

# Annual Report 2024

Gesa  
Community  
Foundation





Local Heroes  
Grant Program

**\$1.5+ Million**

Given to Local Heroes since  
2021

Gesa Community Foundation

**At the heart of our mission, the Gesa Community Foundation (GCF) dedicates itself to nurturing and enriching the lives within our neighborhoods.**

**As stewards of philanthropy, we are committed to overseeing and channeling the generous spirit of giving into transformative actions.**

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## Board Members

**Kimberly Headley**  
Secretary

**Ben Rutledge**  
Vice Chair

**Derrel Ebert**  
Vice Chair  
*President, Dust Devils*

**Patsy Gayda**  
Chair

**James Rothwell**  
Treasurer

**Andrew Chung**  
Board Member

**Lance Kissler**  
Board Member  
*Executive Director of Marketing  
& Communications, University of  
Washington, College of Arts & Sciences*

**Amber Merrill**  
Associate Board Member

## A Message from Gesa Community Foundation's Chair

It is my privilege to share how the Gesa Community Foundation has transformed lives throughout our region this year. Through our mission of providing charitable, educational, and community support services, we're building stronger communities across the Pacific Northwest—guided by purpose and strengthened through our partnership with Gesa Credit Union.

### Heroes Who Shape Our Future

Every day, local heroes work tirelessly to educate, protect, and care for our communities. Through the Local Heroes Grant Program, we received 208 inspiring grant applications, each representing a chance to support these dedicated individuals. We distributed \$476,527.83 to equip educators with tools to inspire young minds, provide firefighters with life-saving equipment, honor Veterans who have served our nation, ensure police officers have resources to protect our neighborhoods, and help healthcare workers deliver vital care to our families.

### Dedication to Community

When crisis strikes, our communities unite. Following the devastating 2023 Spokane wildfires, we witnessed this firsthand. Our members rallied together through our dollar-for-dollar match campaign, turning everyday transactions into meaningful support for affected families. Together, we raised over \$66,000—funds that provided immediate relief when it mattered most. This embodies how our Board and community volunteers approach every initiative: with care, dedication, and deep understanding of local needs.

### Forward Together

Looking ahead, our vision burns bright: to empower and serve those who dedicate themselves to the good of our communities. The Foundation stands ready as a pillar of support, both in daily needs and times of crisis. We embrace the opportunity to expand our reach, knowing that each grant, each program, and each act of generosity strengthens the fabric of our region—creating lasting positive change in the communities we call home.

With heartfelt gratitude,



**Patsy Gayda**

Board Chair  
Gesa Community Foundation



## **A Message from Gesa Credit Union's CEO**

Since 1953, Gesa Credit Union has served as a cornerstone in the communities we call home. It's this seven-decade connection that inspired us to establish the Gesa Community Foundation in 2022, creating a dedicated pathway for philanthropy and community giveback across the Pacific Northwest.

### **Support in Action**

The Foundation represents our vision in action. Through our Local Heroes Grant Program, we witness how support creates real change in our communities. When the Covington Police Department invested its grant in a state-of-the-art rescue drone, its value proved immediate—helping locate and safely rescue a lost hiker. Stories like these remind us why community support matters and drive us to do more.

### **Creating Stronger Communities**

When I visit our branches and talk with members, I'm struck by how these initiatives ripple through our neighborhoods, making our communities safer, stronger, and healthier. The Foundation's board members and volunteers—many of whom I've known for years—review each grant application with the care you'd expect from people investing in their own backyard. Because they are.

### **Partnerships that Power Change**

This work succeeds through synchronized effort: members choosing Affinity cards that generate ongoing support, teams connecting with and understanding local needs, and Foundation leadership ensuring strategic alignment. It's a unique model where everyday banking choices become catalysts for community good.

### **A Future of Impact**

As we look ahead, we're energized by the opportunities to expand our community support in collaboration with the Foundation. To everyone who helps carry this vision forward: thank you. Together, we're not just building on our legacy of service—we're creating new possibilities for meaningful change in the Pacific Northwest.

With appreciation,



**Don Miller**  
President & CEO,  
Gesa Credit Union

# Balance Sheet

as of December 31, 2024

## Assets

### Current Assets

#### Bank Accounts

General Operations Checking	226,544.83
Operational Savings	10.00

**Total Bank Accounts** \$226,554.83

#### Accounts Receivable

A/R Direct Payroll Donations	1,562.00
A/R Gesa - Education	51,022.25
A/R Gesa - Firefighters	41,878.25
A/R Gesa - Healthcare	32,739.30
A/R Gesa - Law Enforcement	31,824.65
A/R Gesa - Veterans	105,284.35
A/R Gesa Credit Union	0.00

**Total Accounts Receivable** \$264,310.80

**Total Current Assets** \$490,865.63

**Total Assets** \$490,865.63

## Liabilities & Equity

### Liabilities

#### Current Liabilities

Accounts Payable	
Accounts Payable	0.00

**Total Accounts Payable** \$0.00

**Total Current Liabilities** \$0.00

**Total Liabilities** \$0.00

### Equity

Temp. Restricted - Local Heroes	267,432.46
Unrestricted Net Assets	193,183.35
Net Income	30,249.82

