

**85<sup>TH</sup>**  
**ANNIVERSARY**

desert **FINANCIAL**  
CREDIT UNION



Sharing success,  
empowering  
communities

**SOCIAL IMPACT REPORT**  
**2024**



2024 marked the 85th anniversary of Desert Financial Credit Union, and to celebrate, we worked with nonprofits to give back to Arizona communities in more transformative ways than ever before.



**Over  
\$5.2 million**

Provided through  
corporate, foundation and  
employee giving

**365,232**

Arizonans impacted

**16,277**

Volunteer hours in the  
community



## Corporate Social Responsibility & Desert Financial Foundation

Desert Financial's Corporate Social Responsibility team and Desert Financial Foundation are proud to partner with nonprofits throughout Arizona to strengthen our communities and empower financial well-being. With a strong focus on education, housing and human services, hunger and food insecurity and youth and workforce development, we are building a brighter and better future for all of Arizona. Together, we are making a difference in the lives of individuals and families in need.



# Desert Financial's social impact programs

As part of our Give and Grow strategy, Desert Financial is committed to sharing success with our members, team and community through these programs and initiatives.

## **Volunteering**

Our organization and team members are always willing to exercise their Passion to Help (one of our core values) through programs that serve the community.

## **Corporate and employee giving**

Through corporate and employee giving, Desert Financial partners with nonprofits throughout Arizona to empower financial well-being and help our community thrive.

## **Teacher Appreciation**

Founded by educators in 1939, Desert Financial is committed to building on the legacy of our founders through our Teacher Appreciation events and Adopt-A-Teacher initiatives.

## **Financial well-being**

By providing financial education tools and information, we empower our members, team and community to take charge of their financial health.

## **Desert Financial Foundation**

Desert Financial Foundation gives back to our community through fundraising and scholarships to support education. The foundation raises funds for the 1 Darn Cool School at Phoenix Children's through efforts including the Annual Charity Golf Tournament and seasonal fundraisers with our branches. The foundation also provides a variety of scholarships including the Community Service, Adult Learners and Breaking Barriers Student Athlete Scholarships, as well as support for Career and Technical Education.

## **Random Acts of Kindness**

Since 2018, we have been performing Random Acts of Kindness as part of our commitment to share success and provide exceptional experiences within our community.

# Our team's passion to help

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By supporting our community through volunteer service, our team demonstrates our passion to help.





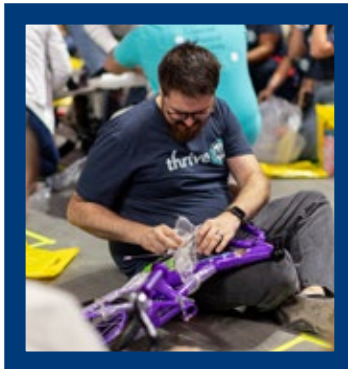
**16,277**

volunteer hours



**\$522,003**

value to nonprofits



## NONPROFIT SPOTLIGHT

### The Foster Alliance

The Foster Alliance provides essentials like clothing, bedding, holiday gifts and birthday presents to children in foster care throughout Arizona. For the first time in Desert Financial history, all 1,300 of our team members volunteered together during our annual All Employee Event, where we assembled 430 bicycles for children in foster care.

"Incredible moments happen when companies like Desert Financial Credit Union step up and go beyond the everyday. This year, The Arizona Department of Child Safety approached The Foster Alliance with a holiday wish to have more than 400 bikes donated and built for foster children. Because of Desert Financials' generosity, 400 foster children's holiday wish became a reality," said Maureen Noe, President and CEO of The Foster Alliance. "We are fortunate to have such extraordinary partners like Desert Financial. Thank you for helping us show up when foster children need us, where they need us!"



## Volunteering

One of our core values is a Passion to Help. Our team members share their Passion to Help through their time and talent. In 2024, our team generously volunteered 16,277 hours in the community.

Each year, we honor our team's dedication to Arizona communities at our volunteer appreciation event, celebrating those who've given 50+ hours to local 501(c)3 nonprofits. In 2024, Ann Herycyk was named Volunteer of the Year for her exceptional impact.



## VOLUNTEER OF THE YEAR

# Ann Herycyk

"I feel so lucky to work at Desert Financial, where one of their core values is a Passion to Help. For me, it's so important to give back ... it's part of who I am. To be given the time and support to do that is amazing."

