

# TruCommunity Impact Report



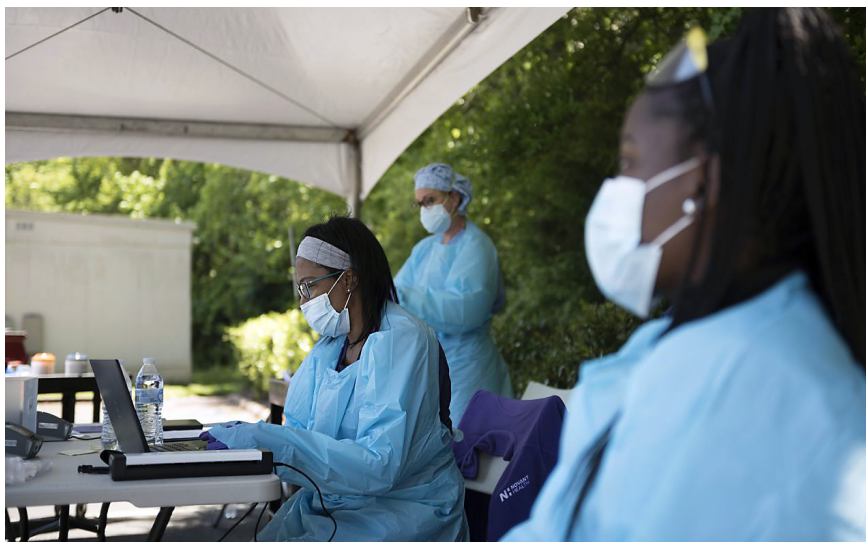
October 2020

Truliant.org

**This summer**, Truliant announced a gift of \$10,000 to the **Novant Health Forsyth Medical Center Foundation** to support increased rapid COVID-19 testing in underserved areas in the Greater Winston-Salem area. The donation supported tests for more than 800 patients near our Downtown Winston-Salem and North Point Blvd. locations.

“Truliant’s partnership (with Novant Health) increases access for those who avoid seeking care because they may not have insurance, transportation, or a medical provider,” said Sherri Thomas, Chief Human Resources and Organizational Development Officer at Truliant.

Additionally, to help residents who may not have the resources to combat the COVID-19 virus, Truliant also provided a gift to the Hispanic League of Winston-Salem in September. The donation helped the Hispanic League purchase and distribute hand sanitizer and masks to the Latinx community, a population with one of the highest positivity rates in the county.



Truliant’s recent gift to Novant is providing more than 800 rapid COVID-19 tests for residents in East and North Winston-Salem.

## Investing in Communities

Truliant invests in local community programs supporting the following focus areas:

### *Community Development*

Nonprofit and community organizations that cultivate relationships, social responsibility, civic engagement and collaboration that build community.

### *Economic Mobility*

Nonprofit and community organizations providing personal guidance and activities that build financial stability and social prosperity for individuals and their families.

### *Financial Wellness*

Nonprofit and community organizations that are specifically engaged in activities that promote and improve financial inclusion and financial literacy.

### *Youth & Education*

Nonprofit and community organizations supporting education and programming from pre-k through high school.

Contributions and sponsorships are determined, in part, by how well a program or initiative aligns with one of our focus areas, and how well the program and its beneficiaries match the demographics of our membership base. This alignment is essential to making sound investments with funds entrusted to us by our member-owners.

# Expanding Financial Education

It has been four years since Truliant surpassed 200,000 member-owners and, in celebration of the milestone, created the Financial Education Grant program. Through the program, we pledged to distribute \$200,000 over five years to public school teachers who wanted to improve financial education for their students. Since 2016, Truliant has awarded more than \$162,000 to teachers at 42 schools, impacting more than 42,000 students.

Charlotte Career and Technical Education teacher Elijah Watson recently received a Financial Education Grant to support the **Ranson IB Middle School** Business Plan Project.

“Our grant was very impactful because it allowed us to teach our scholars about entrepreneurship by showing them how to start and operate a snack cart,” Watson said. “The funds also allowed us to take our middle school scholars to NC Central University for a field trip to learn about business school. This trip helped our students become positive change agents in our school and in the community.”

In Randolph County, the school system received Financial Education Grants last year to support Career Truck Fairs at Randolph County high schools. The fairs helped educate students on how their career impacts their financial health, and encouraged students to learn about both traditional and nontraditional careers.

The award-winning program continues this year. [Details and eligibility can be found on the community section of our](#)

[website](#). The grant application is open to any public school teacher, grades 6-12, in a Truliant community who wishes to improve their lessons and curriculum in personal finance, marketing, budgeting, economics, career development or related subjects.



Students from Ranson IB Middle School in Charlotte used a portion of their Financial Education Grant last year to tour NC Central University to learn about career pathways in business and entrepreneurship.

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“ This trip helped our students become positive change agents...”

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## Promoting Education

Truliant provides scholarships annually to high school seniors, who are also Truliant member-owners, who wish to attend an accredited community college, college or university to further their education. **The Fred Sarda Scholarship** is a merit-based scholarship awarded based on a student’s academics, school participation and community leadership. Students earn one of nearly 20, \$1,000 scholarships.

The **Clyde Padgett Scholarship** is an exclusive scholarship for a high school senior who is the child of a Truliant employee, volunteer or board member. The merit-based scholarship is \$1,000 annually.

