

# HELLO NEIGHBOR



YEAR 2021

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IMPACT REPORT



"No dream is too big, and no act of kindness is too small. Providing support to our neighboring communities is an investment Altura will always make."

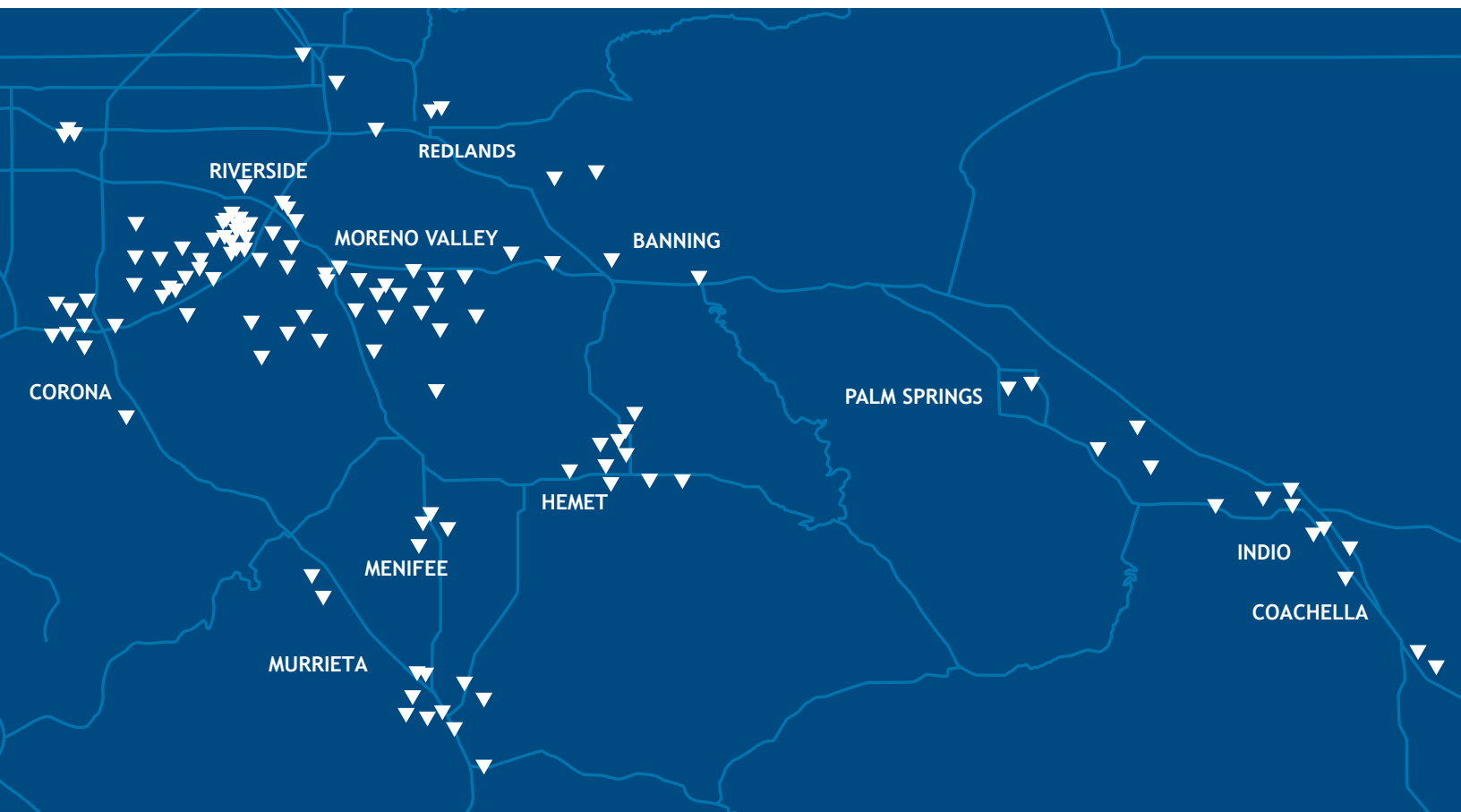
- Jennifer Binkley-Heiting

Since 1957, Altura Credit Union has been dedicated to serving the communities of Riverside County. With over 166,000 Members and 20 branches, we are committed to enriching the lives and empowering the dreams of our Members, communities, and employees. When you choose to be a Member, you're choosing to make a difference in your own backyard. We know how important it is to be there when it matters most, and we collectively choose to make every decision with the purpose of bettering the lives around us. Altura is so much more than a financial institution; we're an institution that bridges community, care, people, and finances. To us, you're more than a number; you're our family, our friend, and our neighbor.

**Jennifer Binkley-Heiting**  
Chief Executive Officer

# ORGANIZATIONS ALTURA CARES DONATED TO IN 2021

ABC Hopes	Hemet Salvation Army	Riverside Arts Academy
American Heart Association	Herencia Mariachi Academy	Riverside Community Health Foundation
American Red Cross	Hillcrest High School	Riverside Council PTA
American Youth Soccer Organization	Hispanic Lifestyle	Riverside County Bar Association
Animal Friends of the Valleys	Inland Empire Concerned African American Churches	Riverside County Office of Education
Assistance League of Riverside	Jamboree Housing Corporation	Riverside County Works
Autism Society	Jurupa Valley Chamber of Commerce	Riverside Day of the Dead Festival
Banning Chamber of Commerce	JW Vines Medical Foundation	Riverside Juneteenth Celebration Foundation
Big Brothers Big Sisters	Kevaworks	Riverside Law Enforcement Appreciation Committee
Bob Hope USO	Koreatown Youth and Community Center	Riverside Meals on Wheels
Boys & Girls Clubs of America	Latino Network	Riverside Medical Clinic Foundation
California League of Middle Schools	LGBTQ+ Center of Riverside County	Riverside Philharmonic
CCUL-PAC	Loma Linda Academy	Riverside Police Officers' Association