- **Ann Herycyk**, *product development manager*

# Sharing & Caring Giving Campaign

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Through our annual Sharing & Caring Giving Campaign, team members can pledge donations to one of our nine nonprofit partners for the upcoming year. Desert Financial matches each pledge, up to \$150 per person annually. In 2024, our team members donated \$528,493 to these nonprofits, and with Desert Financial's match, the total given was \$634,694.

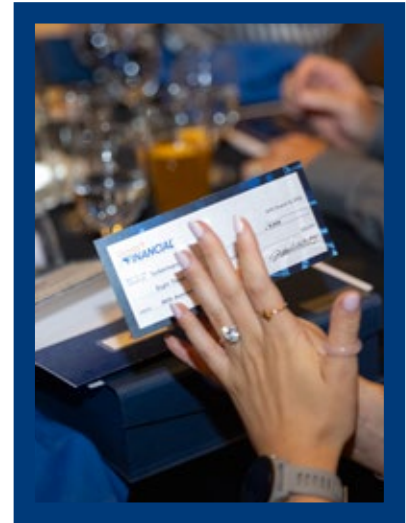




# Corporate giving

Our work to empower financial well-being is not limited to the financial education, products and services that individuals and communities need. These are critical aspects, but so are the basic human needs that support Arizonans in reaching for and achieving their financial hopes and dreams. Desert Financial is proud to support nonprofits addressing education, housing and human services, hunger and food insecurity and youth development.





In 2024, we proudly supported Arizona communities with \$320,000 in grants to local nonprofits. In honor of the credit union's 85th anniversary, each nonprofit also received an additional \$8,500 surprise gift during an in-person grant recognition ceremony, totaling \$541,000 in giving – our largest grant cycle to date.



### NONPROFIT SPOTLIGHT

#### Jobs for Arizona's Graduates (JAG)

"You were all so generous and kind to your community partners. You highlighted the work of each organization and made us all feel appreciated and special. We are so very grateful for all you do for us, our community and for our Arizona Students. It means the world to us."

**-Marjorie DeRubeis, President & CEO, Jobs for Arizona's Graduates**



**NONPROFIT SPOTLIGHT**

**Prescott Area Shelter Services**

We celebrated the grand opening of our newest branch, Willow Creek in Prescott, with a week of giving, including a donation to Prescott Area Shelter Services to support their savings match program. The program assists families and women with transitional and permanent housing.



**NONPROFIT SPOTLIGHT**

**St. Vincent de Paul**

During the 2024 holiday season, Desert Financial supported nonprofits addressing hunger and food insecurity throughout Arizona to provide 257,650 meals to feed neighbors in need. "Organizations like Desert Financial make this community one we all want to be a part of," said Shannon Clancy, CEO of St. Vincent de Paul.



**\$3.5 million**

in corporate giving



**26**

grants awarded to nonprofits throughout Arizona communities



**\$541,000**

in total grants awarded

# Commitment to students and teachers

Founded by educators in 1939, Desert Financial honors our roots by supporting educators through our Adopt-A-Teacher program and Teacher Appreciation events.





### ADOPT-A-TEACHER SPOTLIGHT

#### Ms. Winter, Prescott Mile High Middle School

With the funds Ms. Winter received, she's transforming her math classroom into a vibrant, collaborative space where students can freely ask questions, dive into discussions and grow their confidence in math – building skills and knowledge that will stick with them for years to come.



### TEACHER APPRECIATION SPOTLIGHT

#### Monte Vista Elementary School

Desert Financial teamed up with the Arizona Cardinals to host a fun, football-themed day for teachers at Monte Vista Elementary School. With activities like football tosses and field goal kicks, plus Cardinals drawstring bags filled with gifts and lunch, it was a winning day for all!



**38**

Arizona teachers adopted



**6,381**

students impacted through  
Adopt-A-Teacher



**47**

Teacher Appreciation  
events



**4,295**

backpacks collected  
for students



**12,000+**

school supplies for the  
Stuff the Bus drive

# Financial well-being

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In 2024, we empowered our community through 300 workshops, webinars and events, equipping 4,421 adults and 6,821 youth with essential financial well-being skills. Our commitment extended online, where our financial resources received 56,544 views on DesertFinancial.com, helping even more people build stronger financial futures.