The application period for the Fred Sarda Scholarship and the Clyde Padgett Scholarship opened October 1 and runs through February 1, 2021. [Review eligibility and apply by visiting the community section of our website.](#)

# Increasing Awareness

Truliant's involvement in increasing voter education has a long-standing history; for nearly 20 years, Truliant has collaborated with locally produced public affairs program, **Triad Today**, and its host Jim Longworth. The voter education special supports the importance of the ballot box in shaping our shared future and Truliant is proud to support this program as a way to raise awareness of local candidates and political races in the community. To view the most recent segment highlighting candidates for NC Governor, US Senate and US House visit [www.triadtoday.com](http://www.triadtoday.com) and click on YouTube to access.



Recently, we strengthened our partnership with **Triad Today** segments focused on Truliant's community engagement efforts in the Piedmont Triad NC.

In August, Sherri Thomas, Chief HR/Organizational Development Officer for Truliant and Reginald McCaskill, organizer for the **Triad Minority and Women's Business Expo** joined **Triad Today** host Jim Longworth in Kernersville to discuss the expo and our history with this event. Truliant was one of the expo's first sponsors when it began in 2014 and we have continued to support this unique event focused on minority and women small business owners over the last seven years as it has grown to be one of the Triad's largest small business expos. This year's expo was held virtually at the end of August.



Sherri Thomas (left), Truliant's Chief HR/Organizational Development Officer, and Reginald McCaskill (center), organizer of the Triad Minority and Women's Business Expo, joined Triad Today host Jim Longworth (right) in August to discuss the 2020 business expo and Truliant's history with the event.

# Engaging in the Community

Mortgage Officer Jami Hill joined a panel discussion in September hosted by Charlotte's **Young Black Leadership Alliance (YBLA)** to discuss racial disparities in housing. Jami joined other panelists from Charlotte Mecklenburg Housing Partnership, Habitat Charlotte, Charlotte City Council and Laurel Street, where the talk centered on equitable housing practices.



Jami Hill, a Truliant Mortgage Officer, participated in a panel discussion about racial disparities in housing recently with Young Black Leadership Alliance (YBLA), a nonprofit in Charlotte.

Truliant was also a presenting sponsor for the **Downtown Winston-Salem Partnership's** Streatory event in August. For this event, the main thoroughfare in downtown Winston-Salem is closed off to traffic so that local restaurants can expand onto the sidewalks and streets for enhanced, social distanced dining. Downtown Winston-Salem Partnership President Jason Thiel shared that several restaurants are safely enjoying socially distanced, pre-COVID crowds. Truliant is pleased to continue supporting local restaurants every month in all of our local communities through our People Helping People campaign.



Photos courtesy of Downtown Winston-Salem Partnership





This summer, Truliant participated in the **Restart: One Tile Campaign** in Winston-Salem. The concept was simple; anyone in Winston-Salem could purchase a “tile” with a donation to support small businesses in the city. Truliant, along with local partners such as Greater Winston-Salem Chamber of Commerce and

Goodwill of Northwest NC, purchased tiles to show support for local businesses during the pandemic. **Soy Emprendedor**, a nonprofit that inspires and educates Latin and Hispanic minority students to become entrepreneurs, initiated the program.

## Improving Communities

Truliant invests in local communities through a variety of programs, including:

**Scholarships** support high school seniors entering an accredited college, community college or university beginning fall semester annually.

**Community Mini Grants** fund programming and capacity-building initiatives for nonprofit organizations.

**Financial Education Grants** encourage public school teachers, grades 6-12, to incorporate financial education lessons in their curriculum.

**Charitable Contributions** offer timely gifts of support to nonprofit organizations throughout the year.

**Community Sponsorships** provide investment in local communities to support specific events, programs or date-specific opportunities or partnerships.

**Employee Volunteerism** allows staff to volunteer their time, talent and passion with schools or organizations of their choosing.

**Board Involvement** matches Truliant’s leaders and expertise with local nonprofit organizations in an effort to strengthen nonprofit organizations.

**Government Policy and Advocacy** positions Truliant as a voice for our member communities and other credit unions in key policy and political activity.

## Supporting Nonprofits

Truliant’s Charitable Contributions Committee provides donations in support of the ongoing work of local nonprofit organizations operating in Truliant communities. Proposals are submitted through Truliant’s website. Below is a list of some of the organizations receiving funding this summer from Truliant.

### ANSWER Scholarship

(Charlotte, NC) Supports the “Mentors for Mom” program, for mothers age 25 and older raising school-aged children who wish to pursue additional education.

### Boys and Girls Clubs of Greater High Point

(High Point, NC) Provides students access to programs encouraging academic growth, healthy habits and judgment making skills.

### Circle de Luz

(Charlotte, NC) Supports holistic programming for ninth grade Latina students and their families.

### Dress for Success

(Winston-Salem, NC) Provides free coaching and instructional programming to marginalized women to move them to financial independence.

### Families Forward

(Charlotte, NC) Expands the Family Success Program to support additional families who are living in poverty.

### GreeNest

(Winston-Salem, NC) Furnishes beds for program participants who are transitioning out of homelessness.

### Junior Achievement SC

(Greenville, SC) Offers “It’s My Future” career development curriculum to middle school students.

## Learn More

To learn more about Truliant Federal Credit Union’s community engagement program, or to apply for a grant, sponsorship or charitable contribution, please visit: <https://www.truliantfcu.org/about-us/community> or send an email to [community@truliantfcu.org](mailto:community@truliantfcu.org).



## About Truliant Federal Credit Union

Truliant is a mission-driven, not-for-profit financial institution that promises to always have its member-owners’ best interest at heart by improving their lives through providing financial guidance and affordable financial services. Truliant was chartered in 1952 and now serves more than 260,000 members. Truliant has more than 30 Member Financial Centers in North Carolina, South Carolina and Virginia.

