

Community Involvement Policy

SouthWest Community Credit Union strongly believes in giving back to the communities that support us as their local credit union. Our community involvement goal is to reach further into our field of membership and have the most positive impact possible on the communities and members we serve.

Our primary charitable purpose is to support our foundation: the We Promise Foundation®. This foundation is dedicated to making dreams come true for children struggling with degenerative, life-threatening, debilitating or chronic illnesses, or those facing tremendous hardship. The foundation provides funding within the communities the credit union serves with a single goal: to put a smile on a child's face.

Even though many of our charitable activities are dedicated to The We Promise Foundation, we will consider providing support to other organizations and causes. This is accomplished through our Community Action Response Team (C.A.RE. Team). The C.A.RE. Team is a volunteer network of dedicated employees—who plan and organize our community service activities and rally their co-workers to participate.

Below are some basic guidelines that SouthWest Community follows for making donations, though exceptions may be made in the case of a special need or opportunity.

Guidelines

1. SouthWest Community may make contributions of employee time, premiums, property, or monetary donations.
2. Our primary focus on monetary charitable contributions will be to those organizations, events, projects, and programs that adhere to the credit union's philosophy of building valued relationships.
3. Our focus for community events will be to organizations/events that will provide us with high visibility and generate positive goodwill/publicity for the credit union within that community.
4. For contributions/involvement to be considered:
 - a. Requests for monetary donations must be in writing and submitted to SouthWest Community. It must be a local civic, charitable or academic non-profit organization/event.
 - b. local organization will have its membership and operations within SouthWest Community's field of membership. This may include local chapters of national organizations.
 - c. Organizations, projects or events must provide a significant benefit to a considerable portion of SouthWest Community's membership and/or communities within which they live.

- d. Organizations, projects or events must be of interest to our staff and members.
 - e. Preferably, it will provide a benefit to SouthWest Community through positive publicity and community good will.
5. Examples of acceptable organizations that we may support include:
- a. American Cancer Society
 - b. United Way Dixie
 - c. March of Dimes
 - d. The Foundation of DRMC
6. These contribution requests will not be considered:
- a. Organizations or causes that do not impact the credit union service area.
 - b. For-profit organizations.
 - c. Donations for individuals, except in rare instances such as personal or family disaster. Examples that will not be considered: trips, beauty pageants, livestock raising, etc.
 - d. Charity-only requests.
 - e. Religious or church organizations, except for specific humanitarian missions. Because our members have diverse spiritual backgrounds, it is very difficult to contribute equitably.
 - f. Political/partisan endorsements.
7. Certain organizations may be “grand-fathered” that no longer fit within our criteria if it is determined to be of continued value for our support.
8. Monetary contribution requests must be approved by the Marketing Director or the Executive Management Team.

Community Involvement Request Procedure

When approached with a request for support within the branch, staff should refer individuals to the Marketing Director or a member of the Executive Management Team. In the event the organization does not have written information describing their mission and/or sponsorship opportunities, a “Request for Credit Union Contributions” must be completed by the organization and forwarded to the Marketing Director at the Administration Office. Staff should not agree to Credit Union support prior to marketing or management approval.

Visit We Promise Foundation's Website today www.wepromisefoundation.org to see how you can help "put a smile on a child's face by making their dreams come true."