### FEATURED PARTNERSHIP

#### Arizona State University®

In 2024, Desert Financial expanded our partnership with ASU® even further to offer financial well-being education content to more students and alumni than ever before, holding 34 webinars and workshops attended by 1,655 students and alumni.

“Very helpful information, thank you ...This felt like a safe space to discuss financial literacy and be transparent, especially in times like today.”

**-webinar attendee, *Creating a Basic Spending Plan***

“Thank you for providing wonderful information to help me become more financially secure. This class helped me think outside of what is currently on my budget. I now feel more prepared for any unforeseen bumps in the future.”

**-webinar attendee, *Budgeting through a Financial Crisis***



# 11,242

adults and youth  
impacted



# 300

workshops hosted  
to enhance financial  
well-being



# 56,544

views on DesertFinancial.com's  
financial resources

# Desert Financial Foundation

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



*Amauri with his mother, Joanna*





**\$377,500**

in scholarships provided



**644**

students impacted  
through scholarships



**\$2,250,000**

raised for the 1 Darn Cool School at  
Phoenix Children's by the Foundation,  
credit union and employees



**11,417**

patient engagement sessions  
at Phoenix Children's  
1 Darn Cool School



### SCHOLARSHIP RECIPIENT SPOTLIGHT

#### Jayden

"I'm the oldest of seven siblings and the first to attend college. By receiving this scholarship, I hope to pay for the additional costs associated with the Barrett Honors College and continue serving as an inspiration for my six younger siblings."

**-Jayden,**

*2024 Arizona Breaking Barriers Student Athlete Scholarship recipient*



**Phoenix  
Children's®**



### 1 Darn Cool School at Phoenix Children's

During his time as a patient at Phoenix Children's, Amauri attended 1 Darn Cool School while receiving treatment for sickle cell disease. Math was his favorite subject, but what he loved most was learning with his teacher, Mrs. Virginia. During one-on-one sessions in his hospital room, she made reading, math and art activities both fun and engaging.

# Random Acts of Kindness

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In 2024, Desert Financial performed 11,982 Random Acts of Kindness. We were excited to celebrate our new partnership with Northern Arizona University® at their Homecoming Parade, where we performed Random Acts of Kindness for family, students, teachers and festivalgoers.

## RANDOM ACTS OF KINDNESS SPOTLIGHT

"I wanted to express my thanks for selecting my son and I for a Random Act of Kindness. On our drive home, my son was brought to tears as he said, 'Dad, this week has been really difficult at school and knowing there are people giving back like that is comforting. I want to give back like that.' Thanks for showing him there is kindness out there and helping him to remember that good always outweighs the bad in this world. We will do what we can to pass the kindness on and tell everyone about Desert Financial Credit Union and their generosity."

- Jeff,

*Random Acts of Kindness recipient*

# Diversity, Equity, Inclusion and Accessibility (DEIA)



We are committed to gender parity and minority representation within our organization, ensuring all employees receive opportunities for development and advancement. Desert Financial offers three Employee Resource Groups (ERGs):

**The Mental Wellness Advocates** create a safe, supportive and inclusive space for open conversations about mental health. They focus on raising awareness, combating stigma, offering resources and providing support groups to empower employees to prioritize their well-being.

**The Multicultural ERG** fosters a workplace where diversity, equity, inclusion and accessibility are everyday practices. Through cultural events, workshops and open dialogues, it creates opportunities for employees to learn from each other's unique experiences.

**The Professional Development ERG** fosters growth through mentorship, skill-building workshop and networking. Committed to diversity, equity and inclusion, it empowers employees at all career stages to achieve their goals.

**60%**  
of our employees  
are women

**52%**  
of our employee  
population identifies  
as an ethnic minority

**95%**  
of our employees  
feel our organization  
promotes a culture of  
inclusion and diversity

**52%**  
of promotions  
in 2024 were of  
ethnic minorities

**52%**  
of leadership  
are women



# Thank you!

With the incredible support of our members, team, partners and community, we've continued to create meaningful impact, sharing success and empowering Arizonans to thrive.



[DesertFinancial.com/Community](https://DesertFinancial.com/Community)

Desert Financial Foundation is an exempt organization as described in section 501(c)(3) of the Internal Revenue Code, EIN# 81-1028132

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