



Altura[®]

CREDIT UNION

YEAR 2022

Impact Report

FOLLOW US
ON OUR SOCIAL NETWORKS



www.alturacu.com



CEO MESSAGE

For 66 years, Altura Credit Union has demonstrated unwavering dedication to the communities across Riverside County. With an expansive network of over 175,000 members and 21 branches, we are steadfastly committed to fostering growth, nurturing dreams, and enhancing the lives of our Members, communities, and our Altura team members. When you join Altura, you're actively choosing to make a tangible and lasting impact in your local community. We understand the necessity of being present and supportive when it counts, and every decision we make is guided by our aspiration to improve the lives we touch. Altura is more than just a financial institution; we strive to create a powerful combination of community, individual aspirations, and financial empowerment. At Altura, you are not just a number; you are our friends, coworkers, partners and neighbors, and it is our Mission to Enrich your lives and Empower your dreams.



JENNIFER BINKLEY-HEITING

“No dream is too big and no gesture of compassion is insignificant. Altura will forever be committed to investing in the wellbeing and support of our Membership and Communities.”

ORGANIZATIONS ALTURA CARES DONATED TO IN 2022

Garvey/Allen Arts Academy
Big Brothers Big Sisters
Louie Lopez
Riverside Sheriffs Association
Riverside Chamber/Mayor
Feed My Flock Ministries
Damand Basketball
Riverside Unified
Corona Chamber of Commerce
Riverside Chamber
Rotary District 5330
Riverside African American
Wakeland Housing
Riverside Unified
Moreno Valley Diamond Softball
Riverside Police Officers Association
Eastvale Girls Softball
Childrens Miracle Network
Riverside Chamber
March Field Air Museum
Riverside Sheriffs Association
Adrian Dell & Carmen Roberts
Project Chela

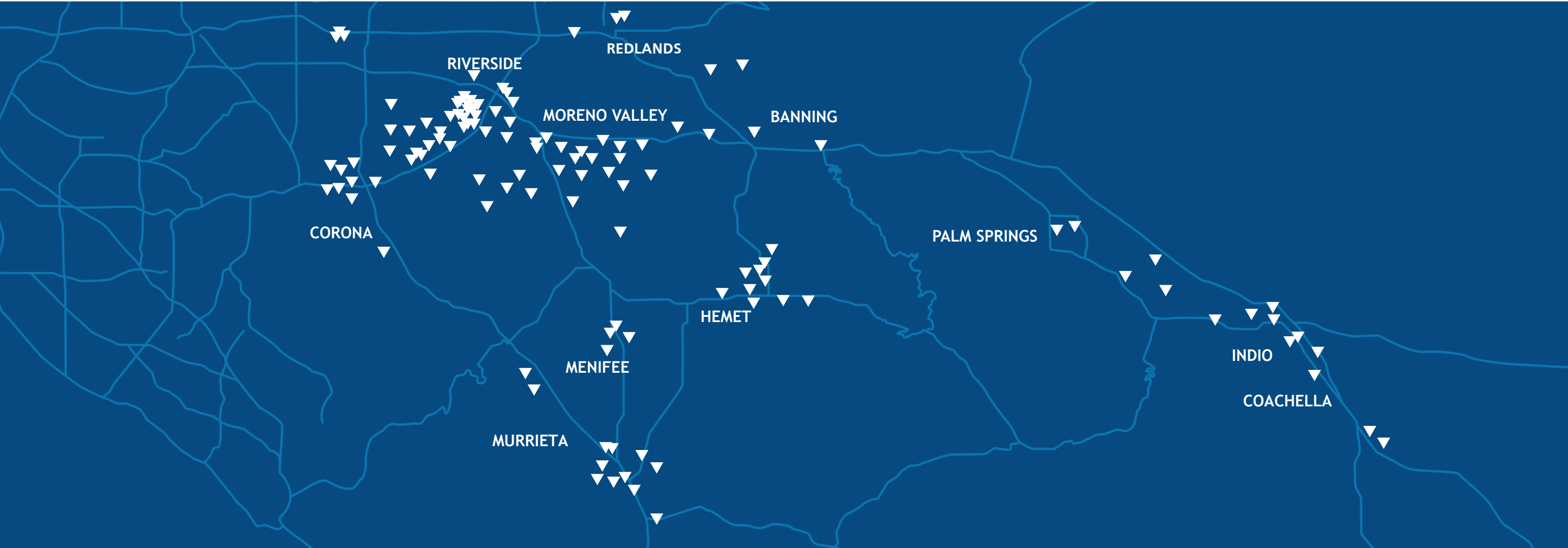
Riverside Council PTA
Moreno Valley Unified
Black Voices of the Valley
Nehemiah Charitable Fund
Desert Football Club
RivCO Dept of child services
The Unforgettables Foundation
Assistance League of Riverside
RUSD
Greater Coachella Chamber
MoVal Pony Baseball
MV Pony Baseball and Softball
RUHS
Moreno Valley Diamond Softball
Corona Chamber
Casa Blanca Home of Neighborly
Red Cross
Riverside Sheriffs Association
ABC Hopes
RIMS Avid
Banning Chamber
Pueblo Unido
Temecula Valley Chamber

