



desert
FINANCIALTM
CREDIT UNION

2022 Community Impact Report

Making a difference *together*





Community is about belonging and making a difference together. We stepped up to support and serve others in 2022, and that continuous commitment to give and grow is both impactful and inspiring. Thanks to our members, community and team, we continue to achieve our mission of sharing success.



Giving Highlights



\$4 million

Provided through corporate, foundation and employee giving



\$1 million

Raised for the 1 Darn Cool School at Phoenix Children's



\$488,000

Awarded in Random Acts of Kindness

Giving Back to Our Community

Through partnerships and our own programs, we're proud to support and invest in our community.

Random Act of Kindness: Cory Nochta

Cory Nochta was a City of Goodyear firefighter whose world was changed when he was diagnosed with ALS. Desert Financial teamed up with the Arizona Cardinals and Sports360AZ to perform a Random Act of Kindness for Cory, who was greeted at his former Goodyear Fire Department Station by his firehouse family, Big Red, former Arizona Cardinals players and Cardinals cheerleaders. Cory was presented with a \$15,000 donation from Desert Financial and a \$10,000 donation from the Arizona Cardinals, for a total of \$25,000 to help with ongoing medical expenses.



Grant Recipient Story: Boys & Girls Clubs of the Valley

Boys & Girls Clubs of the Valley (BGCAZ) focuses on creating a true sense of belonging through sports, arts and help with homework. Programming for BGCAZ helps create equity for thousands of young people by supporting a safe club space where they can grow and thrive. Club members are guided by staff members like Bailey, a former student in the club himself now working toward earning a college degree.



\$235,000
in community
grants awarded

25,000
individuals impacted through
funded grant programs

12,152
Random Acts of Kindness
performed and \$488,000 awarded

\$1.3 million
in corporate and community
giving, impacting 115 organizations

Our Team's Passion to Help

By supporting our community through volunteer service and monetary giving, our team demonstrates one of our core values, "Passion to Help."

Highlight Story: American Heart Association

In 2022, Desert Financial raised \$131,000 for the American Heart Association through the Phoenix Heart Walk. Since taking up the cause in 2020, Desert Financial team members have raised more than \$257,000 total in donations and our leaders proudly serve on the board of the Phoenix Heart Walk, including our CFO Jack Biggs joining the walk's executive leadership team for 2023, and CEO Jeff Meshey serving as Phoenix Heart Walk chair in 2021.



\$131,000

raised for Phoenix Heart Walk with 207 walkers participating

\$504,462

raised through our Sharing & Caring Campaign and other fundraisers

15,185

hours volunteered by our team; a \$425,180 value to our partners

70

organizations impacted through volunteering

Committed to Education

As a credit union founded by teachers in 1939, we're proud to continue our support for education through grants, donations, fundraising, corporate giving and volunteering.

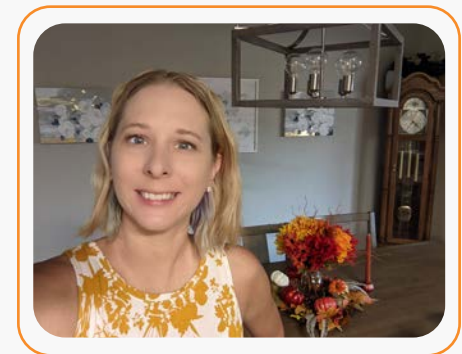
Teacher Appreciation Story: **W.F. Killip Elementary School**

To show appreciation for the educators at W.F. Killip Elementary School in Flagstaff, our Flagstaff Mall branch team ordered lunch for the teachers from the local restaurant Jitters Lunchbox and bought drinks from Safeway. The teacher's lounge did not have a coffee machine, so we also ordered one for the lounge, along with filters and the first batch of coffee.



Adopt-A-Teacher Story: **Jamy Myrmel**

Jamy Myrmel has been an Arizona teacher for 17 years. She loves making learning fun and engaging for her students at Humboldt Elementary School near Prescott by using hands-on projects. With the Adopt-A-Teacher program fulfilling her classroom supply wish list, Jamy plans to enrich her science lessons. ***“My hope is to get things like microscopes, owl pellets and other science-related activities,” Jamy says. “This amazing gift will be helping over 125 students ... this has made me so excited for my 18th year of teaching!”***



103

Teacher
Appreciation events

14

Arizona teachers adopted for
the year, providing \$70,000 to
help with classroom supplies

2,000+

students impacted through
the School Supply Drive

28,000

school supplies
donated

Building Financial Wellness

One of the ways we give back to our community is through financial wellness programming and education. As many in our community are struggling to rebuild after job or income losses, we're proud to provide information and tools to help.

“My biggest takeaway (from the Financial Wellness webinar) was the spending method 50, 30, 20. This was something that I did not know about and that I will definitely be using!” – *Earn to Learn webinar attendee*

“This webinar was very informative. I can't wait to use the skills I learned in paying off and staying out of debt.” – *webinar attendee*



“The main way that the financial wellness challenges have helped me is that it's kept me focused on the goal my husband and I have of retiring by a specific date. Reading the articles, watching the videos and participating in the activities has helped keep our long-term goal more present in our day-to-day lives.” – *Ann Herycyk, product development manager, Desert Financial*

70,483

views of financial wellness content on DesertFinancial.com

1,715

people attended/watched an educational Desert Financial webinar/workshop

49

webinars offered in the community

236

participated in the Desert Financial Challenge, an interactive financial education program

Desert Financial Foundation

Founded in 2015, Desert Financial Foundation gives back to our community through fundraising and education.

“ I greatly appreciate this scholarship. Once I graduate and receive my certification when I finish the HVACR Program, I will proudly say that Desert Financial [Foundation] and Yavapai College were there to help me along the way.”
– Hector Zapata, Yavapai College , CTE scholarship recipient

“ The scholarship has allowed for a lot less stress and really made school easier, financially.”
– Audrianna Hammack, Northern Arizona University, Community Service Scholarship recipient



Desert Financial Foundation gives back to our community and multiple programs through fundraising. Some of these programs include our support of the 1 Darn Cool School at Phoenix Children’s and three student scholarship programs. To donate, visit DesertFinancial.com/Foundation.



\$253,250
in scholarships
provided

685
students impacted
through scholarships

\$706,850
raised for the 1 Darn Cool School
at Phoenix Children’s

10,207
patient engagement sessions at 1 Darn
Cool School at Phoenix Children’s



Thank you!

Thanks to the support of our members,
team, partners and community, we
continued to share success and
helped support our community!

