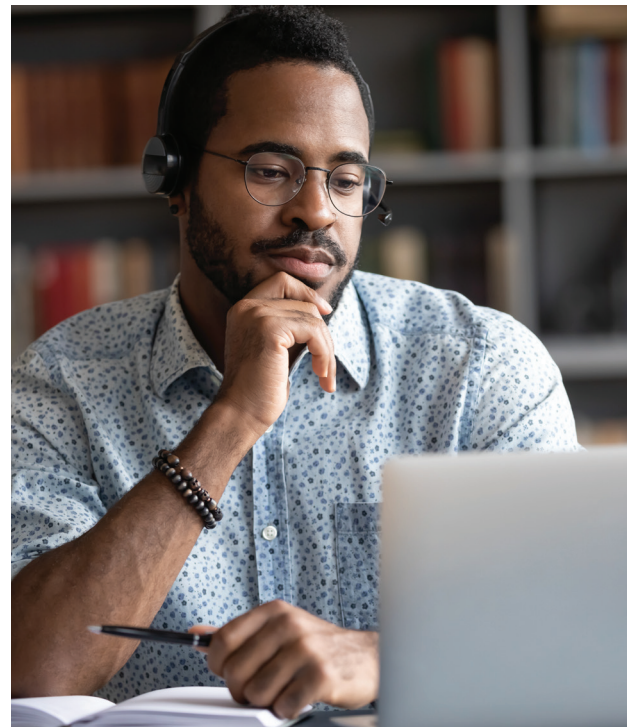




Southeastern  
Credit Union Foundation  
Charity. Community. Cooperation.



# 2020 ANNUAL REPORT



# The Year Looks Different. The Commitment Remains Unchanged.

The story of 2020 is strikingly different than other years. Nothing about it has gone according to plan. Credit unions had barely kicked off the year when everything changed – drastically. Suddenly, normal daily operations were a thing of the past. Communities shut down; many members and employees faced financial difficulties and job loss; schools closed; healthcare systems were stretched to the limit. It was all overwhelming.

And yet, credit unions were not overwhelmed. In the true tradition of the credit union spirit, they rose to the challenge, adapted quickly to change, found new ways to serve members, and rallied to help their communities. Credit unions throughout Alabama, Florida, and Georgia stepped into the role of financial first responders during this time of need and uncertainty. They deployed non-conventional operating procedures to serve their members safely while protecting their staff. They developed innovative solutions for members such as low-interest relief loans, loan deferments, and reduced fees. They adapted meetings to virtual platforms. They worked hard to provide loans to local small businesses. And they took care of staff and expressed appreciation for front-line employees. In thousands of ways over the past months, they have demonstrated the resilience that has long made credit unions so strong.

In the midst of the new normal, the Southeastern Credit Union Foundation (SECUF) has sought to come alongside credit unions to support and serve in tangible ways. It has not been business as usual but the commitment to care and to come together has remained unchanged.

Sincerely,



A handwritten signature in black ink that reads "Brian Akin". The signature is fluid and cursive.

Brian Akin  
CEO/President, North Georgia Credit Union  
LSCU/SECUF Board Chair

## MISSION:

To support economic growth by promoting financial wellness, sparking collaborative community initiatives, and providing disaster preparedness and relief to credit unions.

## VISION:

To create an environment whereby credit unions can enrich the financial lives of their members and advance the communities they serve.



# Commitment to Community

## The Financial Fitness Tournament

Credit unions participating in the Financial Fitness Tournament work with teams of high school students to educate them on financial topics and the teams compete across the states of Alabama, Florida, and Georgia in a head-to-head trivia-style competition. To facilitate social distancing and safety protocol, SECUF turned this year's event into an individual virtual competition. Each student competed online individually to earn an overall financial fitness score. Despite the change to the structure of the tournament, 41 students representing 13 chapters completed the competition.



