



COMMUNITY  
ENGAGEMENT REPORT

2016

In the community.  
By the community.  
For the community.







## chairman's welcome

Community commitment

02

While many of our branches at Verity Credit Union already had long standing traditions of neighborhood and community service, in 2015 we laid the foundation to expand that service to all of the communities we serve through our inaugural Community Engagement Report.

We are proud to share that in 2016 we have built upon that foundation, pledging our time and resources to our newest Verity communities, Ballard and Greenwood, in their moments of need.

“ Verity will continue to take our service cues from the needs and desires of our communities. ”

In Ballard, we engaged our community around a food drive for the food bank, supported local youth arts, and sponsored Ballard's second annual Oktoberfest.

- 01 (Previous page)  
Staff reflect on their volunteer experiences
- 02 Board Chair, Zach Gose, & Verity staff landscaping in Phinneywood



03

When our Greenwood community suffered a tragic loss after a gas line exploded and damaged 53 of our neighbors' businesses, Verity worked closely with other businesses and community organizations to help Greenwood repair, heal and rally.

Verity will continue to take our service cues from the needs and desires of our communities. We are not just proud to be part of the rich, vibrant communities in which we are located, we are proud of the many great people and organizations that

serve those communities and make them better every day.

2017 presents an excellent opportunity for Verity to further support these fantastic community building efforts and we look forward to the challenge.

*ZSG*

Zachary S. Gose  
Chairman of the board, 2016



04



05

- 03 Verity staff at PrideFest
- 04 Sharing the meaning of the word "verity" with kids at PrideFest
- 05 PrideFest attendees share what truth means to them





01

**W**e believe that community engagement propels us forward. Through our community engagement we have made friends with non-profits, small businesses, artists, and neighbors who share this value. Together we are building strong and viable communities.

I'm proud of the Verity team's commitment to service and community engagement. In 2016 we set a goal of 1,500 staff volunteer hours. I'm happy to share that Verity staff exceeded that goal with more than 2,723 hours of volunteering.

“While we're fairly new to community engagement, we're learning how much we can accomplish when we team up with you, our members and neighbors.”

On October 10th, we held our second annual Verity Community Service Day. Eighty-nine Verity staff members spent the day in four different communities.

We harvested apples for City Fruit in Wallingford and tended green spaces at the Phinney Center. We gave the Greenwood Senior Center a deep cleaning. We also helped clients of Mary's Place keep an eye on their little ones as they prepared for job interviews.

Throughout the year, Verity staff came together as volunteers for organizations such as FareStart, Teen Feed and the Ronald McDonald House.

I'm excited to see our community engagement evolve at the branch level. Greenwood's Verity branch planned a fund raiser in conjunction with neighboring businesses that netted over \$1,800 for a local hot meals program. Our Ballard team hosted a very successful food drive for the Ballard Food Bank. We value opportunities like these to support what our communities care about.

While we're fairly new to community engagement, we're learning how much we can accomplish when we team up with you, our members and neighbors. In 2017 we look forward to launching our first grants program, building more partnerships with businesses and non-profits, and continuing to make the communities we live in more vibrant and healthy.

John Zmolek  
Chief Executive Officer

- 01 CEO John Zmolek, harvesting apples for City Fruit, Verity Community Service Day
- 02 Verity staff gather for a day of community service



02





01



02

## in the community

Promoting strong and viable communities

**P**romoting strong and viable communities is central to our mission. We focus on the communities where we have branches and where our members live, work and play.

We have a long history of empowering employees to provide service to community. In 2016, we challenged ourselves to go further than we have in the past. Staff rose to the challenge, meaningfully impacting each of our branch communities and then some:

- 2,723 staff volunteer hours
- 105 volunteer locations
- \$28,308 in monetary donations
- 141 causes impacted

### Rebuilding a community

In March, Greenwood suffered a terrible tragedy. A natural gas explosion obliterated three businesses, damaged 53 others, and displaced several residents.

