatives, such as our support of education programs, financial education seminars, partnerships with non-profits, sponsorships, and more.

We cannot give enough thanks to our incredible team and our members, as the support we've received from the community made everything possible.

In 2022, here's what we were able to accomplish, together:

**\$3.8M** Total  
giveback

**\$29,546**

Amount given to WSU  
Cougar Athletic Fund

**\$301,787**

Affinity Card  
School Donations

**\$523,442**

To 43 Local  
Heroes grants

**140**

Students participated  
in the HSCU Program

**1,100**

Toys collected for  
children in need

**227**

Community  
partners

**7,418/652**

Youth/adult education  
participants

**217**

Education sessions  
and simulations

**12**

High School  
Credit Unions

**40**

Scholarships  
Awarded

**\$100,000**

Given in  
Scholarships

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