**WILL H**  
from Alabama One CU in  
Tuscaloosa, AL



**VERITY P**  
from Keys FCU in  
Key West, FL



**SEBASTIAN B**  
from Suncoast CU in  
Tampa, FL

## Biz Kids Showcase

Despite quarantine, SECUF provided truly unique educational opportunities across the three-state footprint to help fill the substantial financial education gap experienced by many young people today. SECUF's Biz Kids Showcase kicked off in 2020 with workshops in Tuscaloosa, Birmingham, and Tampa hosting approximately 200 students ages 10- 18. Students were introduced to entrepreneurial activities and information from the Biz Kids TV series. Half-way through the process, SECUF quickly found a creative way to adapt and reshape the event to work during the pandemic. Participants earned points for attending webinars, submitting business plans, and creating a business website. Investors determined the winner based on points accrued, business idea, and website evaluations. Jada W, sponsored by Alabama One Credit Union, was named the Biz Kids Champion for her photography business focusing on documenting the important steps in the lives of children. She received \$500 and an invitation from the University of Alabama at Birmingham to intern with their football team as their sports photographer.



**Biz Kids hosted**  
**200**  
**students ages 10-18.**



## FiCEP

FiCEP, a financial counseling certification program, is designed for credit union staff who work in financial counseling, collections, and loan departments, or any other staff members who are committed to helping members gain control of their financial future. Upon completion of the program, FiCEP graduates earn their Certified Credit Union Financial Counselor (CCUFC) designation. While the training for this program is always conducted on a virtual platform, the testing has traditionally been done in person. Keeping the health and safety of credit union employees a priority, CUNA approved a virtual testing option for FiCEP students during the pandemic. This accommodation made it possible for credit union personnel to complete their training and acquire FiCEP certification while adhering to social distancing or shelter at home protocols. As a result, the Southeastern Credit Union Foundation enrolled approximately twice the number of students than the previous year and added a fall session and recertification track for 2020.



**FiCEP**  
**(Financial Counseling**  
**Certification Course**  
**offered through SECUF)**

**Total 2020 participants: 85**

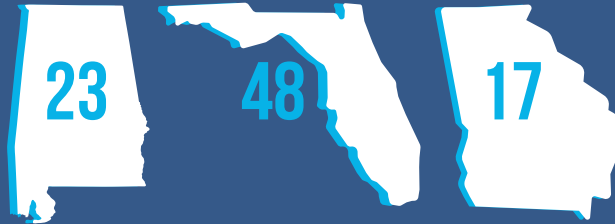
# Credit Unions Care CHALLENGE

TOTAL PARTICIPATING  
CREDIT UNIONS:

88

TOTAL COMMUNITY  
IMPACT:

\$1,102,200



The Southeastern Credit Union Foundation worked to help credit unions in Alabama, Florida, and Georgia mobilize in a coordinated effort to support the communities they serve. Out of a desire to maximize their impact and amplify their voice, SECUF created the Credit Unions Care Challenge. Many affiliated credit unions joined the challenge by providing a minimum of \$25 to each of their employees to do a good deed in their community by supporting a local restaurant or small business. The network of kindness spread across the three-state area as credit union employees branched out to support area businesses.

The Challenge didn't stop there. For every participating credit union, SECUF matched up to \$25 per employee in a grant that the credit union could use to make an additional impact in their community. Credit unions used the grants to donate to food banks, purchase school lunches for kids, find ways to thank first responders, and support other worthy causes.

The SECUF began this initiative to answer the challenge put forth by Tallahassee-based First Commerce Credit Union in its ambitious #LocalStrong campaign. The credit union utilized this campaign to distribute more than \$4,000 among more than 150 team members to spend with local businesses. SECUF was inspired to carry on First Commerce's vision and show that its credit unions are #CUStrong by expanding it to all three of its states. In all, 88 credit unions, as well as the League of Southeastern Credit Unions, participated in the Credit Unions Care Challenge, making a total impact of \$1,102,200.

## CREDIT UNIONS CARE CHALLENGE DONORS

*Thank You*

to Our Industry Partners for Helping Support the SECUF's Credit Unions Care Challenge!