Verity was proud to be at the forefront of efforts to raise and distribute relief funds. Six months later, at ground zero, a celebration of healing was held to honor the first responders and community members who came together to help Greenwood heal.

Throughout 2016, Verity continued to support the greater Greenwood community. In the summer, Verity held a free concert for Greenwood and bought attendees food from Mr. Gyros, a business impacted by March's natural gas explosion. In the fall, Verity partnered with the Flying Bike Cooperative to hold an auction to raise funds for the Phinney Neighborhood Association's Hot Meal program.

### Tutoring young neighbors

Northgate's branch and administrative office staff volunteered their time to tutor Northgate Elementary School students in math and reading. Many of the students participate in the reduced/free lunch program.

### Securing member privacy

In July, Beacon Hill's branch staff welcomed the return of our annual community shred-a-thon to their branch. This year's event supported a local area food bank by inviting members and the community at large to shred personal documentation in exchange for a monetary or non-perishable food item donation. Our members win... the community wins... the food bank wins... nice!

### Spreading holiday cheer

The winter holiday season is a special time of year because of a pretty special visitor ... Santa Claus!

For several years, the Alderwood branch staff has hosted the Jolly 'ol Elf himself. Families and children of all ages (the four legged furry version too) drop by to get their complimentary picture taken with Santa. Holiday refreshments are enjoyed by all. More than 50 families had their photo taken with Santa during his visit.



03



04

- 01 Mr. Gyros food truck at Greenwood's branch on a sunny afternoon.
- 02 Jonas G. enjoys a gyro compliments of Verity
- 03 Staff volunteers tutor at Northgate Elementary School
- 04 Staff make shredding unwanted documents fun in Beacon Hill
- 05 A young member visits with Santa in Alderwood



05





01

### A place for dogs, too

Wallingford's Verity branch hosted their 3rd annual "Dog Days" event in August. Dog Days is a celebration of our four legged furry friends. Fido, Fidette and their humans enjoyed music, door prizes and tasty treats for all!

### Ballard shares the love

In February, Ballard's newly opened Verity branch wanted to show their love for the community. 'Share the Love,' a food drive for the Ballard Food Bank, was a wonderful way to work with our members to support a vital community service.

Our members and neighbors brought donations to the branch and the food drive culminated in a drawing for a Valentine's Date Night themed gift basket presented to a lucky donor.

### Inspiring teens

Auburn's Verity branch participated in the Auburn Chamber of Commerce's career fair for local area high school students.

Students participated in workshops which focused on careers and personal finance. Verity staff hosted a table, conducted mock job interviews and assisted students with their resumes.



02



03

- 01 Wallingford member's canine anticipates a treat during a branch visit
- 02 Helping students with their resumes at Auburn Chamber of Commerce's career fair
- 03 – 04 Raffle winners and generous donations during Ballard's 'Share the Love' food drive



04



05

### Financing help is here

#### What is Financial Coaching?

Think of Financial Coaching as everyday finance management. Financial coaching can assist with budgeting, debt management, credit reports, FICO Scores and other financial topics.

#### Verity's Financial Coach

Our Financial Coach, Charnell Morud, has over 20 years of experience helping consumers. Since the coaching program launched in 2008, Charnell has helped over 700 members and managed over \$13 million in mortgage debt. Best of all, this service is complimentary to Verity members!

#### Ask our coach:

New in 2016! Quarterly at each branch, Charnell hosts Ask Our Coach, an everyday finance drop in session. Especially handy if you don't need a private appointment but have a few questions.

#### Round-table Discussions:

Also new in 2016, round-table discussions are offered quarterly at our Alderwood and Beacon Hill branches. They are lunchtime gatherings to discuss credit reports, debt management and holiday spending.

700+ members served since 2008  
76 first-time counseling sessions in 2016

### From our members:

“That Verity keeps you, as a full-time financial coach, on staff speaks volumes to me about its commitment to its members' financial hygiene and overall wellness.”

