



SPIRE[®]

CREDIT UNION



\$320,854

GIVEN BACK TO OUR
COMMUNITIES IN 2021

2021 **IMPACT** REPORT

Insured by NCUA

MESSAGE FROM THE PRESIDENT/CEO

Every day at SPIRE Credit Union, we talk about our Core Value to Improve Lives. Everything we do as a company is in service of our members and the communities in which they live. That is why our Core Action is to Give Back.

I believe that we all have something to offer each other, whether that is using our **time**, our **talent**, or our **treasure**. At SPIRE, we use all three in our Give Back programs. Whether we are supporting a non-profit partner through a financial donation, providing financial education



through the expertise of our staff, or out volunteering, we are always striving to strengthen our community.

As such, I am proud to present our 2021 Impact Report – a summary of the way we try to show up every day for our employees, our members, and their communities.

At its core, SPIRE is in the business of improving lives. Remember that by giving to others, you are rewarded in many ways.

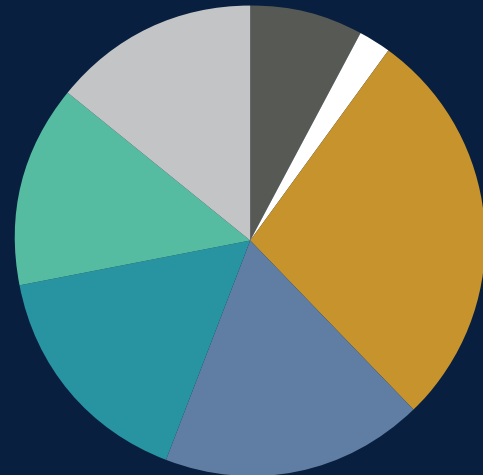
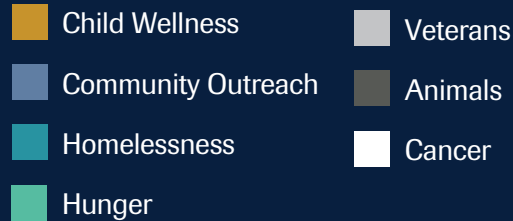
A handwritten signature in black ink, reading "Dan O'Shelly". The signature is written in a cursive, flowing style.

50 IN 50

Each week throughout the year, a different SPIRE department or branch location selected a Minnesota non-profit to receive a \$1,000 donation as part of the 50 in 50 initiative. In total, SPIRE donated **\$50,000** to 50 different organizations. Organizations receiving support through the 50 in 50 program supported a wide array of causes, and varied in size, scope, and location. What tied them together is that each organization was chosen because of its importance to SPIRE employees.



50 in 50 Organizations by Giving Category



"This is awesome news. Thank you SPIRE for your support and generosity!"

-Matt Tennant, **Full Cycle** Founder and Director

When it was the SPIRE Information Security Team's turn to make their donation, one staff member suggested an organization that he had watched help improve his neighborhood firsthand. **Full Cycle**, a non-profit bike shop in South Minneapolis, provides bicycles and support for at-risk youth. The gift was used to support Full Cycle's food access programming, which hires unhoused youth to deliver food by bike to local transitional housing programs. Being able to support an organization that has made an impact on a SPIRE employee is what the 50 in 50 program was all about!

VISA® TREASURES PROGRAM



Each time a SPIRE member uses their SPIRE Visa Credit Card, SPIRE gives back 0.25% of that transaction to our community causes. Since the Treasures Program began in 2019, SPIRE member purchases have resulted in nearly **\$1 million** donated to community partners across the state.



NETGIVER MATCH

During the 2021 holiday season, SPIRE matched **\$27,490 in charitable gifts** made by members using the NetGiver donation platform. The member donations, made between November 30 and December 31, supported **more than 100** different non-profit organizations.

SPIRE originally announced a maximum campaign match amount of \$25,000, but extended the cap to ensure that every member donation was matched up to \$250.

In total, the campaign resulted in **more than \$60,000** being donated to non-profits - with none of that amount being lost to fees.

\$99,829

DONATED BY SPIRE MEMBERS

NetGiver is a donation platform that allows credit union members to give to charitable causes with zero fees to organizations or donors. Other payment platforms can charge in excess of 7.5% of the transaction, preventing charities from receiving the full amount of the donation.

NON-PROFIT PARTNERSHIPS

SPIRE is proud to partner with hundreds of non-profit organizations annually. Below are a few highlights of our 2021 partnerships.

Salvation Army

In 2021, SPIRE branches hosted both a food drive and a toy drive on behalf of the Salvation Army to support their programs helping our community's most vulnerable people. We also matched **\$25,000** to the annual Red Kettle Campaign, and each branch served as a kettle location during the month of December.



PinkTober

During the month of October, SPIRE staff wore pink t-shirts and masks in recognition of Breast Cancer Awareness Month. **\$1,500** was raised for the American Cancer Society.



Clouds Choir

For the fourth consecutive year, SPIRE partnered with KS95 on the annual "Clouds Choir for a Cause," benefitting the Zach Sobiech Osteosarcoma Fund. SPIRE has donated **\$40,000** to the cause since 2018.

The Friends of the St. Paul Library

One Book One Minnesota is a program from The Friends of the St. Paul Library that encourages Minnesotans of all ages to read a common title and come together virtually to enjoy, reflect, and discuss. SPIRE is proud to support public libraries!

Bell Museum

SPIRE is a sponsor of the Bell Museum's STEM Science and Nature Activity Kits. The Museum will distribute **10,000 kits** to families across the region this summer to provide opportunities for children to see and experience the interconnectedness of art, science, and nature.