City of Norco- Parade of Lights & Christmas Festival	Loving Me 1st	Riverside Sheriff's Association
City of Riverside- RAW Program	March Field Air Museum	Riverside State of the City
City of San Jacinto- Community Garden Project	Marthas Village & Kitchen	Riverside University Health System
Club Rotario Sin Fronteras	Mary S. Roberts Pet Adoption Center	Road to Nature
Coachella Valley USD	Menifee Girls Softball	Rotary Club Moreno Valley
Community Health Systems- Moreno Valley	Miracle and Dreams Foundation	Rotary Club Murrieta
Corona Chamber of Commerce	Moreno Valley Chamber of Commerce	Route 91 Candle Light Vigil
Corona Police Community Partnership	Moreno Valley Diamond Girls Softball Association	Sandals Church Woodcrest
Council of Korean Americans	Moreno Valley Education Foundation	Smiles for Seniors Foundation
Damand Proskills International	Moreno Valley USD	Special Olympics
Desert Recreation Foundation	Murrieta/Wildomar Chamber of Commerce	Student of the Month Program
Dynasty Athletic Association	My City Youth Center	Temecula Valley Symphony
El Grito De Independencia Festival- Moreno Valley	My Learning Studio Outreach	The Cheech Center
Evergreen Memorial Historic Cemetery	National Alliance on Mental Illness	The Terri Neve Foundation
Find Food Bank	Nehemiah Charitable Fund	Tri-County Chapter
Friends of the Woodcrest Community Library	OneFuture Coachella Valley	UCR
Galilee Center	Orange County Korean American Bar Association	UCR- Athletics
Generation Z Heroes	Palm Springs Opera Guild of the Desert	UCR- Citizens University Committee
Giving 365	Passion to Love and Care Ministry	United Way Greater Diamond Valley
Good Morning Corona	Pastor Hawkins Toy Drive	US Vets Inland Empire
Greater Coachella Valley Chamber of Commerce	Peppermint Ridge	Valley Restart Shelter
Greater Coachella Valley Hispanic Chamber of Commerce	Rebirth Homes	Valley View High School
Greater Palm Springs Pride	Redlands Jr. All American Football League	Walk to End Alzheimer's- Inland Empire
Greater Riverside Chamber of Commerce	Richard Myles Johnson Foundation	WCMS Alumni Association
Greater Riverside Hispanic Chamber of Commerce	Riverside Art Museum	
Hemet / San Jacinto Chamber of Commerce	Riverside Art Museum	



