

PEOPLE Matter



NWGACU in
the community



NORTHWESTGEORGIA
CREDIT UNION

1307 Redmond Road, Rome, Georgia 30165

[P] 706.291.9290 [F] 706.235.4365

1311 Dean Avenue, Rome, Georgia 30161

[P] 706.802.0030 [F] 706.802.0047

www.nwgacu.org

Northwest Georgia Credit Union Community Relations Guide

As a financial cooperative that is committed to living out the generous spirit of the credit union industry, Northwest Georgia Credit Union believes that community partnership is powerful. The credit union motto of “People Helping People” drives us to actively enrich the lives of people in the Greater Rome community. For this reason, we are dedicated to a focused mission of giving back to those who support us through our PEOPLEMatter initiative. Through charitable donations, sponsorships, community initiatives, and employee volunteerism, NWGACU passionately seeks opportunities to help organizations and non-profits in our community that focus on the causes that matter to our members, Sponsor Employee Groups, employees, and volunteers. These causes are **education, financial literacy, children, and health.**

Level One Causes

Level One Causes receive the most attention because they are most directly related to our stakeholders and the NWGACU brand. Level One Causes receive monetary donations, in-kind support, special projects, and paid employee volunteerism.

Education

NWGACU is the educator’s credit union, and we have a long history of being a champion of local schools. Therefore, we directly support:

- Rome-Floyd Communities in Schools
- Floyd County Schools
- Rome City Schools
- Local Private Secondary Schools: Saint Mary’s School, Unity Christian School, Darlington School, Berry Elementary & Middle Schools
- Local Colleges: Berry College, Shorter College, Georgia Highlands College, Coosa Valley Technical College

Specifically, we are Partners in Education/Business Partners with the following schools and therefore support these schools in a more prominent manner:

- East Central Elementary School
- Garden Lakes Elementary School
- North Heights Elementary School
- Rome Middle School
- Pepperell High School

Additionally, NWGACU offers **two annual \$1,000 college scholarships** for members who are high school seniors attending college in the fall. These scholarships are the Tom Nunn Memorial Scholarship and the Progressive Leader Scholarship. Applications are made available every February, and winners are announced no later than May.

Financial Literacy

NWGACU believes that credit unions, by our very nature, have a social responsibility to be an advocate for financial literacy. We actively teach personal finance skills in the following ways:

- learn.grow.:** This is our personal finance educational program for classrooms. We have curriculum and related materials, which we teach in local classrooms K-12 at no cost. We also provide online resources for teachers and students. All curriculum is tied to the appropriate Georgia Performance Standard(s) in order to help teachers meet the expectations that are placed upon them.

- learn.grow. in the workplace:** We teach topical personal finance lessons on site at our Sponsor Employee Groups at no cost. Lessons are designed to fit within a lunch hour.

Level Two Causes

Level Two Causes receive focused attention through monetary donations, in-kind donations, and special projects. Level Two causes usually do not receive paid employee volunteerism/work release.

Children

As a family-oriented environment, local organizations that help children are of great importance to us. Specifically, we support the following non-profit organizations that work entirely or largely on behalf of children in the Greater Rome community

- The Open Door Home:** This local non-profit provides emergency and extended care to children under 18 years old who are neglected or abused.

- The United Way of Rome-Floyd County:** Our local United Way works to advance the common good. One of their three strategic areas of emphasis is supporting local agencies that help children achieve their potential.

Health

A significant portion of NWGACU's members are employed in local hospitals or small medical practices. Because healthcare matters to our members, and because we believe that everyone deserves a helping hand, NWGACU actively supports **The Free Clinic of Rome**. The clinic is a non-profit that provides free, quality healthcare to the uninsured in the Greater Rome community.

We also enthusiastically support **women's health**, including issues such as breast cancer. NWGACU is a predominantly female work environment, and the issue of women's health is near to our hearts.

Level Three Causes

NWGACU will consider supporting **other local non-profits or civic organizations** through monetary or in-kind donations. When deciding whether to support such an organization, the following guidelines are used:

- Organizations, projects, or events pertaining to the causes of education & schools, financial literacy, children, or health are given preference.

- The organization, project, or event must be of significant interest to our stakeholders, including members, employees, Sponsor Employee Groups, or volunteers.

- The organization, project, or event must be local to the Greater Rome community, and the majority of the donation must be used within the Greater Rome community. National organizations with local chapters will be considered.

- Organizations, projects, or events that provide high visibility and generate positive goodwill for NWGACU will be given preference.

Additional Information

The following are ineligible from receiving monetary donations through NWGACU:

- Individuals, though we reserve the right to support a specific member in need through employee contributions
- Athletic sponsorships for individuals or teams
- School clubs—it is difficult to equitably contribute in this area, given our support for every school in the community.
- School fine arts programs—much like school clubs, it is difficult to equitably contribute.
- Fraternities or sororities
- For-profit organizations
- Political organizations or candidates for public office. The only exception is our support of the state and national Credit Union Political Action Committee.
- Religious or church organizations, except for specific humanitarian missions. Our membership has a diverse spiritual background, and equitable contribution to each is difficult.
- Organizations that are located outside of the Greater Rome community or organizations that send the majority of funding outside of the community.

Sponsorship of community events for a predominately marketing purpose are considered separate from our PEOPLEMatter initiative and the contributions budget.

To be considered for credit union contributions of any kind, please complete the attached Request for Contributions form.

Request for Contributions

As a financial cooperative that is committed to the generous spirit of the credit union industry, Northwest Georgia Credit Union believes that community partnership is powerful. The credit union motto of “People Helping People” drives us to actively enrich the lives of people in the Greater Rome community through our PEOPLEMatter initiative. We have established a Community Relations Guide that thoroughly describes the causes we support. After reading the guide, if you feel that your cause may qualify to receive contributions from Northwest Georgia Credit Union, please complete the following and return with any supporting documents.

Organization _____

Contact Person _____

Telephone Number _____ Email Address _____

Organization Address _____

1. What is your organization's purpose?
2. What type and what amount of contribution is being requested? When do you need the funds?
3. How will you use the funds?
4. Who is your target market for this event or project?
5. Who is the beneficiary of your services? Where are they located?
5. What are the plans for publicity for this event or project, and how will NWGACU be included?
6. Who are the other supporters of this event or project?