**Total Equity** \$490,865.63

**Total Liabilities and Equity** \$490,865.63

## Profit and Loss

for the year to date period ending December 31, 2024

### Income

Direct Public Support	7,687.15
Gesa Donations	1,045.05
Gesa Donations - Education	98,540.00
Gesa Donations - Firefighters	81,141.45
Gesa Donations - Healthcare	81,767.75
Gesa Donations - Law Enforcement	61,267.50
Gesa Donations - Veterans	197,759.35
Gesa Payroll Donations	5,190.42
Individ, Business Contributions	2,150.00
<b>Total Direct Public Support</b>	<b>\$536,548.67</b>
Other Types of Income	
Miscellaneous Revenue	1,500.00
<b>Total Other Types of Income</b>	<b>\$1,500.00</b>
<b>Total Income</b>	<b>\$538,048.67</b>
<b>Gross Profit</b>	<b>\$538,048.67</b>

### Expenses

Business Expenses	
Donations - Education	95,343.00
Donations - Firefighters	78,701.83
Donations - Healthcare	80,500.00
Donations - Law Enforcement	73,941.28
Donations - Veterans	177,583.00
<b>Total Business Expenses</b>	<b>\$506,069.11</b>
Contract Services	
Accounting Fees	1,000.00
<b>Total Contract Services</b>	<b>\$1,000.00</b>
Operations	
Books, Subscriptions, Reference	379.55
Interchange Expense	157.75
<b>Total Operations</b>	<b>\$537.30</b>
Other Types of Expenses	
Other Costs	192.44
<b>Total Other Types of Expenses</b>	<b>\$192.44</b>
<b>Total Expenses</b>	<b>\$507,798.85</b>
<b>Net Operating Income</b>	<b>\$30,249.82</b>
<b>Net Income</b>	<b>\$30,249.82</b>



# Gesa Community Foundation

Through the Foundation, Gesa remains dedicated to expanding our commitment to charitable giving and making a lasting, positive impact in our local communities. Our Board —comprised of eight members from Gesa leadership and community representatives from across Washington—utilizes its range of diverse experiences and perspectives to strengthen the Foundation’s reach and effectiveness statewide.

In 2024, the Foundation achieved significant milestones in supporting our local heroes:



**\$95,343.00**  
to Educators



**\$78,701.83**  
to Firefighters



**\$64,400.00**  
to Law Enforcement



**\$60,500.00**  
to Healthcare Workers



**\$177,583.00**  
to Veterans

These grants directly benefited 44 Local Heroes Grant recipients, furthering our mission to uplift those who make our communities stronger.

At the Gesa Community Foundation, we focus on aligning with charitable partners and initiatives that foster meaningful change. Whether through supporting educators in shaping the future, assisting healthcare workers in saving lives, or honoring Veterans for their service, we remain committed to enhancing the well-being of our community members.



Alatheia Therapeutic Riding Center  
Grant Recipient



Riverside Independent Scholar Program  
Grant Recipient



Columbia Walla Walla Fire District #2  
Grant Recipient

# Local Heroes Grant Recipients



**\$476,527.83**

in total giveback



**44**

Local Heroes Grants

Park Middle School <b>\$5,000</b>	Pine Tree Elementary Kent School District #415 <b>\$1,250</b>	Yakima County Department of Emergency Medical Services <b>\$21,893</b>	La Salle High School <b>\$8,000</b>
INW Dyslexia Alliance <b>\$7,500</b>	InvestED <b>\$12,000</b>	Bethel School District <b>\$10,000</b>	Highland Middle School <b>\$4,200</b>
BELONG Partners <b>\$9,500</b>	Bremerton School District <b>\$500</b>	Riverside Elementary School <b>\$4,000</b>	Union Gap School <b>\$4,500</b>
Mabton School District 120 <b>\$3,000</b>	William Wiley Elementary <b>\$1,000</b>	Kennewick School District <b>\$1,000</b>	Granger High School PBIS Team <b>\$2,000</b>
Granger Volunteer Fire Department <b>\$15,026.83</b>	City of Colfax Fire Department <b>\$9,000</b>	Kootenai County Fire and Rescue <b>\$20,000</b>	King County Fire Protection District 50 <b>\$5,000</b>
Grant County Fire District #3 <b>\$15,000</b>	Support 7 <b>\$5,000</b>	Columbia Walla Walla Fire District No 2 <b>\$9,675</b>	Tri-Cities Chaplaincy <b>\$18,000</b>
Columbia Basin College Foundation <b>\$18,500</b>	PeaceHealth Southwest Medical Center Foundation <b>\$24,000</b>	Blue Hero Project <b>\$10,000</b>	Chelan County Mountain Rescue <b>\$10,000</b>
Chelan County Regional Justice Center K9 Unit <b>\$15,000</b>	City of West Richland Police Department <b>\$10,000</b>	Lakewood Police Department <b>\$10,000</b>	College Place Police Department <b>\$5,000</b>
Law Enforcement Against Drugs Task Force <b>\$4,400</b>	Heroes Homestead <b>\$10,000</b>	Service Peace Warriors <b>\$45,650</b>	Dress for Success Seattle <b>\$35,000</b>
Alatheia Therapeutic Riding Center <b>\$5,000</b>	Compass Housing Alliance <b>\$5,000</b>	The Valhalla Flag Project <b>\$25,000</b>	The Seattle Stand Down <b>\$16,933</b>
Happy Letters Association <b>\$5,000</b>	American Legion Cathay Post #186 <b>\$10,000</b>	Therapeutic Riding of Tri-Cities <b>\$10,000</b>	Yakima Valley Veterans Coalition <b>\$10,000</b>