# HELLO EASTVALE!

In celebration of and leading up to our Eastvale branch opening in October, we led a variety of local outreaches. At the official grand opening, we greeted members with Krumbles Cookies and Palo's Tacos, both local vendors and Altura Members.

50  
\$50 gift cards  
handed out to  
Stater Brothers  
Market  
patrons



Gifted  
In-N-Out and Eastvale  
Fire Department  
employees Starbucks  
gift cards



Surprised  
In-N-Out drive  
thru customers  
with \$15 gift  
cards



Just south of  
Eastvale, we hosted a  
booth at the Norco Boots in  
the Park country concert series. The  
exciting event drew in nearly 30,000  
patrons, allowing us to connect with  
a large number of locals. We handed  
out over 8,000 promotional items  
and interacted with nearly 100  
Members, gifting each of them  
with \$20 gift cards.





# IN THE COMMUNITY



## LITTLE FREE PANTRY

### RIVERSIDE

Altura Cares was proud to partner with the City of Riverside on their little free pantry program. The Little Free Pantry is helping neighbors feed neighbors. They provide a resource to community members who are experiencing food insecurity as well as provide an opportunity for neighbors to help neighbors by way of donating non-perishable food and personal items. In March, Altura Cares partnered with community member Sharon Dodgson to assemble the pantry located at her residence. We will continue to provide donations to keep her pantry fully stocked by accepting community donations at our Magnolia location.



## ROOTED IN NATURE FESTIVAL & GOLF TOURNAMENT

### MURRIETA

Altura was proud to sponsor the Rooted in Nature Craft Beer Festival, benefiting the Santa Rosa Plateau Nature Education Foundation. The Altura Cares team, along with Murrieta Branch Managers, hosted a table at the event which brought in over 2,000 local attendees. Business Development also hosted a table at the corresponding golf tournament that was held on October 15th.





## ROUTE 91 CANDLELIGHT VIGIL

### CORONA

Altura Cares sponsored and participated in the Route 91 Vigil hosted by KFROG. The event honored the 58 lives lost in the tragic Route 91 shooting. Altura Cares provided candles to the 150+ patrons in attendance and had blankets and stress hearts available.



## RANDOM ACTS OF KINDNESS WEEK

### INLAND EMPIRE

In celebration, the Altura Cares team got to work engaging in numerous charities and outreaches. We delivered floral arrangements to the Community Care on Palm nursing home, lunch to the staff of our Vons and Albertsons in-store branches, and donated food and blankets to Animal Friends of the Valley animal shelter.





## DAMAND BASKETBALL DONATION

### JURUPA VALLEY

Altura is proud to be a sponsor of Damand Basketball. Damand's mission for their program goes beyond just teaching the skills of basketball. They are relatable coaches that want to be role models and mentors for every young student athlete. Their program displays student athletes succeeding both on and off the court. They integrate sportsmanship with successful life skills, build character and most importantly have fun. They build lasting relationships with every young student athlete giving them a lifelong source they can trust in. Altura's name is proudly featured on the athlete's jerseys.





## CORONA LINCOLN BRANCH GRAND OPENING

### CORONA

The Corona Lincoln branch officially opened on September 27th, and the Altura Cares team was onsite to facilitate a welcome table, as well as hand out gift cards to shoppers at the nearby Superior Market. The Corona Lincoln grand re-opening event was held on Friday, October 15th, and featured balloon art from Altura Member Ruckus Party Design. Ruckus Party Design was also featured in our Member Business Spotlight campaign.