Riverside Medical Clinic
Latino Network
Peppermint Ridge
Riverside Sunrise Rotary
Banning Chamber
RCOE
California Inland Empire Council
Damand ProSkills
RUSD
Valley-Wide Recreation
Starting Over Inc
Inland Empire Community Foundation
Smile for Seniors
Fair Housing Council
Hemet Unified School District
Corona Public Library
Childrens Miracle Network
Mary S. Roberts
CSUSB Police
Menifee Union School District
RCOE
San Jacinto Womens Conference
Riverside Art Museum

Riverside Art Museum
Murrieta Valley Unified
Riverside Chamber
Moreno Valley Fly Queens
Pride F.C. Limited
Moreno Valley Fly Queens
Beaumont Unified SD
Corona Chamber
Riverside County Bar Association
Hemet Unified School District
Law Enforcement Appreciation Committee
Charles A Bibbs African American Art
Jamil Dada
RCOE
Veteran Housing Alliance
Chamber of Riverside
Boys & Girls Club
Riverside LGBTQ
City of Riverside
Passion to love & Care ministry
City of Norco
Murrieta/Wildomar Chamber
Concert for Heroes
Athena Event
My Learning Studio
RUSD
Perris Union HS
Moreno Valley/Val Verde

Banning/Beaumont
Hemet/San Jacinto
Hemet Unified School District
City of Moreno Valley
Meg Christensen
Grand Terrace Youth Football & Cheer
Cheech Art Walk
Walden Family Services
Community Health Systems
Desert Sand Unified School District
Riverside Chamber
American Youth Soccer Organization
Inland Empire Community Foundation
Malhy Community Outreach
MVDGSA
MVDGSA
Mrs. B's table
Alvord Unified School District
Big Brother Big Sister
Coachella Valley Housing Coalition
Southern California Black Chamber of Commerce
Norco Mounted Possee
Moreno Valley USD Joint Leadership Summit
Valley View Aquatics Booster
Cheech Art Walk
Arlington Business Partnership
Riverside LGBTQ+
Riverside Chamber

United Cerebral Palsy
Working Dogs for Warriors
Moreno Valley Hispanic Chamber
Teen Challenge
Southwest Veterans Business Resource Center
Corona-Norco USD
Banning Chamber
Riverside Chamber
Corona Public Library
Jesus Castaned
REEF
Rooted in Nature
Riverside Community Hospital
Optimist Club of Moreno Valley
Loving Me 1st
RCOE
UCR Foundation
Civil Rights Institute
Korean Lawyers Association
Moreno Valley Education Foundation
March Field Air Museum
Riverside Sheriffs Association
Riverside Community Health Foundation
Riverside Arts Academy
National Alliance on Mental Illness
Rotary International Moreno Valley
Mrs. B's Table
Pueblo Unido CDC



