

2022 COMMUNITY IMPACT REPORT



KeeslerFederal
CREDIT UNION

Federally Insured by NCUA

Building Better Communities Since 1947



Keesler Federal Credit Union has always viewed our commitment to giving back to the communities we serve as an important extension of giving back to our members.

These are the places members like you and our more than 800 employees call home. It is where we do business and are proud to have planted roots. The people in these communities are our neighbors, friends, family, and colleagues. By investing resources, time, and talents to make a meaningful, positive difference for all who live and work in our communities, our members benefit as well.

In 2022, the Keesler Federal Board of Directors expanded upon the credit union's 75-year legacy of community giving by establishing a formalized Community Giveback program to broaden our reach and maximize impact. We are proud to present the results of this banner year, in partnership with our members and the extraordinary communities throughout our service footprint.

Local Groups

Throughout the year, hundreds of donation and sponsorship requests are granted to support non-profit organizations and events that positively impact the communities we serve.

\$226,500

339

organizations

**Donation and
Sponsorship Requests**



"Strong, vibrant, thriving communities translate into a better standard of living and greater opportunities for everyone – members and nonmembers alike."

– James Hollingsworth, Chairman, Board of Directors

Children

We care deeply about the wellbeing of vulnerable children in our communities and partner organizations such as Make-a-Wish Foundation, CASA (Court Appointed Special Advocates), and Kinship Navigator Program to make a difference in their lives.



\$10,000



holiday toy drive

**CASA and Child
Advocacy Centers**

\$100,000

**Kinship Navigator
Program**

\$255,426

**for 3,000
duffle bags**

CASA



\$65,000

Make-a-Wish Sponsorship



Education

Introduced in 2019, Backpacks for Bright Futures eases the financial burden for families and teachers, while helping to ensure kindergarteners begin their educational journeys on an equal footing.

\$590,227

14,800 students

187 schools

in **26** school districts

Backpacks for Bright Futures



**Together, we envision, empower,
enrich, and excel.**

Veterans

We are proud to honor and assist local veterans and families of fallen service men and women through sponsorships and donations to causes such as the Combat Wounded Veterans of South Mississippi, Gold Star Families, and R3SM (Recover, Rebuild, Restore Southeast Mississippi).

\$150,000



**Gold Star Family
Memorial New Orleans
Monument**

\$100,000+
raised



**Eagles Under the Oaks
Golf Tournament**

\$200,000

**Veteran
Families'
Home
Repair
Support**



Neighbors

From recognizing the dedication of first responders, spreading seasonal cheer within the community, or revitalizing a neighborhood gathering space, our diverse initiatives make a difference for many.

\$6,500
65 recipients

**First Responder of
the Year Awards**



820 gift cards
at **\$75** each

Bit of Joy



\$7,900
**playground
swing set**

Adopt a Neighborhood



OUR PURPOSE

TO BUILD A BETTER

Community

One member

One relationship

One financial solution at a time



Extraordinary Communities – Powered by You and Keesler Federal Credit Union



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