

Mission Possible

A Quarterly Community Relations Report

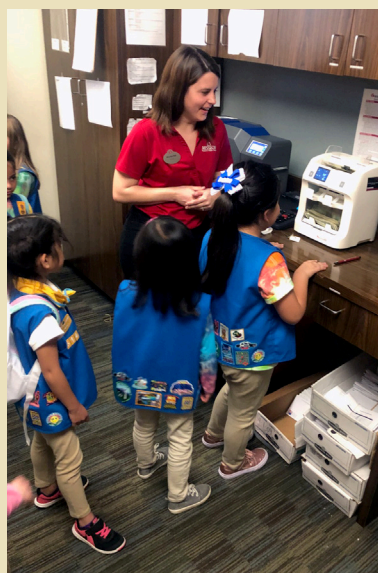
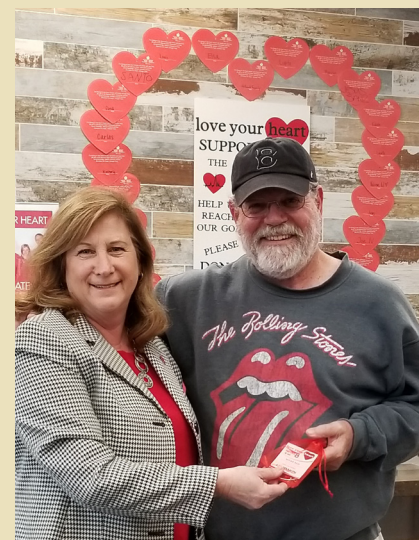
SPRING 2019

Investing in Our Shared Future

For over 57 years, Mission Fed has remained dedicated to supporting our San Diego community. Over the decades we have partnered with countless local organizations to give back and create positive experiences for all San Diegans, with the stated intent to help nonprofits and other philanthropic groups improve our community. Today, our commitment to giving back lives on through our rich partnerships with schools and over 200 nonprofit organizations directly committed to creating a healthier, stronger, vibrant and resilient San Diego County. Our ongoing drive to make San Diego not just America's Finest City, but "America's Kindest and most Purposeful Region" focuses on a variety of targeted efforts, some of which we are excited to share with you in this quarterly publication.

On a Mission to Love Your Heart

Throughout the months of January and February, Mission Fed was proud to support the fight against the number one health threat to women: heart disease. As part of our partnership with CBS 8 and The CW on their 8's **Go Red for Women**, a project benefiting the **American Heart Association San Diego Division**, and through our collaboration with radio and television media partners, the support of our members, staff and online donations, we raised **\$30,000!** Go Red's message is when we all join together, we can touch hearts, save lives and make a real difference in the battle against heart disease and stroke. You, too, can help prevent heart disease by learning your family history, understanding the risk factors and empowering yourself and your loved ones to live healthier lives. For more information about heart health, visit GoRedforWomen.org.



Girl Scout Troops Take Over

Girls seek financial confidence and knowledge to bring their personal dreams to life. **Girl Scout Troops across San Diego County partner with Mission Fed** to help scouts learn important money management skills. Mission Fed invites Girl Scout Troops to set up a troop tour and workshop at any of our 31 Mission Fed Branches where fun activities help empower the girls to set goals, create budgets, understand banking choices and even learn about saving. Tours can be customized to help scouts achieve rank-appropriate financial literacy badges, including the "Money Madness" patches for Daisies, Brownies and Cadettes. To date, thousands of local girls in kindergarten through fifth grade have earned the patch, proving that there are fun ways to bring girls together to learn about money. Learn more about Troop Take Overs and other offers unique to the Girl Scouts by visiting your local Mission Fed branch.



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It's About Life!

Calling the Giver in You



As part of Mission Fed's goal to model and inspire wellness for ourselves, our teams and our organization, the Carlsbad Branch partnered with the Carlsbad Village Association and the San Diego Blood Bank to host a blood drive on February 9. The branch served as the site for the mobile Blood Bank. Mission Fed employees and staff from local businesses stopped by to donate blood and learn about the vital role that the San Diego Blood Bank plays throughout Southern California. The units collected, including some by 18 first-time donors, will touch the lives of at least 129 people, the majority of which was provided to hospitals and patients within 72 hours. As the safety net for our regional blood needs, the San Diego Blood Bank provides more than 120,000 units of blood to patients of all ages, socio-economic levels and ethnic backgrounds throughout San Diego County.