## LOMA LINDA'S CHILDREN'S HOSPITAL KFROG RADIOTHON

### LOMA LINDA

Altura Cares was proud to participate in this year's Loma Linda Children's Hospital / KFROG Radiothon, where we donated \$2,500. The Altura Cares team was also onsite to answer phone calls and accept incoming donations. The event raised over \$163,000 for the children's hospital.



## PALM SPRINGS PRIDE VIGIL

### PALM SPRINGS

The Altura community stretches far and wide, extending towards our inland neighbors in the Coachella Valley. This year Altura gladly sponsored The George Zander Candlelight Vigil and March, hosted by Palm Springs Pride, in an effort to combat hate crimes and propel justice efforts. The Altura Cares team was present to provide candles and other pride-themed items to patrons. We participated in a time of reflection in memory of George Zander on the 6th anniversary of the day he and Chris Zander were attacked in downtown Palm Springs.



# SUPPORTING SMALL BUSINESSES

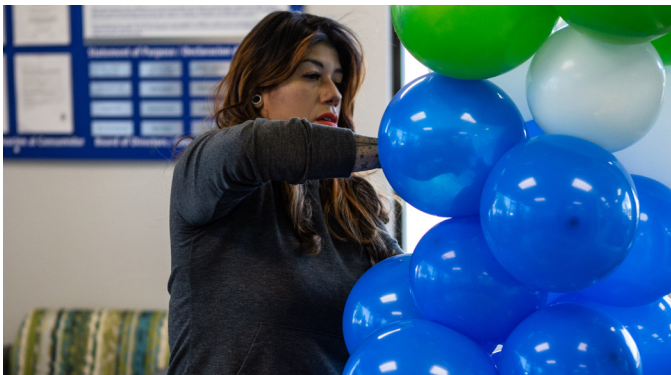
At Altura Credit Union, we love providing financial services to Member-owned small businesses. Altura Cares is committed to intentionally and directly supporting these small businesses, by purchasing and sharing their work to help establish them within our community.

## RUCKUS PARTY

Whenever a special event is in the works, we look to local businesses to help make it happen and Ruckus Party, a planning and decor company in Riverside, has been a consistent go-to.

They have been an Altura Business Member since 2003 and have assisted in launching grand openings, outreach events, and company parties. Their custom decor livens the room and brings an added layer of intrigue to any gathering, ultimately elevating the professionalism of our in-person events.

From balloon art, to backdrops, to full decorating packages, Ruckus has always proven that supporting local businesses doesn't equate to a lack in quality. They provide top-notch service every time and align with our goal to support the community. Website: [ruckusparty.com](http://ruckusparty.com)



Watch Our Video  
About Ruckus Party



## ALERO TREATS

Altura is delighted to order delicious treats from Alero for various occasions throughout the year! A 2020 Small Business Empowerment Grant Winner, Alero is a local family owned business.

Website: [alerotreats.com](http://alerotreats.com)



## KRUMBLEZ COOKIES

Altura commandeered Member Krumblez Cookies to provide baked goods for all of our Eastvale grand opening festivities. Altura prides themselves on sourcing local vendors for all grand opening festivities.

Website: [krumblezcookieco.com](http://krumblezcookieco.com)



## LINDY PARDEE ART

Altura's Send a Friend Program encourages our Members to refer their family and friends to Altura. In doing so, both the referrer and the new Member are entered into a quarterly drawing to win a hyper local gift basket. The Riverside basket entitled "Riverside and the Arts" features art from local artist Lindy Pardee.



# STUDENTS & SCHOLARSHIPS



**JADEN OH**

**GRADUATE OF:** Murrieta Mesa High School, Murrieta

**HEADED TO:** Portland State University, Oregon



**JAELYN MORAGA**

**GRADUATE OF:** Xavier College Prep, Palm Desert

**HEADED TO:** University of Madison Wisconsin



**ENRICO MILLER**

**GRADUATE OF:** California School of the Deaf, Riverside

**HEADED TO:** Gallaudet University, Washington DC



## ABOUT OUR SCHOLARSHIPS

Supporting our community is a top priority at Altura. That's why we offer a number of scholarships helping high school students pursue higher education.

