



2023 COMMUNITY GIVING REPORT

Serving our members, serving our *communities*



MESSAGE FROM OUR PRESIDENT AND CEO

Aloha,

When 2023 comes to mind, I think of the word empowerment. Through HawaiiUSA's many programs it is evident that our main mission this year was to support communities and individuals by empowering them to create successful futures. I'm proud to see many ongoing initiatives like our college scholarships, teacher stipends, donation, and volunteer efforts still going strong. But what's most exciting is the way we pivoted and created a unique opportunity to help Maui businesses and organizations in their time of need. Through the launch of our Life Matters Collective we designed a sustainable way to help communities across our state. We thank our members and supporters for allowing us to give back to Hawaii in meaningful and impactful ways. With financial wellness at the core, our giving is about one thing: empowering others to thrive because Life matters.

Mahalo nui loa,

Greg Young

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President & CEO

HawaiiUSA Federal Credit Union



COMMUNITY AWARDS AND RECOGNITION



Voted one of **“Hawaii’s Best Places to Work”** by *Hawaii Business Magazine*

Voted **“Honolulu’s Best Credit Union”** by *Honolulu Magazine*

Selected as one of Hawaii’s **“Top 250 Businesses”** by *Hawaii Business Magazine*

Voted one of **“Hawaii’s Best Credit Unions”** by *Honolulu Star Advertiser*



OUR GIVING STRATEGY

Originally opened in 1936 as a credit union for educators, HawaiiUSA's culture of giving is rooted in education and has since expanded to other areas of community need that impact financial health including healthcare, housing, and hunger.

WAYS WE GIVE



\$484,197

in Monetary and in-kind
donations to 167
nonprofit and public
service organizations



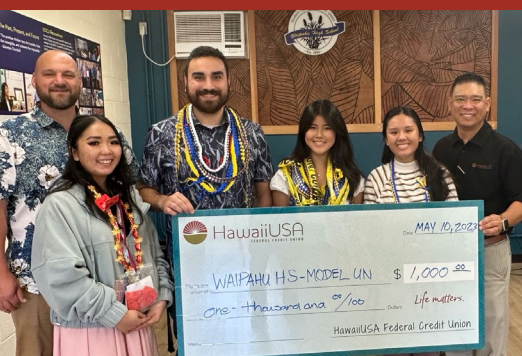
2,276

Hours volunteered
by our employees and
their families



9,700

Individuals received free
financial education at 100+
schools and organizations



THE HAWAIIUSA FCU FOUNDATION

The HawaiiUSA FCU Foundation is a private foundation established in 2007 to support local charities who improve the lives of children and those who are less fortunate, while strengthening Hawaii's communities. Grants from the Foundation go directly to public, 501(c)(3) charities in Hawaii. In 2023, \$144,575 of the total monetary donations came from the Foundation. 80 nonprofit organizations received grants from the Foundation in 2023.

hawaiiusafcu.com/foundation



Financial Coaching

Did you know: 57 of our employees are Certified Credit Union Financial Counselors (CCUFC) who provide free, confidential financial coaching for our members and employees. CCUFC requires four months of studying and passing a rigorous exam through CUNA's Financial Counseling Certification Program.

"FICEP provides credit union employees with the skills and knowledge required to guide members toward sound financial decisions," explains Joanne Ching, Financial Wellness Partner at HawaiiUSA.

SUPPORTING TEACHER FINANCIAL WELLNESS

Giving educators the tools they need to teach young people about money and financial literacy is one way we can inspire financial wellness in their futures.

\$31,800 for 18 teacher scholarships at Chaminade

HawaiiUSA and Chaminade University of Honolulu continued their partnership in 2023 to help prepare K-12 educators to teach economics and personal finance at their grade levels. This ongoing partnership with Chaminade aligns with HawaiiUSA's mission to inspire financial wellness in the community, while still rooted in our legacy of supporting teachers. In 2023, HawaiiUSA sponsored \$31,800 in tuition for 18 qualified teachers representing 11 schools on Oahu. The summer workshop is offered through Chaminade University's Economic Education Center for Excellence (EECE), which was launched in April 2021 to provide accessible professional development training programs for K-12 educators and be a knowledge hub of economic education resources.