— Verity member

“I want to thank her and you for offering this counseling service to the members of Verity Credit Union.”

— Verity member

“It has been a pleasure, (not being broke) but working with you and Verity. We have gone from \$20,000.00 in unsecured debt to about \$1,000.00 or so left, because of the help we received from Verity.”

— Verity member

05 Financial coach, Charnell, has been helping members manage credit and debt since 2008



## by the community

Teamwork is the foundation of our success

Verity means truth – and this guides our actions. We will always be genuine and authentic, engaging in truthful interactions for the betterment of our communities, the people there, and their collective well-being.



**t**he arts play a huge role in connecting Seattle communities. This guided us to work with local artists and musicians to create our brand images and sounds.

Since 2015, we've exclusively highlighted local artists in "truth art" we have commissioned for this purpose. After all, verity means "the state or quality of being true or real."

“ *We want to showcase the diversity of talent and styles that make Seattle so unique.* ”

To date, six musical acts and six visual artists have created truth art for Verity. Plus, we have showcased dozens of other artists in our pop-up concerts and community windows in Ballard's and Greenwood's Verity branches.





02

As an advocate for local arts, we encourage each band and artist to use their own style in their truth art. We want to showcase the diversity of talent and styles that make Seattle so unique. All we ask is for our artists to represent what truth means to them, and incorporate the word verity, our V image and/or colors (depending on the medium).

Even though they are all given the same prompts, the pieces created are so varied. For example, The Banner Days' song "Time" says, "So we'll pack our Verity for the sake of clarity, and the truth will sing in time." In contrast, Naomi Wachira says, "Verity is what I hope to give you; a promise that I will keep." Their styles, genre, and tone make the pieces even more different from each other – and from the four bands featured in 2015.

- 01 (Previous spread) The Banner Days filming at Nectar Lounge, in Wallingford
- 02 Painting by Robert Bellm, his work has been showcased in Ballard's and Greenwood's branches

03



Our visual artists were able to accomplish the same results. As you can see from the images created by Matthew Pritchett and E.R. Saba...they are nothing alike! At Verity, we love how this project allows so many artists from our communities to share their individual voices.

“

*At Verity, we love how this project allows so many artists from our communities to share their individual voices.*

”

Much like a community, when they come together they have an even stronger message.

In addition to our featured artists, we work with community groups to showcase even more local talent.

Through a partnership with Gigs4U, Verity was the title sponsor for Make Music Day Seattle, which provided dozens of free concerts around Seattle on June 21. In addition, Gigs4U helped us put on 25 pop-up concerts from local artists in and around our branches in 2016.

Through constant dialogue with our members, our communities and the artists within them, we continue to deepen our understanding of what is true and how we can better build trusted relationships, empower members' financial lives and promote strong and viable communities.

- 03 Naomi Wachira at her video shoot at Nectar Lounge, in Wallingford
- 04 Sundae and Mr. Goessl perform at Wallingford branch
- 05 – 06 New for 2016, truth art by E.R. Saba and Matthew Pritchett, respectively



04



05



06





01

**for the community**  
Community engagement propels us forward



02

**t**he Verity team is dedicated to the causes we care about. Volunteerism is one way we promote strong and viable communities, and this year Verity staff donated over 2,723 hours to our communities.

On Monday, October 10th, we celebrated our second annual Community Service Day. Verity employees spent the day volunteering for four worthy organizations where we served the homeless, beautified a neighborhood, harvested food for donation to food banks and made life a little easier for our senior citizens.