We believe that the pursuit of higher education is a noble act and should be rewarded. In 2021 we committed to come alongside multiple applicants as they took the next step in their educational journey.

We offered our support not only financially, but also by encouraging applicants to continue the cycle of "giving back." By investing in local youth, we were able to make a positive impact in our neighboring communities. We are all part of one community and at Altura we recognize that the success of one leads to the success of many.

These are just a few success stories highlighting the young professionals who are growing into leaders locally and abroad.



Watch Our Video About the  
Altura Scholarship Foundation

\$810,000 In  
scholarships  
awarded since  
1993 (860  
students)

55

high schools  
represented



Graduates  
from 19 school  
districts in  
Riverside  
County

New school  
districts:  
Coachella, Palo  
Verde, Perris  
Union

54  
\$1,000  
SCHOLARSHIPS  
AWARDED







# VETERANS SERVING VETERANS

At Altura we value those who serve others, especially the men and women who have served our country through the military. Our company takes pride in having six board members on our team who are also military veterans. Those six members, while retired from military service, continue to give back to veterans and their families today through community outreach.

Their first-hand experiences allow us to better identify and contribute to the needs within our community when it relates to active-duty and veteran service members alike, as well as their families. We also strive, as a company, to provide resources that help military retirees succeed as they return to civilian life.

These are the current board members who have served our country through the military:

Joseph Calderon  
Keith Downs  
Norm Perry  
Perry Reed  
Jerry Rivera  
Alan "Stretch" Strzemieczny