BRANCH OPENINGS

RANCHO MIRAGE, CA



PERRIS, CA



SCAN TO VIEW
THE VIDEO



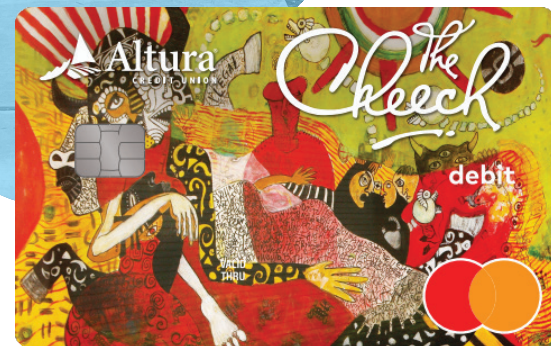
RIVERSIDE, CA

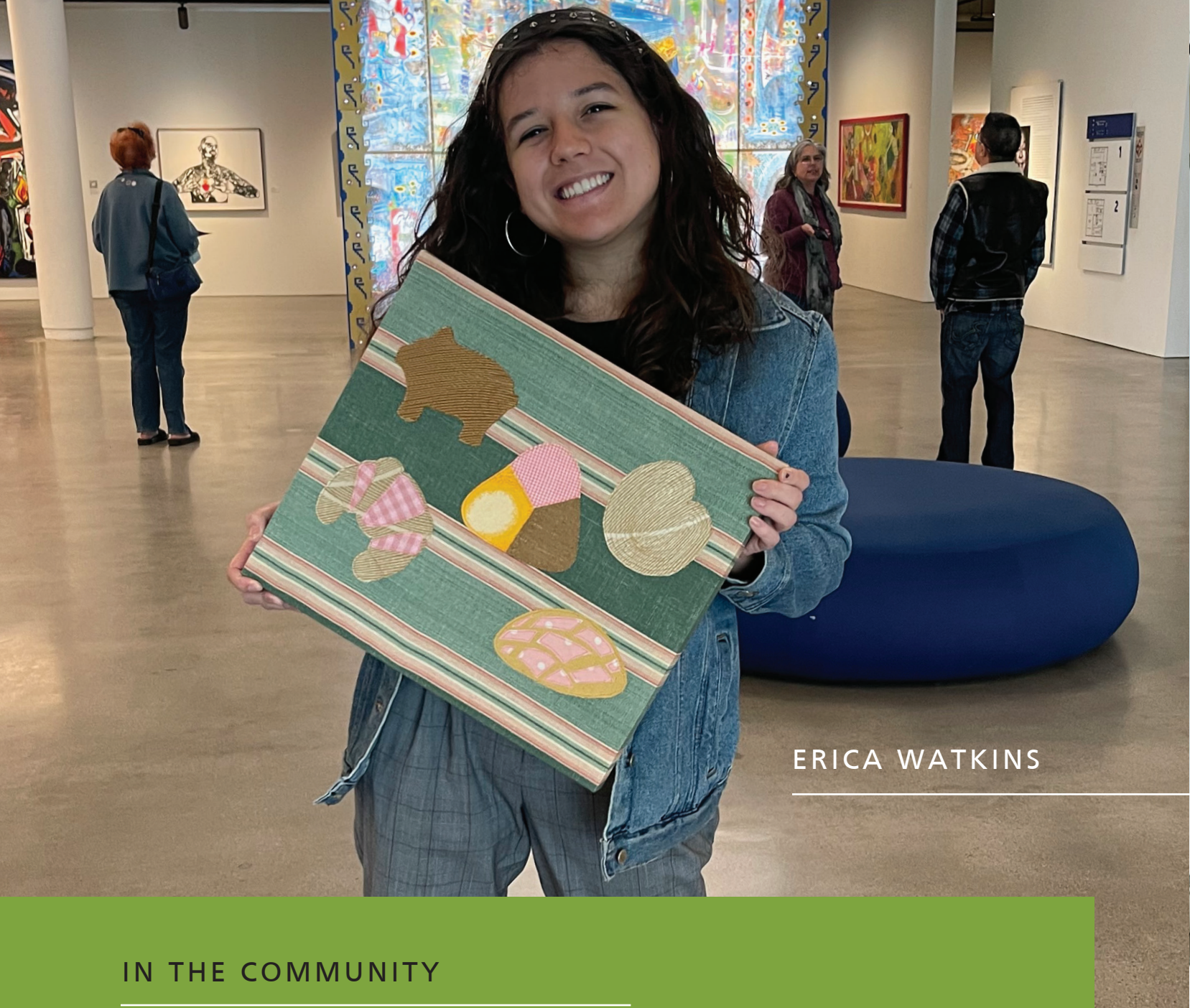
THE CHEECH MARIN CENTER FOR CHICANO ART AND CULTURE