### PREMIER DONOR (\$100,000)



### SUPPORTER (\$24,999-\$10,000)



### FRIENDS (\$9,999-\$100)

Catalyst Corporate FCU  
Corporate One FCU  
CU Engage  
Evans Simpson and Associates, Inc.  
Excess Share Insurance  
Sorenson Van Leuven  
Symitar, a Jack Henry & Associates  
Company







## Professional Development Scholarships

Over \$18,000 in professional development scholarships and grants were awarded in Alabama, Florida, and Georgia in 2020 to help credit union staff and volunteers attend virtual trainings and conferences during the pandemic. Scholarships were awarded to those individuals who best exemplify the credit union philosophy, and whose attendance at approved programs would be beneficial in the perpetuation of credit union goals and ideas on an as-needed basis.

Total Amount of Professional  
Development Scholarships:

**\$18,489**



# Commitment to Come Together

## Disaster Preparedness and Relief

### Disaster Relief Grants



Total Amount Granted:

**\$52,125**

Impacted Individuals Who  
Received Relief Grants:

**49**

### Disaster Preparedness Webinars

In times of natural disasters, concern for credit unions, credit union employees and the community are a top priority for the League of Southeastern Credit Unions & Affiliates and the Southeastern Credit Union Foundation. The Foundation provided \$52,125 in grants to 49 credit union employees affected by natural disasters in 2020. The Southeastern Credit Union Foundation collaborated with Cornerstone Credit Union Foundation, the National Credit Union Foundation, and experts in the field to bring disaster preparedness webinars to credit unions. Built around credit union operations and planning for disasters, the webinars also addressed personal preparations for credit union staff. The Foundation assisted credit unions in 2020 with two general disaster preparedness webinars.

### Credit Union Employee Financial Wellness

The Southeastern Credit Union Foundation launched a new program in 2020 to address the financial wellness needs of credit union employees. In partnership with Enrich, this customized online platform provides meaningful resources to assist credit union employees in improving their financial capabilities, wherever they may be on their financial journey. The online tool provided by the SECUF, and sponsored in part by CUNA Mutual Group, has been made available for all employees of LSCU member credit unions at no additional cost.

### FEATURES OF THE PROGRAM:

- Personalized content tailored to the individual using the platform
- Games, calculators, and worksheets
- Community discussion boards
- Recommended articles and videos
- One-on-one counseling through chat, email or phone

Let Enrich's Start Here Guides  
put you on the path to  
**FINANCIAL WELLNESS.**



Visit us at:  
[app.enrich.org/partners/YOURORGANIZATION](http://app.enrich.org/partners/YOURORGANIZATION)

Since launching in early  
September through December,

**239**

individuals have registered from

**37**

credit unions.

# BOARD OF TRUSTEES

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**Brian Akin**  
Chair  
North Georgia CU (GA)



**Kevin Johnson**  
Chair-Elect  
Suncoast CU



**Henry Armstrong**  
Vice Chair  
Auburn University CU



**Rick Skaggs**  
Secretary  
USF FCU



**Caryl Greene**  
Treasurer  
Members First CU



**Tina Williams**  
Immediate Past Chair  
Mobile Educators CU



**Patrick La Pine**  
Ex-Officio  
LSCU & Affiliates



**Brent Lister**  
First Florida CU



**Pete Pritts**  
Corporate America CU



**Debbie Smith**  
Georgia United CU

# STAFF

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**Jordan Burroughs**  
VP, Member Engagement



**Bobbi Grady**  
Foundation Development  
Coordinator



# 2020 PROUD SUPPORTERS OF THE SOUTHEASTERN CREDIT UNION FOUNDATION

Thank you to all who gave any amount to help the Foundation meet extraordinary needs in 2020.