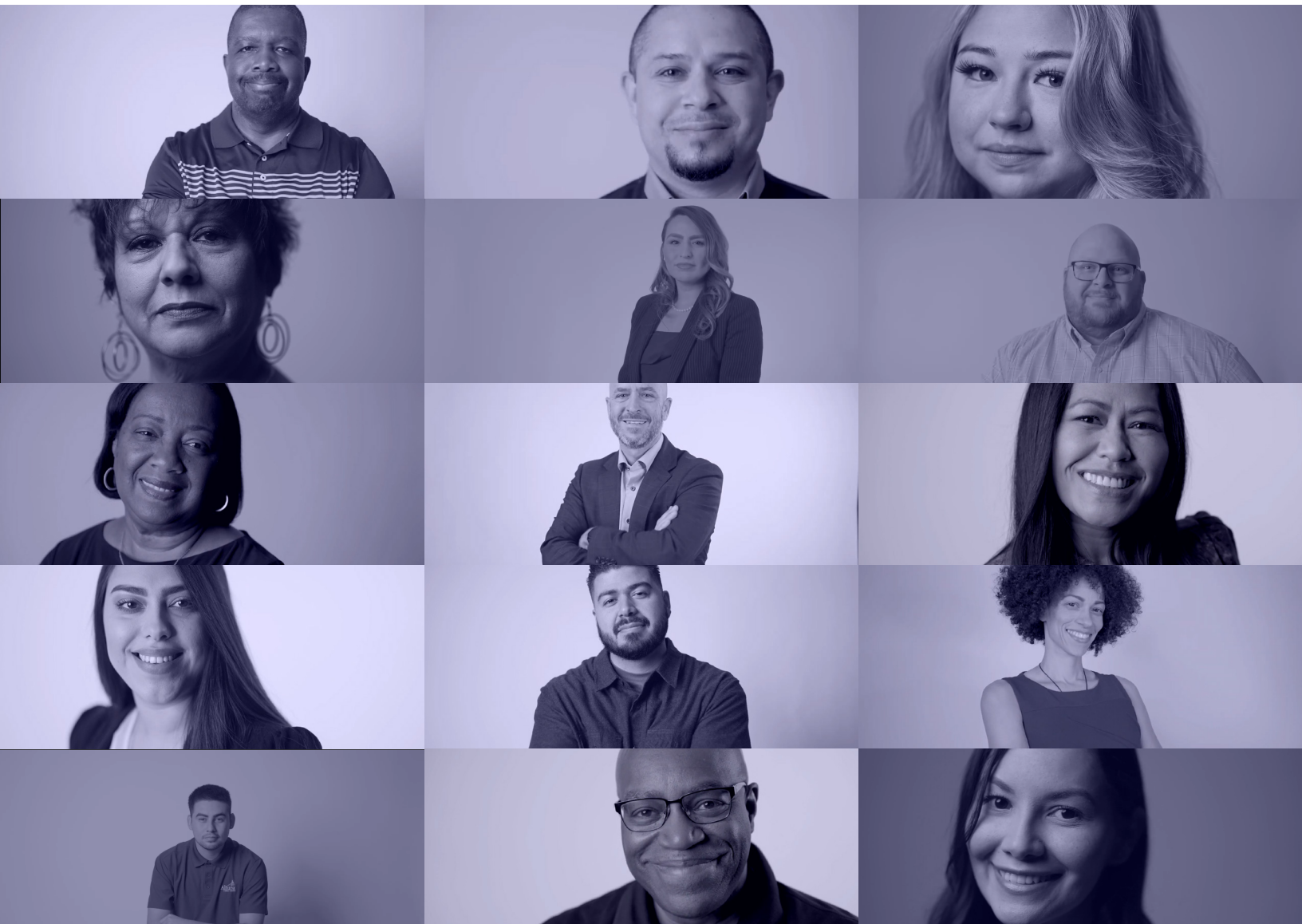
Watch Our Veteran's  
Day Video

# INCLUSION & BELONGING

The Diversity, Equity and Inclusion Initiative is a special component to Altura Cares and effects almost every facet of Altura strategy on an internal and external level. The goal is quite simple, to make Altura a space where all employees and Members feel equally welcome. Department programs include the DEI Dialogue series, which invites experts from diverse backgrounds to share knowledge to our staff about issues pertaining to race, gender, ethnicity, discrimination, history and more. Other efforts include providing resources such as a 21 Day Equity Challenge, approaching sponsorship from an equity lens and assisting in major partnerships such as the Cheech Marin Center for Chicano Art & Culture.

## YOUR STORY SERIES

To help break down the walls obstructing company culture and bond, the DEI department was also instrumental in spearheading the Your Story series, where employees were invited to share their life story in the form of a video interview. For three seasons now, about 30 Alturans have given their testimony in hopes to dispel stereotypes, assumptions and to help show that we are more alike than different.





# SPREADING NEIGHBORLY CHEER THROUGHOUT THE HOLIDAYS

Winter was far from bleak as our Altura Elves got to work spreading cheer throughout the Inland Empire this holiday season. The Altura Cares' annual Holiday Hookup program is a gift-giving extravaganza where those within our Altura community can request a personalized gift. The wishes granted were chosen based on need and our ability to complete the request. Employees were also able to submit requests for co-workers or other members as a way to "pay it forward." This season we were happily able to grant wishes to 60 Altura Members and 50 Team Members.

In addition to delivering special gifts to deserving members, our Altura Cares team revived the Edgemont Elementary family adoption program that began in 2020. Through the program, families from Edgemont Elementary in Moreno Valley were "adopted" for the season. Altura Cares team members delivered gifts and toys to the children of each selected family.

These exciting programs were just a few of the ways our company spread cheer throughout our neighboring communities. The holidays are always an exciting time and we believe everyone deserves to take part in the seasonal joy.



The 2021 year was another success for Altura Cares, as we remained committed to offering support and resources to our neighboring communities. It is through the hard work, support and dedication of the Altura family as a whole, that we are able to continue giving back. This year's summary of contributions sets the tone for an even brighter year to come.

**1,000+**  
Volunteer  
Hours  
Served

**90**  
Organizations  
Financially  
Assisted

**18**  
Unique  
Community  
Impact Events

**21,146**  
New  
Members



**SINCE 2015, TOTAL  
DONATED BACK TO  
OUR COMMUNITY:**

**\$7,850,474**

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**TOTAL DONATED  
IN 2021:**

**\$ 415,496**





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[www.alturacu.com](http://www.alturacu.com)