SCAN TO VIEW
THE VIDEO

As the original corporate sponsor of the Cheech Marin Center for Chicano Art and Culture, Altura Credit Union has formed a special relationship with the museum, cultivating various programs to enhance our local community's access to art. When the Cheech opened in June 2022, the public got to witness the first manifestation of our partnership, The Altura Credit Union Community Gallery. The gallery features work from local artists. Also, during the opening ceremonies, a new Altura debit card design with Chicano art from CiCi Gonzalez, was revealed. "The Cheech Card," allows any cardholder and their guest free and unlimited entry into the museum. Other exciting engagements followed with Altura being present at the Cheech for every Riverside Arts Walk and a video series: Your Story, Voices of Impact, that has showcased local artists from the Altura gallery.





ERICA WATKINS

IN THE COMMUNITY

EASTSIDE ART HOUSE

With the partnership of the Cheech acting as a catalyst for a new creative energy within the region and Altura’s commitment to increase the public’s accessibility to art, a natural collaboration began to form with a collective of exciting young artists who form the Eastside Art House. Located off Park Avenue in the culturally vibrant, often overlooked, Eastside neighborhood of Riverside, the Eastside Arthouse is a haven for those who are determined on making art their serious occupation, not just a dream. Altura’s collaboration with the group and its founder, Juan Navarro, included actions like purchasing art from the collective and raffling it off at monthly Arts Walks in Riverside, featuring artists in multiple media across various platforms and collaborating for murals in the communities of Moreno Valley and Riverside.



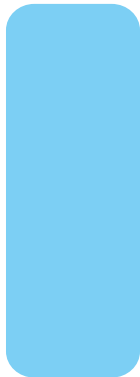
IN THE COMMUNITY

CIVIL RIGHTS INSTITUTE OF INLAND SOUTHERN CALIFORNIA

The Civil Rights Institute of Inland Southern California is an important collaboration for Altura, especially as it pertains to its growing Diversity and Inclusion initiative. Altura was an early sponsor of the space, providing the Altura Media Room for attendees to learn about and more deeply experience, the legacy of civil rights and social justice in our local region. We were also onsite for the opening of the center and have been a supporter of causes that the CRIISC has been involved in, such as the MLK Walk-a-thon, hosted by the Riverside African American Historical Society. Additionally, we have supported other entities within Mission Heritage Plaza, the mixed-use community that CRIISC is part of. These efforts include participating in the Fair Housing Conference and including vice president of the institute, Rose Mayes, into the Your Story video series.

SMALL BUSINESS EMPOWERMENT GRANTS

In 2022, the Small Business Empowerment Grant program made its triumphant return to our local community. This year the Altura Credit Foundation Awarded 5 local small businesses \$10,000 each so we can continue to support the small businesses in our local area. The winners from chosen from 47 total applicants and their grants were well deserved!



AWARD WINNERS

- COACHELLA VALLEY CRAFT
- DESERT INSIGHT FAMILY THERAPY
- FINER DIVAZ
- MERAKI PLANTS
- TABLETOPS & PROPS



PURPOSEFUL ACTS OF KINDNESS

Altura Cares celebrated Random Acts of Kindness Day by providing \$3,000 worth of \$5 gift cards to several of our branches to handout to Members. The Altura Cares team also provided gift cards to patrons of several local small businesses, such as Euro Nails and Spa which is located next door to our Canyon Springs branch.