121 Financial Credit Union	Brent Lister	Family Savings Credit Union	Jimmy Lovelace	FCU	Sarah Bradley
1st Resource Credit Union	Brett Beemer	Family Security Credit Union	Joe Keller	Memorial Health Credit Union	Sarah Herrell
1st Street Credit Union	Brian Akin	Farmers FCU	Joe Markley	Mercy FCU	Savannah Postal Credit Union
Achieva Credit Union	Bryce Jackson	Federal Employees Credit Union	Joel Senft	Metro North FCU	Savannah Schools FCU
ACIPCO FCU	Cailin O'Brien	Fedmont FCU	John Ballantyne	Miami Postal Service Credit Union	Schooner Seafoods Management, Inc.
Adelcio Lugo	Calhoun-Liberty	FiCare FCU	John Rothell	Michelle Biever	Sharon Moore
Alabama Credit Union	Caryl Greene	Financial Access FCU	Jordan Burroughs	Michelle Troha	Sharon Murphy
Alabama Law Enforcement Credit Union	Casey White	First Coast FCU	Joseph Brackins	MidSouth Community FCU	Silent Hunter Boat Yard, LLC
Alabama River Credit Union	Catalyst Corporate FCU	First Florida Credit Union	Joy Nappi	Mike Akers	Simi Daniels
Alabama Rural Electric Credit Union	Category 5 Designs	First Reliance FCU	Judy Scott	Mike Wishnow	Sixth Avenue Baptist FCU
Alabama Teachers Credit Union	Catherine Holden	Five Star Credit Union	Juli Lewis	Mississippi Credit Union Association	Social Security Credit Union
Alan Babcock	Cecilia Homison	Flint FCU	June Landrum	Mitzi Nebhut	Sorenson Van Leuven, PLLC
Alex Lawley	CGR Credit Union	Florence FCU	Kamala Branchick	Mobile Educators Credit Union	Southeastern Credit Union
Alison Cooke	Chattahoochee FCU	Florida Central Credit Union	Karen Frazee	Mobile Postal Credit Union	Stacey Hand
Alive Credit Union	Chattahoochee FCU	Florida Customs FCU	Karen Smith	Murphy Kennedy	Steve Pullara
All In Credit Union	Cindy Connelly	Florida West Coast Credit Union	Karin Andreatta	My Healthcare FCU	Steve Willis
Allie Salyer	Cindy Eady	Flowers Employees Credit Union	Kate Brady	Naheola Credit Union	STS Group
Allison Allen	City Credit Union	Credit League Credit Union	Kathleen La Pine	Nanette Collette	Sun Credit Union
Alloya Corporate FCU	City-County Employees Credit Union	Four Seasons FCU	Kathy Scarbrough	Nichole LeBlanc	Suncoast Credit Union
Altamaha FCU	Coca-Cola FCU	G. P. A. Credit Union	Kay Meyer	Nicole Ivovine	Superior Electric of the Keys, Inc.
Alvin Cowans	Collin Joiner	Geiger	Kayla Barnett	Nicole LaMotte	Suwannee River FCU
Amanda Onkst	Combined Employees Credit Union	Genuine Parts Credit Union	Kayla Goodwin	Nicole McCants	Suzanne Mitchell
Amazon Smile	Community Credit Union	Georgia Credit Union Affiliates	Kaylee Bryant	Nicole Phillips	Sydney Rubin
Amber Collinsworth	Community South Credit Union	Georgia Heritage FCU	Keith Walsky	North Georgia Credit Union	Tallahassee-Leon FCU
Ame Parker	Connect Credit Union	Georgia Power Valdosta FCU	Kelley Porter	Northeast Alabama Chapter	Tampa Bay Chapter
American Association of CU Leagues	Coosa Valley Credit Union	Georgia United Credit Union	Kelly Yager	Northeast Alabama Postal FCU	Tara Berdecia
American Share	CORA Credit Union	Georgia's Own Credit Union	Kevin Johnson	Northside FCU	Tena Lozano
Insurance/Excess Share Insurance	Corie Ward	GeoVista FCU	Key West Kia	Nucor Employees FCU	Terrell McGrew
AmeriCU Mortgage	Corporate America Credit Union	Gerald McSwain	Kim Gay	Okaloosa County Teachers FCU	Terri Gude
