



Changing lives every day.

2021

Foundation Impact Report

# Fundraising



## \$108,733

### Giving for Good

Monthly donations to assist local non-profit organizations to improve the lives of people right in our neighborhoods. When we work together and help support our neighbors, we are making change in the world.

AVERAGE NUMBER OF PARTICIPANTS

## 2,584



### Real Kids Wear Pink for The American Cancer Society

For the entire month of October, SEFCU embraced all things pink to celebrate and support **Real Kids Wear Pink and Breast Cancer Awareness** to build a future free of cancer.



### REAL KIDS WEAR PINK

Funds were collected from participation in **Making Strides** events and **Team Determination, Retail fundraising**, and **additional activities**.

## \$49,244

### Retail Campaigns

SEFCU members love being part of the giving and the movement to help people when they need it the most.

GOALS!

### Holiday Sharing

Since 1991, **SEFCU's Holiday Sharing Program** has helped many individuals and families – and 2021 was bigger and better than ever before. Thanks to the incredible generosity of SEFCU members and employees.

## \$235,693

was raised to impact **3,500 PEOPLE ACROSS 75 ORGANIZATIONS**



### American Heart Association

SEFCU partners with the **American Heart Association** all year long to raise funds and heartbeats with information and activities to encourage positive habits that help reduce the risk of heart disease and stroke. Funds were collected from team participation in **Heart Walk** and **CycleNation, Retail Disc fundraising**, and **various other activities**.

## \$58,733



## \$58,036

- Heart Discs: \$16,417
- RKWP Wristbands: \$24,915
- Holiday Discs: \$12,968
- Coin Sorter (Oct-Dec): \$3,736



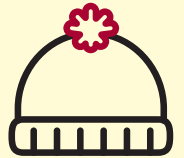
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# Donations

**Code Blue:** For the third year in a row, SEFCU conducted a winter needs assessment to identify organizations' needs during the difficult, cold, and brutal winter months. As a result, **more than \$50,000** in emergency supplies were provided to **15 homeless and family crisis shelters** across the state. Supplies included cot-sized fleece blankets, winter coats, socks, hats and gloves, clothing, hand warmers, lip balm, and additional personal care items and protection equipment.



**\$52,647**



**Summer Essentials:** The Summer Essentials Program distributed **more than \$25,000** of personal care items, underwear, assorted clothing, bedding, sunscreen, cleaning supplies, and other items to the 11 organizations. Plus, SEFCU employees jumped at the chance to help sort and deliver the items!

**\$25,066**

**Sharing the Love:** During each quarter of 2021, **Giving for Good** members had the opportunity to select a nonprofit organization to receive a donation. The largest vote was in February with **\$25,000 being** distributed across **12 organizations**. The next three vote opportunities awarded **a total of \$11,000** across **seven organizations**.



**\$36,000**



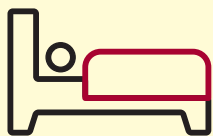
**Summer of Luvs:** Diapers are always in need! Mainly because assistance programs do not provide adequate funds or funds are restricted to exclude diapers. With a goal of improving leak guards and preventing wetness over the summer, SEFCU's **Summer of Luvs** swaddled out the season with **\$20,000 in absorbent protection** to **10 organizations** in SEFCU service areas.

**\$20,000**

**Care Baskets:** SEFCU volunteers assembled and delivered **more than 300 care kits** to support adults and children at **Unity House Domestic Violence Services**, residents at **S.H.I.P., Albany Housing Coalition, Circles of Mercy**, and the **Western New York Law Enforcement Helpline**. Kits were packed full of supplies and personal care items.



**\$13,006**



**Renovate That! Projects:** Partnering with **Sleep in Heavenly Peace** and **YWCA-GCR, CEO**, and **S.H.I.P.** in 2021, SEFCU employees built and assembled beds, and renovated a playground, and garden/outdoor spaces.

**\$9,907**

**Shop and Drop:** To further support those needing food assistance in Albany's South End neighborhood, SEFCU employees volunteered for **Shop and Drop** opportunities to bring groceries to two new self-service style cupboards established outside of the South End Children's Café. The cupboards provide new, unopened, non-perishable food items that do not require refrigeration and employees took turns stocking the cupboards for **24 months**.