Opportunity Partners

Opportunity Partners is a non-profit organization that works alongside people with disabilities to provide job training, employment, and residential support for people to live more independently, succeed on the job, and lead lives filled with purpose and meaning. SPIRE is proud to be a partner of this great organization!



SPIRE staff and the KS95 Morning Show hosts at the 2021 Clouds Choir

New in 2021!

DAY OF **GIVING**

Every full-time SPIRE employee receives **eight hours of paid time off annually** to spend volunteering in the community. This allows employees to use their time and talent to serve the causes that they are most passionate about.



SPIRE employees volunteering at Second Harvest Heartland

INSPIREATION FOUNDATION

The mission of the InSPIREation Foundation (IF) is to fund meaningful financial literacy efforts that empower individuals and transform communities through knowledge, skills, and responsible decision-making to attain financial freedom.

In 2021, IF awarded **\$20,000** to three organizations that are working in concert with the foundation's mission: The FoolProof Foundation, Minnesota Urban Debate League, and Moneyweave Academy, Inc.

Learn more at inspiration.org.

GRANTEE SPOTLIGHT:

Moneyweave Academy, Inc.

Moneyweave Academy fosters self-care for professional women through financial planning education that informs, engages, inspires confidence, and motivates purposeful action. Grant funding will help develop a year's worth of online classes, website tools, and podcasts, which will reach up to 1,000 women.

COMMUNITY OUTREACH

In-Kind Donations

SPIRE supports fundraising events across the state by providing in-kind donations like gift cards, sports memorabilia, and more. In 2021, SPIRE provided in-kind support to **more than 100** community events.

Shred Day

Each year, SPIRE holds free shred events for members to drop off and shred their sensitive and confidential documents. In 2021, SPIRE held two events—one in May and one in October. These events were hosted at SPIRE's Blaine, Woodbury, Milaca, St. Cloud, Coon Rapids, Pine City, Vadnais Heights, and Admin locations. Altogether, SPIRE helped members shred **37,060 lbs.** of their confidential documents.



PPP Loans

In 2021, SPIRE provided PPP loans to **653 small businesses** for a total of **\$10,047,692.05** in loans through this program. The average loan size was \$15,386.96, with the smallest loan being \$468 and the largest loan being \$234,024. For many individuals and small businesses, these funds served as a lifeline to keep the doors of their business open.



Speaking Engagements

SPIRE President & CEO Dan Stoltz speaks at events across the state, sharing information on financial wellness and SPIRE's commitment to giving back.



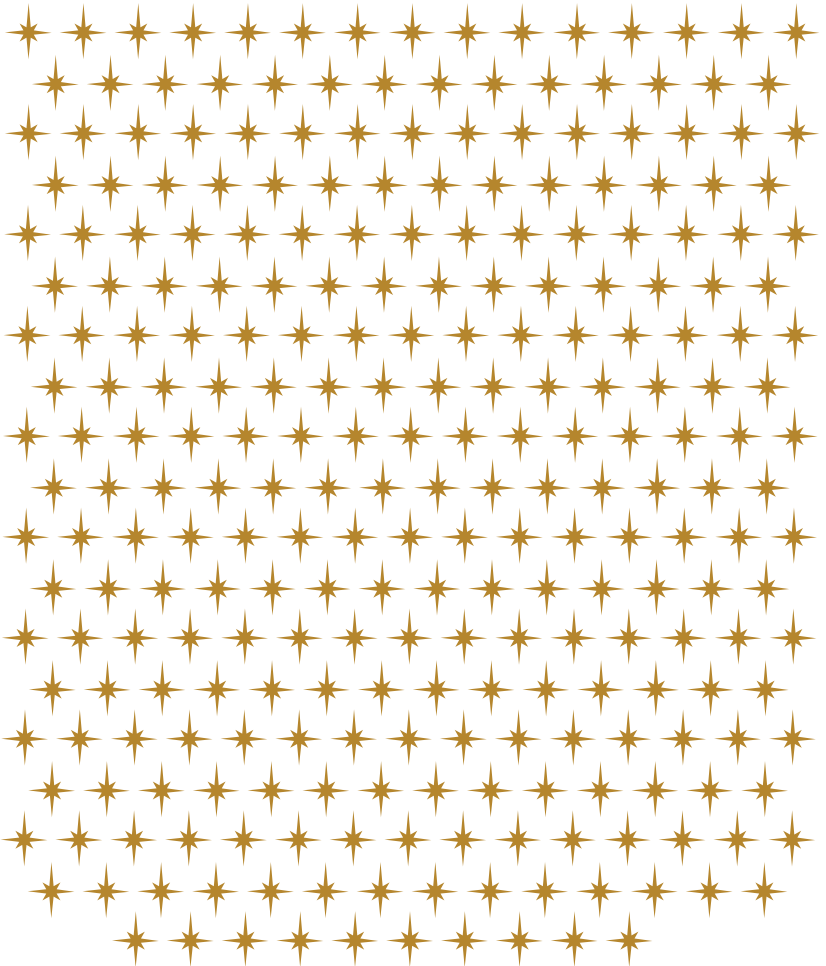
SCHOLARSHIPS

\$5,000 in traditional and non-traditional scholarships were awarded to five SPIRE members in 2021.



Since the scholarship program's inception, SPIRE has awarded a total of \$48,500 in scholarships to 83 credit union members.

271 ORGANIZATIONS SUPPORTED IN 2021



"SPIRE is proud to support organizations that are working every day to improve lives in our member's communities!"

-Dan Stoltz, President/CEO