AmFirst FCU	Corporate One FCU	Glynn County Federal Employees Credit Union	Kristi Arrington	O'Neal Credit Union	The Bridgeway FCU
Amy Kitchen	Council FCU	Grant Abbott	Larry Palochik	Opp-Micolas Credit Union	The Key West Weekly
Amy Shaw	Country Financial Credit Union	Gregory Conant	Laura Heard	Patrick La Pine	The Wright Credit Union
Amy Welch	Covington Schools FCU	Grow Financial FCU	Laura Lobetti	Patrick Wiginton	Thomas Belekevich
Andrea Hurley	Craig Flemmings	Guardian Credit Union	Laura Vann	Patrick Wipont	Thomas Flowers
Angie Coleman	Credit Union Loan Source	Gulf Coast Chapter	Lauren Howle	Patterson Pump FCU	Tina Ramos-Ingold
Ann Naiman	Credit Union Of Atlanta	Gulf Coast FCU	Legacy Community FCU	Patty Sarne	Tom Larson
APCO Employees Credit Union	Crystal Fravezzi	Gwen Davis	LEVERAGE	Paul Mueller	Trish Danner
Arno Quon	CU Engage	HEA FCU	LGE Community Credit Union	Pen Air FCU	Tropical Financial Credit Union
ASE Credit Union	CUES	Health Credit Union	Linda Jones	Pete Pritts	Tuscaloosa Chapter
Ashleigh Dean	CUNA Mutual Group	Hillary Ruimveld	Linh Dang	Pinnacle Credit Union	Tuscaloosa V A FCU
Atlanta Postal Credit Union	Danielle Brown	Interstate Credit Union	Lisa Coffey	Platinum FCU	TVA Community Credit Union
Auburn University Credit Union	D'Asign Source	Jackson County Teachers Credit Union	Lisa Felder	Pompano Beach City Employees Credit Union	TVH FCU
Austin Meek	Davina Law	Jacksonville Postal & Professional Credit Union	Lisa Hales	Powernet Credit Union	Tyler Ferguson
Automated Marketing Group LLC	Dawn Darkes	Jamie Hawley	Listerhill Credit Union	Print Resources	Tyraneshia Hoggan
Azalea City Credit Union	Debbie Pelletier	Jared Ross	Local 606 Electrical Workers FCU	Progressive FCU	United 1st Credit Union
Baptist Health South Florida FCU	Demopolis FCU	Jay Brady	Macon Firemen's Credit Union	Publix Employees FCU	United Methodist Connectional FCU
Bascom Grooms Key West Real Estate	Denise Kelly	Jeanne Orfield	Madison Education Association Credit Union	Rachel Dodson	University Of South Alabama FCU
Bay Credit Union	Dixie Craft Employees Credit Union	Jefferson County Teachers Credit Union	Malik Cummings	Railroad & Industrial FCU	USF FCU
Becky Gonzalez	Doug Burroughs	Jenni Speth	Marcus King	Red Oak Credit Union	Valdosta Teachers FCU
Benjamin Hoyle	East Alabama Community FCU	Jennifer Fane	Marvel City FCU	Richard Skaggs	Valley Credit Union
Benson Bolling	eCO Credit Union	Jennifer Martin	Mary Jaap	Ricky Joshi	Vining Sparks
Big Bethel A.M.E. Church FCU	ELCO FCU	Jeremy Empol	Mary Svoboda	Riverfall Credit Union	Walker County Educators FCU
Bill Berg	Eleanor Brown	Jessica Hernandez	Maryland and DC Credit Union Association	Robert Williams	Ware County School Employees FCU
Blake Westbrook	Emerald Coast FCU	Jessica Hurst	Mathy Hogan	Roger Rassman	WCU Credit Union
Blue Flame Credit Union	Emily Sammons	Jill Thomas-Aviles	Maureen Bock	Rome Kraft Employees Credit Union	We Florida Financial Credit Union
Bobbi Grady	Envision Credit Union		McCoy FCU	Ryan O'Connor	Wen Hemingway
Brandee Bickle	Eric Nystrom		Mead Coated Board FCU	Saint James the Fisherman	
Brandi McKinney	Evans, Simpson & Associates		Meg Rich	San Antonio Citizens FCU	
	Everglades FCU		Megan Contreras		
	Family First Credit Union		Megan Forehand		
			Melany Ward		
			Member Business Financial Services (MBFS)		
			MembersFirst Credit Union (FL)		
			Memorial Employees		