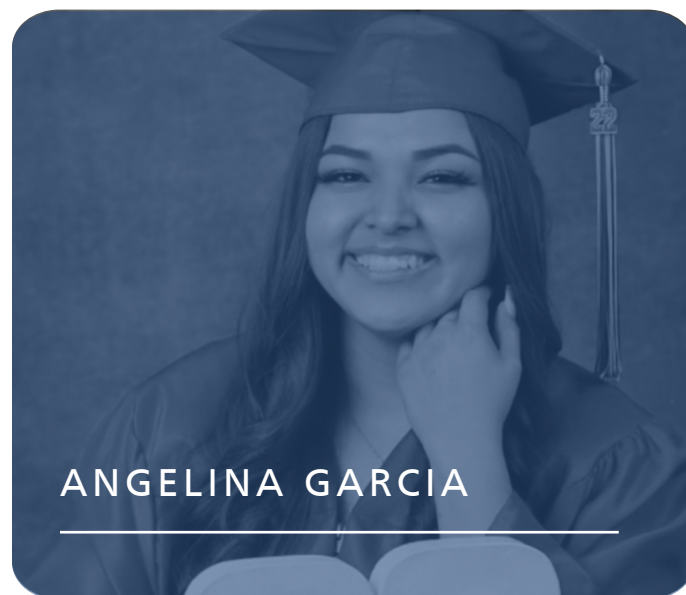
SMALL BUSINESS EMPOWERMENT GRANTS & ROUTE 30 PARTNERSHIP

Altura was proud to collaborate on a special co-branded brew with Route 30 Brewing! The brew, Hello Neighbor, is an orange wheat brewed with locally sourced oranges. A portion of all sales went to benefit The Altura Foundation and future Small Business Empowerment Grants. To celebrate the release of the Hello Neighbor brew, Altura hosted a special “Altura Night” at Route 30 Brewing, downtown location, on October 20, 2022!



A PARTNERSHIP THAT GIVES BACK

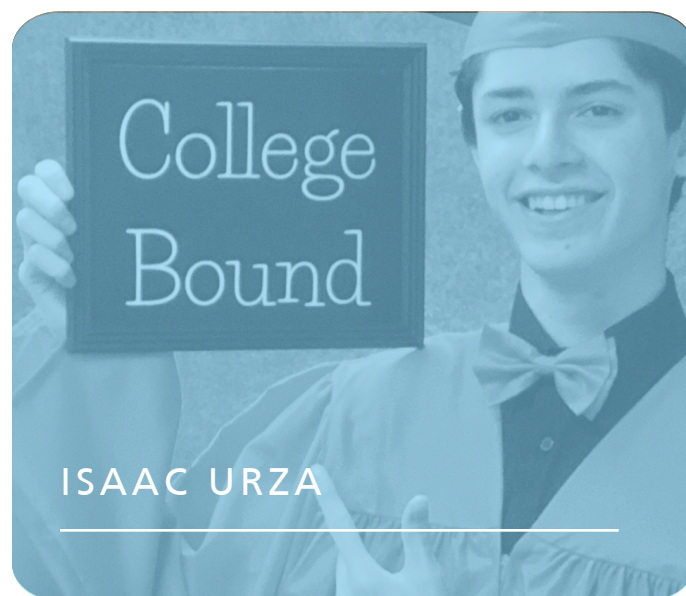
Altura partnered with SBEG 2020 recipient Route 30 to create a co-banded brew called “Hello Neighbor” and was released during our Altura Night at their downtown location. Each beer sold resulted in a portion of that purchase to go directly into next year’s funding for the new SBEG winners. Customers and Altura Members were able to purchase the drink on tap and a 16oz four pack to go. The night raised thousands of dollars for future recipients of the grant, and it all came from an original winner deciding to give back two years later.



ANGELINA GARCIA



NICOLE TIMMERY



ISAAC URZA



ISABELLA CHARD



MIKAELA STEWART



MICHELLE SERRATO

THE ALTURA CREDIT UNION FOUNDATION SCHOLARSHIP

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 2022 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.