03



04

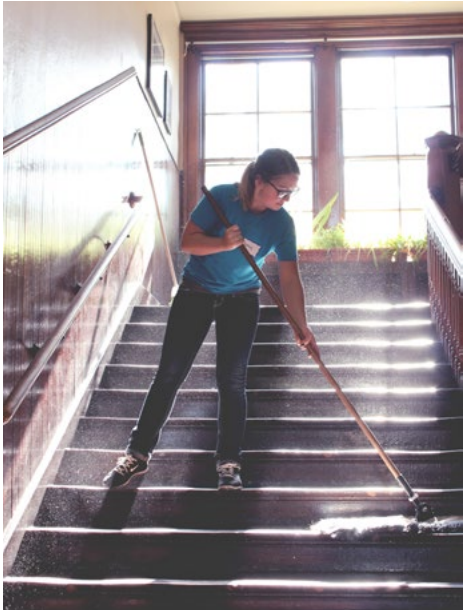
### Community Service Day

Beneficiary organizations:

- Mary's Place
- Phinney Neighborhood Association
- City Fruit
- Greenwood Senior Center

Statistics

- Staff hours: 311
- Staff volunteers: 89
- Staff participation: 71%



05

### 2016 volunteer efforts

Beyond our Community Service Day, staff contributed to a wide range of volunteer efforts throughout the year.

Statistics

- Staff hours: 2,412
- Volunteer locations: 105
- Staff participation: 57%



06



07

- 01 Spreading compost at Phinney Center, Verity Community Service Day
- 02 – 03 Staff comfort children in need at Mary's Place
- 04 Harvested apples benefit local food banks and meal programs
- 05 Dusting the staircase at Phinney Center
- 06 Mulching the garden at Greenwood Senior Center
- 07 Harvesting apples at City Fruit Orchards





01

## Living healthy

Verity's employee Wellness Committee strives to create a culture of wellness in all aspects of mind, body, soul and environment. Our signature event is our annual employee Health and Wellness fair — in 2016, it was opened to our members and the public for the first time.

Many local businesses participated, including Verity business members in the fields of chiropractic care, dance and self-defense instruction, nutrition counseling and more. Complimentary flu shots were made available on site. Blood donations were drawn by Bloodworks Northwest.

## Feeding homeless teens

Verity staff volunteered several times to prepare meals for homeless teens through Roots Young Adult Shelter's Teen Feed program. We purchased ingredients for a nutritious dinner, prepared and served the meal, then cleaned the kitchen and dining area. As many as 60 teenagers are served during a single dinner.



02

## The fun in fundraising

The spirit of giving is alive and well among Verity staff. In 2016, through various fundraising efforts, Verity staff raised over \$6,000 to donate to seven worthy causes and organizations: Movember (men's health), American Cancer Society, Seattle Humane Society, Mary's Place, Credit Unions for Kids, Phinney Neighborhood Association's Hot Meals Program and the Credit Union Legislative Action Council.



03

## Rescuing rascally rabbits

Special Bunny Rescue is an all-volunteer special needs house rabbit rescue, rehabilitation, and adoption shelter located in Carnation, Washington. Verity was thrilled to host their annual fall fundraising event at our headquarters office. Approximately 80 bunny lovers came together to raise money for this special organization. But of course, our extra special guests were George and Gracie.

## Keeping Ballard unique

With its Scandinavian influence, eclectic art and music venues and maritime tradition, Ballard is a melting pot of culture, arts and industry.

Verity is proud to help share the uniqueness of Ballard. Verity sponsored the annual Oktoberfest celebration and co-sponsored Push/Pull gallery's summer arts program, providing scholarships for budding youth and teen artists. Youth art was displayed at Ballard's Verity branch.