\*Based on contributions from 1/1/20 to 12/31/20. We extend our sincerest apologies to any donor who may have been incorrectly reflected or unintentionally omitted. Please let us know of any discrepancies at 866-231-0545, ext. 2128.

# 2020 FINANCIAL HIGHLIGHTS

## Revenue

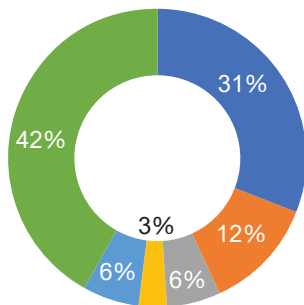
Contributions	\$312,225
Credit Unions Care Challenge	\$122,380
Financial Education	\$62,300
Signature Events	\$32,956
Disaster Relief	\$53,100
Interest & Other Investment Earnings	\$419,128
<b>Total Revenue</b>	<b>\$1,002,089</b>

## Expenses

<b>Total Program Expenses</b>	<b>\$579,061</b>
Management & General	\$74,143
Fundraising	\$21,376
<b>Total Expenses</b>	<b>\$674,580</b>

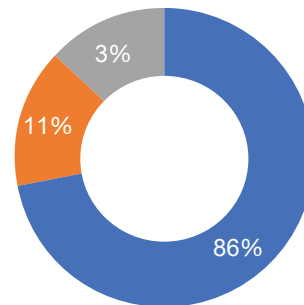
## Revenue

- Interest & Other Investment Earnings
- Contributions
- Credit Unions Care Challenge
- Financial Education
- Disaster Relief
- Signature Events



## Expenses

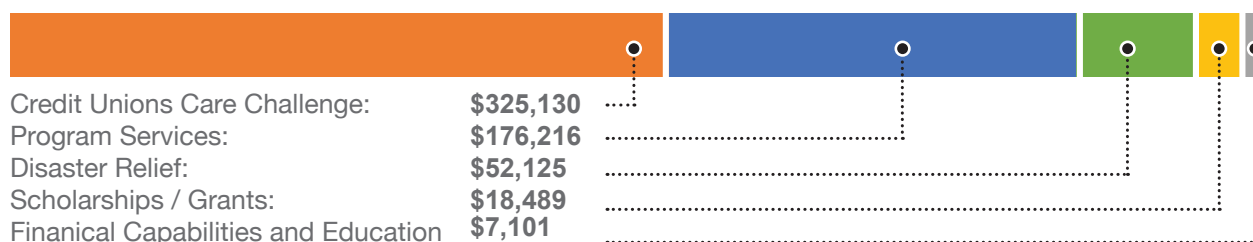
- Total Program Expense
- Management & General Expense
- Fundraising Expenses



In 2020, **86%** of The Southeastern Credit Union Foundation's total operating expenses were used to 1) enable credit union to reach and provide guidance to adult and youth on financial education, 2) equip credit unions to serve low-income segments, 3) award professional development scholarships to credit union staff and volunteers, 4) provide disaster preparedness and relief for credit unions and credit union employees affected by a natural disaster, and 5) support credit unions and their communities through the Credit Unions Care Challenge during the COVID-19 pandemic.

## Program Services

Total program services: **\$579,061**







Southeastern  
Credit Union Foundation  
Charity. Community. Cooperation.

*Thank You*  
**FOR ADVANCING THE  
CREDIT UNION MOVEMENT!**

**Connect with us:**

**ALABAMA OFFICE:** 22 Inverness Center Pkwy, Suite 200 Birmingham, AL 35242

**FLORIDA OFFICE:** 3692 Coolidge Court, Tallahassee, FL 32311

**GEORGIA OFFICE:** 2810 Premiere Pkwy, Suite 150, Duluth, GA 30097

[www.lscu.coop/foundation](http://www.lscu.coop/foundation)

866.231.0545

