



2015

COMMUNITY ENGAGEMENT REPORT

Verity
CREDIT UNION

in the community

by the community

for the community



chairman's welcome

As a local, member-owned cooperative, Verity has a long history of actively supporting the communities we serve. However, in 2013 the board of directors provided guidance to take this commitment to being a socially responsible community member even further. I am so pleased with the progress we have made in this area.

"VERITY HAS PROVIDED TIME, TALENT AND FINANCIAL RESOURCES TO HELP WITH THE CAUSES THAT ARE IMPORTANT TO THE NEIGHBORHOODS AND PEOPLE WE SERVE."

Over the past two years we have stepped into our mission of promoting strong and viable communities. We have developed deep partnerships with non-profits and other organizations who share our passion in lifting up the communities in which we operate and interact. Verity has provided time, talent and financial resources to help with the causes that are important to the neighborhoods and people we serve. Furthermore, we have done it with a sense of enthusiasm and excitement that comes from truly caring about enhancing the lives of the people that share our communities.

Over the last year, Verity employees donated over 2,400 hours of their time to 90 plus volunteer locations. Verity also contributed over \$12,000 to charitable causes. In 2016, I look forward to seeing Verity build on our past successes to build an even stronger future for our communities.


Dan Strandy
Chairman of the board, 2015



Our first annual all-staff volunteer day took place this year at the Greenwood Food Bank. All photographs in this report feature that event. A special thank you to our photographers, Verity employees, MeLissa Stolte and Kira Cox.



president's report

Verity Credit Union's mission is to enhance our members' lives. Throughout the years, that has not changed. This year, we decided to take that mission further. We recognized that we enhance members' lives when we make stronger the communities in which we live. Our new mission statement is:

we will...

- Enhance our members' lives by creating trusted relationships.
- Empower their financial lives.
- Promote strong and viable communities.

It's because of that last phrase "promote strong and viable communities" that we are preparing this first Community Engagement report. We want to share with you the exciting work we are doing in the communities we serve, and we also want to hold ourselves accountable for doing what we say we will do.

I am very proud of how the Verity Team has engaged with our various communities. On October 12, more than 100 orange Verity t-shirt clad staff jumped on school buses and traveled to the Greenwood Food Bank. We cleaned out the freezer, filled bags, moved furniture, raked leaves and even fixed a sink. This year Verity staff have been present in schools, at fairs, and at charity walks. As I write this note, a dozen staff members are heading to the Ronald McDonald House to hold a pizza party for the children receiving treatment at Seattle Children's Hospital and their families that stay at the house. We set a goal of 1000 staff volunteer hours this year. I am proud to say that we have blown past that goal with weeks to go before year end.

We opened two branches this year in the Greenwood and Ballard neighborhoods. We are excited about getting to know our new neighbors in these communities. We want to not be just a place to cash a check, but a place where the neighborhood comes together. We still want to empower the financial lives of our members, but we also want to enrich the life of the community.

Though we have lots of great ideas of how we can further engage with our communities, we are new at this game. We would love to hear from you how Verity can better support and strengthen the communities we serve. Who knows? Perhaps a busload of Verity volunteers will show up in your neighborhood soon!


John Zmolek
Chief Executive Officer



in the community

PROMOTING STRONG AND VIABLE COMMUNITIES



by the community

TEAMWORK IS THE FOUNDATION OF OUR SUCCESS

"FROM GETTING THEIR HANDS DIRTY CLEANING UP THE GREENWOOD SENIOR CENTER, TO SPONSORING AND MANNING INFORMATION BOOTHS AT THE PHINNEYWOOD SUMMER STREET FESTIVAL, TO STOCKING OUR LOCAL FOOD BANK WITH SUPPLIES AND SO MUCH MORE, VERITY CREDIT UNION IS A DEDICATED COMMUNITY PARTNER, JUMPING IN AT EVERY OPPORTUNITY TO LEND A HAND AND MAKE OUR NEIGHBORHOOD A BETTER PLACE TO LIVE AND WORK."