04

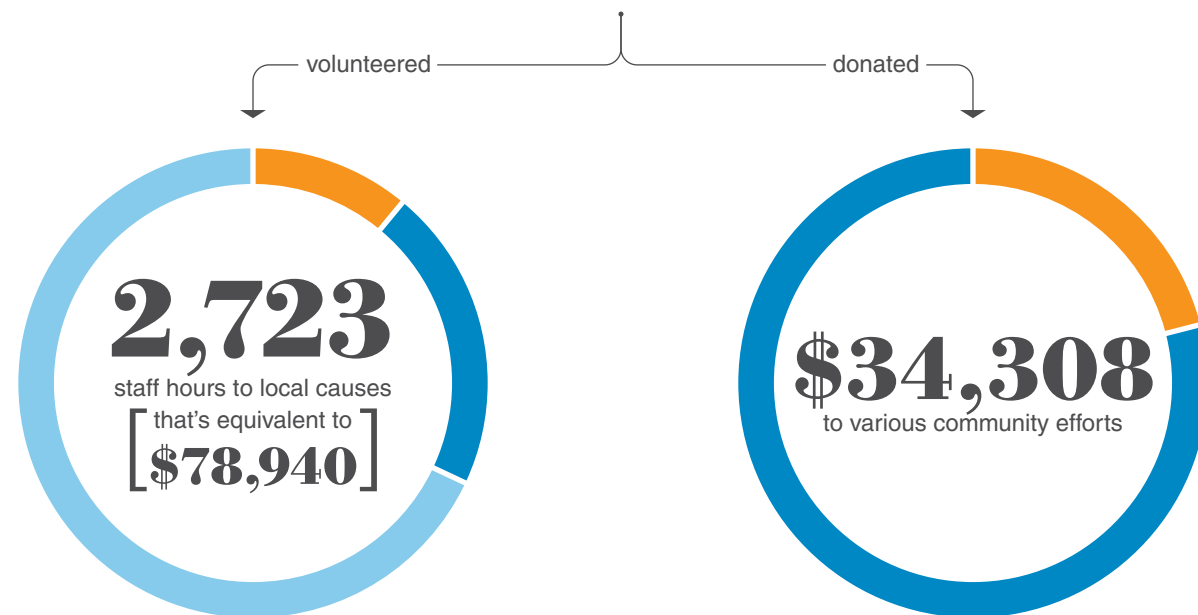


05

- 01 – 02 Verity staff prepare dinner for hungry teens at Roots Youth Shelter.
- 03 George takes center stage at the annual fall fundraiser for Special Bunny Rescue
- 04 – 05 Youth art from summer art program, displayed at Ballard's Verity branch



Throughout 2016,  
**126**  
 Verity employees



- 11% Verity Community Service Day
- 21% by senior leadership
- 68% all other staff hours

[that's equivalent to  
**21.6** hours per employee]

- 21% to national causes
- 83% directly to local efforts

[that's equivalent to  
**\$272** donated per employee]



- 74% through volunteer efforts
- 26% through monetary contributions



01

**W**ith great optimism and enthusiasm, we look forward to 2017. Serving our communities is at the core of who we are. And, community engagement propels us forward.

In the coming year we'll continue to invest our time, talents and resources into our communities. We'll support causes that reflect the shared values between Verity and our communities. We'll continue to sponsor events and help create some, too. We're expanding our charitable giving program and we'll continue to raise food for local food banks. We'll also increase the number of volunteer hours we give to our communities.

Through these actions, we will deepen and expand the strong relationships we currently have with our communities in 2017.