**\$8,950**



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# Organizations Supported

Organization	Region	Organization	Region
A Room to Heal	Binghamton	Giffen Memorial Elementary School	Capital
Albany Housing Coalition Inc.	Capital	Girls Inc at YWCA	Syracuse
American Cancer Society	Capital	Henry Johnson Charter School	Capital
American Heart Association	Capital	Hope 7	Capital
Arbor Hill Elementary School	Capital	IPH	Capital
ARC of Onondaga	Syracuse	Johnson City School District	Binghamton
Ben's Builders	Capital	Joseph's House & Shelter	Capital
Big Brothers Big Sisters of the Capital Region	Capital	Jowonio School	Syracuse
Boys and Girls Club of Schenectady	Capital	Mom Starts Here	Capital
Boys and Girls Club of the Capital Area	Capital	Mothers & Babies Perinatal Network	Binghamton
Brookside Elementary School	Binghamton	NeighborWorks Community Partners	Buffalo
Broome County Department of Social Services	Binghamton	Northern Rivers Family of Services	Capital
Buffalo Center for Arts & Technology	Buffalo	P.U.N.T. Pediatric Cancer Collaborative	Buffalo
Buffalo City Mission	Buffalo	PEACE Inc.	Syracuse
Building on Love	Capital	Pinnacle Community Services	Buffalo
Capital City Rescue Mission	Capital	Raindrops Closet	Capital
Carroll Hill Elementary School	Capital	Rescue Mission of Binghamton	Binghamton
Catholic Charities Care Coordination	Capital	Rescue Mission of Syracuse	Syracuse
Catholic Charities Disability Services	Capital	Response to Love Center	Buffalo
Catholic Charities Housing Office	Capital	Roberson Museum - Home for the Holidays	Binghamton
Catholic Charities of Broome County	Binghamton	Rosie's Love	Capital
Catholic Charities of Buffalo	Buffalo	Saddlewood Elementary	Capital
Catholic Charities of Onondaga	Syracuse	Saint Paul's Center	Capital
Catholic Charities of Saratoga, Warren, and Washington Counties	Capital	Samaritan Center	Syracuse
Center for Disability Services	Capital	Shelters of Saratoga	Capital
CEO	Capital	Sheriff's Homeless Improvement Program (S.H.I.P)	Capital
Chadwick Residence, Inc.	Syracuse	Skidmore Cares Foundation	Capital
Charlotte Valley Central School	Capital	Sleep in Heavenly Peace	Capital
Chenango Forks Elementary School	Binghamton	South End Children's Café	Capital
Children's Consortium	Syracuse	Southern Tier Independence Center	Binghamton
Children's Home of Wyoming Conference	Binghamton	Southern Tier Veterans Support Group	Binghamton
CHOW	Binghamton	Special Olympics New York	Capital
Circles of Mercy Inc.	Capital	St. Anne Institute	Capital
City Mission of Schenectady	Capital	St. Luke's Mission of Mercy	Buffalo
Clear Path for Veterans	Syracuse	The Enlightenment Bookstore & Literary Arts Center	Buffalo
Compass House	Buffalo	Theodore Roosevelt Elementary School	Binghamton
Danielle's House of IPH	Capital	Unity House of Troy	Capital
Donnelly Elementary School	Binghamton	Valley Community Association	Buffalo
Elmcrest	Syracuse	Vanderheyden	Capital
Emerson Middle School	Syracuse	Vera House	Syracuse
Equinox, Inc.	Capital	Western New York Heroes	Buffalo
Family Enrichment Network	Binghamton	Western New York Law Enforcement Helpline	Buffalo
Family Help Center	Buffalo	Wildwood Programs	Capital
Feed Our Vets	Syracuse	Windsor School District	Binghamton
Floyd Bell Elementary School	Binghamton	Women's Opportunity Center	Syracuse
Fold of Honor	Capital	Young Wonders (YWCA)	Binghamton
Food Pantries for the Capital District	Capital	YWCA of the Greater Capital Region	Capital
Gateway Longview Inc.	Buffalo		

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