\$19,890 in stipends awarded to 30 DOE teachers

Through a common commitment to support educators' desire for career growth, HawaiiUSA and the Hawaii Department of Education's Personnel Development Branch is in a long-standing partnership to extend career enhancement opportunities for educators through providing professional development stipends for teachers. In 2023, HawaiiUSA awarded a total of \$19,890 for coursework completed in 2022 to 30 educators across the state. This stipend program was established in 2001 to help fund professional development opportunities for Hawaii's teachers while upholding HawaiiUSA's commitment to educators and overall education. Since its inception in 2001, HawaiiUSA has funded professional support stipends for nearly 900 teachers.

hawaiiusafcu.com/stipend



"HawaiiUSA helped me to pay for my teaching certificate through the stipend program."

Jacque Yoshizumi
Kaneohe Elementary School



SUPPORTING STUDENT FINANCIAL WELLNESS

9,700 participants at 100+ schools and organizations benefited from financial education.



Scholarships

Since 1990, we've awarded 560 scholarships for a total of \$843,500.



College Planning Resources

We've been partnering with The Hawaii Association for College Admission Counseling (HACAC) since 2013 to provide free college planning resources to students and families.



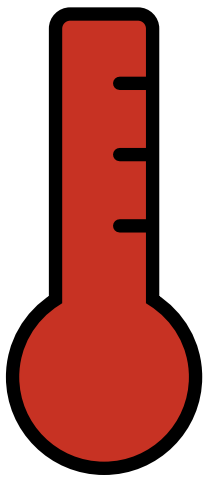
Student Operated Credit Unions

These pop-up credit unions allow students to learn hands-on how to work and perform financial transactions in a real-world setting.

School Year 2022-23: Campbell High, Ewa Beach Elementary, Iao Middle, Island Pacific Academy, Pearl City High, Waianae High, Waipahu High.

SUPPORT FOR MAUI

HawaiiUSA created a Maui Fire Relief Fund that was used to provide food, housing, and essential services to affected Maui communities. Mahalo to all of you, our members, who donated to this fund. We far exceeded our original goal of \$100,000: we received \$156,073 in donations. With HawaiiUSA's \$50,000 contribution, we donated a total of \$206,073 to The Maui Strong Fund, administered by the Hawai'i Community Foundation. HawaiiUSA also donated \$50,000 to the Hawaii Credit Union League for relief and recovery efforts of impacted Valley Isle credit unions.



\$206,073 IN TOTAL

**\$156,073 in donations +
HawaiiUSA's \$50,000 contribution**





Sip Imua Blend Coffee. Support Maui children.

The Coffee

“Maui ‘Oma is honored to create a custom coffee blend for Imua Family Services in partnership with our credit union, HawaiiUSA. Then best part? No one else in Hawaii has this blend.”

Grant Schule & Maria Holmes
Owners
MAUI ‘OMA COFFEE ROASTING CO.

The Cause

“It’s a win-win for everyone but most importantly a win for Maui’s children who need hope, joy, and laughter as we rebuild our community.”

Dean Wong
Executive Director
IMUA FAMILY SERVICES

The Connectors

“The Life Matters Collective unites our valued business partners with nonprofit organizations to make a positive impact on the communities in which we live, work, and play.”

Tanya Lee
VP of Member Growth Services
HAWAIIUSA FEDERAL CREDIT UNION

More than \$19,000 in proceeds donated to Imua Family Services through the Life Matters Collective

The Hawaiian word “imua” encompasses the act of moving ahead towards a goal, always with strength and spirit. In September 2023, HawaiiUSA launched the Life Matters Collective, an inaugural partnership showcasing both long-standing business partnerships and valued community partners of Hawaii’s largest credit union. HawaiiUSA debuted the Collective with a new collaboration with Maui Oma Coffee Roasting Company (Maui Oma) of Kahului. Together, HawaiiUSA and Maui Oma created a custom coffee blend aptly named Imua and proceeds from the coffee purchases go towards a selected nonprofit, the third and most integral component of the Collective. Imua Family Services is the recipient of the Imua Coffee profits to help with its organizational mission while the coffee is produced and distributed by Maui Oma. The Life Matters Collective model introduces an innovative opportunity to forge new community relationships between businesses and nonprofits that add value to their communities.



HawaiiUSA Federal Credit Union is proud of its long-standing tradition of community support through providing grants, sponsorships, educator stipends, as well as various fundraising activities and partnerships with nonprofit organizations. HawaiiUSA is continually committed to improving the quality of life, health and financial wellness of its members and the communities it serves. Additional support comes from the direct involvement of HawaiiUSA's generous employees, who actively volunteer for community service projects and activities.

Life matters.

hawaiiusafcu.com



Insured by NCUA