*VValin*

Vivian Valencia  
 Director of Community Relations

*adie*

Alicia Diefenbach  
 Community Relations Specialist

01 Detail from truth art, by Matthew Pritchett



Throughout 2016, Verity and staff partnered with a great many non-profits, local businesses, sponsorship and fundraising organizations, local artists and musicians, including, but not limited to: Abraham Neuwelt, ACLU, Alaska Way Viaduct Stakeholders, American Cancer Society, Anna Laube, Auburn Humane Society, Aurora Commons, Awana, Bailey Gatzert Elementary School, Ballard Chamber of Commerce, Ballard Historical Society, Ballard Seafood Fest, The Banner Days, Billy Brandt, Bite of Broadview 5K Run, Black Marriage Movement, Boy Scouts of America Troop 582, Briarcrest Elementary, Bright Water School, Bureau of Fearless Ideas, Business Impact NW, Café Racer, Champagne Honeybee, Clane Gessel Photography, City Fruit, City of Lake Forest Park, Concern4Neighborsfb.org, Country Doctor Community Health Clinic, Credit Unions for Kids, Credit Union Legislative Council, Crisis Clinic, Delridge Advisory Team, Delridge Neighborhood Development Association, Delridge Neighborhood District Council, DESC of Seattle, 34th District Democrats, Drachen Foundation, DragonSlayer Walk, Duwamish Trails, eWomen Network Greater Seattle/Bellevue, E.R. Saba, Eastlake High School, Elizabeth Gregory Home, Emmanuel Baptist Church of Snohomish, Extra Life/Primary Children's Hospital (Children's Miracle Network), FareStart, Fauntleroy Boulevard Project, Federal Way School District, First Place, Flying Bike Cooperative Brewery, Food Life Line, Forgotten Children's Fund, Free Letters Home, Got Green, Green Space Trail Project, Greenwood Brigade, Greenwood Senior Center, Greater Seattle Business Association, Gretchen Yanover, Historical Ballard, The Horse in Motion, Hope for Today, Hope Valley Family Services, Housing Development Consortium, Humane Society of Auburn, Jane Addams Middle School, Jason Kertson, Jeremy Serwer, Jim Marcotte, John Rogers Elementary School, John Stanford International School, King County Chapter of Credit Unions, King County Combined Federal Campaign, KPLU, Kutt'n'Up Entertainment, Lake Forest Park Stewardship, The Leukemia and Lymphoma Society, *In the community*. Lifelong AIDS Alliance, LifeSmarts, Lynnwood Food Bank, March to May, Marina Christopher, Mary's Place, Matthew Pritchett, *By the community*. Meadowbrook Community Center, Mercy Corps, Moderism Week, Monroe YMCA Miracle League, Morgan Junction, Movember, *For the community*. Mr. Gyros, Mukilteo Little League, Multiple Sclerosis Society, Nathan Hale High School, National Parkinson Foundation, Nature Consortium, Naomi Wachira, Nolan Garrett, Norpoint Cooperative School, North Seattle Alliance Church, North Seattle College Education Fund, Northgate Elementary School, Northgate Reads Counts, Northwest Harvest, Northwest Raptor & Wildlife Center, Northwest Sarcoma Foundation, Pacifica Counseling, Program for Early Parent Support (PEPS), Phinney Neighborhood Association, Pigeon Point Neighborhood Council, Planned Parenthood, Puget Sound Harley Owners Group, Puget Sound Labor Agency Food Bank, Puget Sound Youth Empowerment Service, Push/Pull Gallery, Providence Hospice and Home Care Foundation, Ridgecrest Elementary School, Ronald McDonald House, Robert Bellm, Robert Wade Photography, Roosevelt Neighborhood Association, Roots Young Adult Shelter – Teen Feed, Runaway Satellite, Seattle Children's Hospital, Seattle Emergency Hubs, Seattle Office of Economic Development, Seattle Office of Housing, Seattle Parks & Recreation, Seattle PrideFest, Seattle University Mentorship Program, Shorelake Youth Soccer Association, Snohomish County Chapter of Credit Unions, Solid Ground, Soundview Little League, South Shore K-8 Public School, Southview Little League, Southwest District Council, St. Luke School and Parish, Southwest Political Action Committee, Southwest Youth & Family Services, Sundae & Mr. Goessl, Sustainable Seattle, Swedish Medical Center Foundation, Tacoma Metro Parks, Taproot Theatre, Tekla Waterfield, Together Center, Viewlands Elementary School, Visualize Increased Engagement in West Seattle, Vision House, Volunteers of America Western WA, Wallingford Family Parade, Wallingford United Methodist, Washington State Parks Foundation, WatchDOGS for Crescent Heights Elementary School Tacoma, West Seattle Chamber of Commerce, West Seattle Food Bank, West Seattle Transportation Coalition, Western CUNA Management School, The Winterlings, Women's Funding Alliance, World Association for Children and Parents, YMCA





**Verity**  
CREDIT UNION