54

\$1000
SCHOLARSHIPS
GIVEN IN 2022

\$864,000

GIVEN SINCE 1993
(914 STUDENTS)

IN THE COMMUNITY

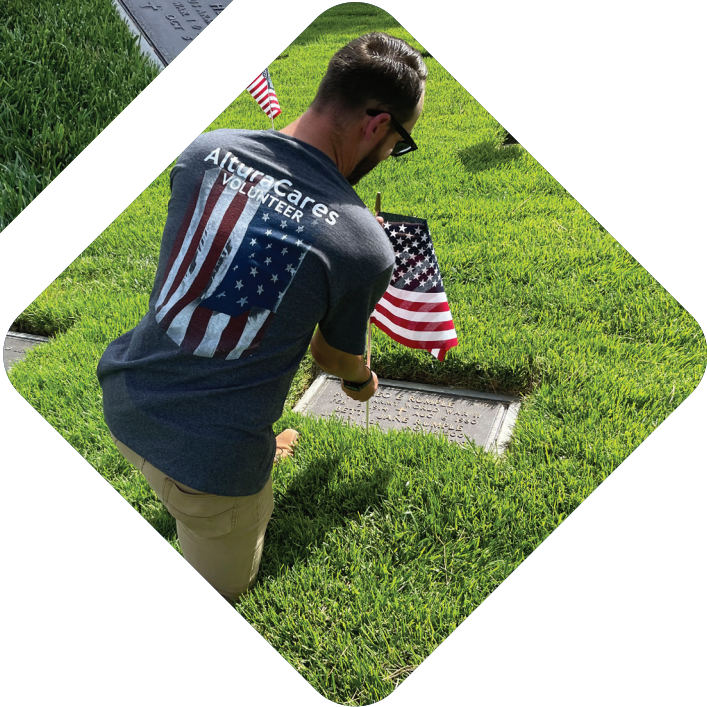
SERVING OUR LOCAL VETERANS

Every year Altura looks for new ways to support our active-duty service members and local Veterans through projects that enrich their lives. This year we teamed up with Wakeland Housing on the newly built Mission Heritage Plaza project which provides affordable housing for families and Veterans.

Altura Credit Union was proud to support the project which comprised of 72 affordable units with 25 of them being reserved for unhoused Veterans. Altura provided financial support, soft furnishings, volunteers, and welcome home baskets for the Veterans moving into their new homes.



SCAN TO VIEW
THE VIDEO



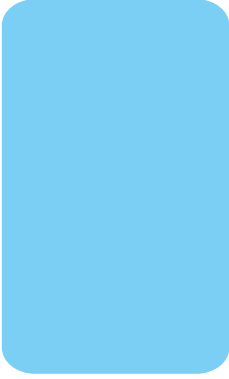
IN THE COMMUNITY

HOLIDAYS AT ALTURA

Altura Credit Union’s philanthropic and community outreach initiative, called Altura Cares, is at their busiest during the holiday season and 2022 was no exception. As a final push to make a positive impact in their community, Altura Cares was involved in several activities with non-profit organizations as well as programs they run themselves.

The Altura Cares team donated a \$500 gift card and additional snacks and groceries to a local Riverside resident named Pattie, who hosted over 100 marines staying at her house for Thanksgiving, which was the most she had since she started this tradition 3 years ago. They also donated \$3,400 in toys and monetary donations to 5 different local organizations during the holiday season. Additionally, 15 employees across 5 departments at Altura volunteered to supply Christmas gifts to 20 families and 66 children at Edgemont Elementary.

The holiday season ended with the company’s Holiday Hookup program, in which Altura Members and employees were asked to write in with the one special gift they wanted this year, whether it be for themselves or someone else. The Altura Cares team was able to gift \$20,000 in gifts for 32 Members and 45 employees. It’s the busiest time of the year for Altura Cares, but these traditions are an integral part of Altura’s efforts to give back to our local communities.



TOTAL DONATED:
\$358,570.00

SINCE 2015, TOTAL DONATED
BACK TO OUR COMMUNITY:
\$8,209,044.00

TOTAL NEW MEMBERS:
23,171