- Lee Harper
Executive Director
Phinney Neighborhood Association

"EVERY COMMUNITY HAS SPECIAL CHALLENGES AND NEEDS. VOLUNTEERS OF AMERICA WESTERN WASHINGTON STRIVES TO SERVE THE COMMUNITIES THEY ARE IN BY OFFERING PROGRAMS AND SERVICES TO ADDRESS THOSE NEEDS. THE WORK THAT IS DONE CANNOT BE DONE WITHOUT THE GENEROUS SUPPORT OF ALL MEMBERS OF THE COMMUNITY, INCLUDING THE BUSINESS COMMUNITY. VERITY CREDIT UNION IS AN IMPORTANT PART OF THE GREENWOOD COMMUNITY AND WE GREATLY APPRECIATE THE PARTNERSHIP THAT WE HAVE ESTABLISHED SO THAT WE CAN BETTER SERVE THE FAMILIES LIVING IN OUR NEIGHBORHOOD."

- Chris Robinson
Director of Development & Communications
Volunteers of America Western Washington

We have a long history of empowering employees to provide service to community. This year, we challenged ourselves to go further.

2,420 staff volunteer hours

94 volunteer locations

\$12,500 in monetary donations

15 monetary gift recipients



It takes teamwork to affect change. We are stronger together. So we teamed up with:

Phinney Neighborhood Association
North Seattle College
Program for Early Parent Support
Volunteers of America Western WA
Northwest Sarcoma Foundation Dragon
Slayer Walk
Greater Seattle Business Association
Scholarship Fund

*Per VOAWW, Verity's volunteer labor is estimated to be the equivalent of over \$10K in the paid labor market.

Our first annual all staff volunteer day took place this year. The recipient of our inaugural event was Volunteers of America Western Washington's Greenwood Food Bank:

Verity Volunteer Day:	October 12, 2015
Total # of staff hours:	424
Total # of volunteers:	106
Paid labor equivalent:	\$10,000 plus*

Volunteer tasks included:

Sorting food
Building shelves
Creating a janitorial closet
Yard work
Organizing walk-in freezer
General cleaning & organizing
Tearing down cubicles
Clearing out offices



“NORTHWEST SARCOMA FOUNDATION WAS THRILLED WITH THE SUPPORT OF VERITY CREDIT UNION AND ITS VERITY-ITES DURING THE 2015 DRAGONSLAYER WALK FOR SARCOMA. THE VERITY VOLUNTEERS MADE IT POSSIBLE FOR US TO WELCOME MORE THAN 1,000 WALKERS TO GREEN LAKE PARK, AND HELPED TO RAISE OVER \$80,000 TO PROVIDE HOPE, EDUCATION, AND SUPPORT TO SARCOMA PATIENTS AND THEIR FAMILIES IN THE PACIFIC NORTHWEST, WHILE INVESTING IN RESEARCH TO IMPROVE CURE RATES FOR SARCOMA CANCERS.”

- Joy Ingram

Regional Director Washington
Northwest Sarcoma Foundation

Smaller contingents of staff have volunteered throughout the year to support various causes via fundraising efforts, in-kind support, donation of time and talent. Beneficiaries include:

Greenwood Senior Center
Lynnwood Food Bank
St. John School
FamilyWorks
Ronald McDonald House
Seattle Children's Hospital via Credit Union 4Kids
Pike Market Child Care & Preschool
Volunteers of America Western WA

Several of the 94 organizations not mentioned elsewhere in this report include:

Beacon Hill Food Forest
Center for Wooden Boats
National Muscular Sclerosis Society
Roosevelt Neighborhood Association
Seattle University Mentor Program
Seattle Works
Teen Feed (University District)
The Horse in Motion
Vision House

Our staff share their skills and talents via volunteer board positions. Beneficiaries include:

Bright Water School
Women's Funding Alliance
Elizabeth Gregory Home
Country Doctor Community Health Clinic
North Seattle Education Fund
Credit Unions for Kids
West Seattle Food Bank
inspireHER

It's with anticipation and excitement that we look toward 2016.

With our Greenwood and Ballard branches now open, we look forward to deepening the relationships we're building with our neighbors. We'll also continue to support, organize, and participate in events that reflect the spirit and character of the great communities in which we're located. We'll be increasing the number of volunteer hours we invest in our neighborhoods, and expanding our charitable giving program. These investments in our communities and neighborhoods ensure Verity demonstrates our commitment to being a caring corporate citizen. We look forward to promoting strong, viable communities in 2016.

Vivian Valencia
Director of Community Relations

Alicia Diefenbach
Community Relations Specialist



We are committed to the betterment of our neighborhoods
and the communities in which we serve. If you have
suggestions on areas we can impact please let us know by
contacting feedback@veritycu.com