An Impact on the Face of Men's Health

Last November, Mission Fed teammates joined the **MOvember Foundation** to make an everlasting impact on the face of men's health and partnered with FM949 and UC San Diego Health. Pledgers became MissionFedMOBros or MissionFedMOsistas and donated funds to raise awareness of prostate cancer. All also committed to encourage men to pay attention to their health, emphasizing the importance of mental health and its impact on suicide prevention, and grow 'staches to demonstrate their support of this important cause. Since its inception in 2003, millions have joined the MOvember movement, raising \$710 million to help MOvember fund over 1,200 men's health projects focusing on prostate cancer, mental health and suicide prevention.



2019 MISSION FEDERAL ARTWALK REVEALS FEATURED ARTISTS



Who's ready for the return of **Mission Federal ArtWalk**? Back for its 35th year, the art festival transforms San Diego's Little Italy into a weekend-long premier arts and culture event. Eight featured artists from among the hundreds whose work will be on display were revealed, as were new and unique elements for 2019. One example is Mission Federal ArtWalk's partnering with Rerip, a nonprofit organization that specializes in repurposing surfboards. Rerip will provide Mission Federal ArtWalk with more than 25 surfboards that will be transformed into original artwork and auctioned off at the event. By upcycling the surfboards, Rerip is fulfilling its mission of keeping surfboards out of landfills and protecting the environment. We'll see you at the festival on Saturday, April 27 and Sunday, April 28 and make sure to stop by the Mission Fed booth to enter to win artist Chris Dellorco's giclée "En Pointe!"

Exemplifying Outstanding Ethics

Through the **BBB Torch Awards for Ethics**, the Better Business Bureau® honors local businesses that demonstrate the highest ethical and customer service standards and community involvement. Mission Fed is not only a BBB accredited and A+ rated business and the 2015 and 2017 winner of the BBB Torch Award for Ethics, but also attended the 21st Annual Torch Awards for Ethics Ceremony on December 7. BBB Torch Award winners demonstrate a solid commitment to ethical business practices and service excellence and are recognized for their willingness and efforts to help ensure that San Diego consumers are treated fairly. Mission Fed continues to demonstrate service excellence every day through our people, products, and support of the local community.



SPOTLIGHT ON COMMUNITY INVOLVEMENT

Mission Fed Elves at it Again!

This past holiday season, more than 27 trees were donated across the **San Diego Center for Children's** eight program sites, delivering much needed holiday cheer to the children and families they serve. The Center's 13 on-campus living cottages were outfitted with Christmas trees and holiday décor, each with themes that the students selected: everything from superheroes to Pokémon to Nightmare Before Christmas. Moisés Barón, Ph.D., President and CEO of the San Diego Center for Children, said, "We are deeply honored that Mission Federal Credit Union has become part of the Center's holiday celebration. This donation of trees and employee volunteerism makes a tremendous difference not only for the children and teens who come to our campus every day, but most especially for those who remain with us during the holiday."



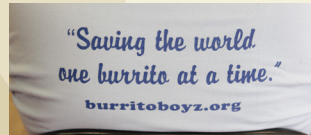
MISSION HILLS LIBRARY BOOK PASS



Our Mission Hills Branch teammates took part in one of the biggest "Book Passes" on record by joining hundreds of San Diegans along a Mission Hills sidewalk. On January 26, participants lined up shoulder-to-shoulder to pass the final 200 books from the old, now closed Mission Hills Branch Library to the brand new Mission Hills-Hillcrest Library. The grand opening of the library reflects the collaboration of the City of San Diego, the San Diego Public Library Foundation and Friends of the Mission Hills-Hillcrest Library and ensures literacy programs, advanced technology and robust collections to serve community needs.

Kids Take Action

On the morning of November 18, Mission Fed teammates joined the **Burrito Boyz** to crack and scramble eggs, assemble burritos and organize special treats for homeless in San Diego. Our time helped mark the 420th consecutive Sunday for the Burrito Boyz, and our burrito-making efforts led to over 660 warm meals, books for young and old, essential toiletries and more. The event's focus on basic human dignity and respect of those living on the fringes of society shined bright and we're proud of our commitment to support causes and programs that reflect our values. Since its first Sunday downtown serving 54 hot breakfast burritos, Burrito Boyz has now served over 207,000 hot meals!



Ramona Unified School District Donation

With Mission Fed's corporate move to its new headquarters at Horizon Center in Scripps Ranch, our facilities team was faced with the challenge of what to do with our gently-used office furniture. Lucky for us, the leaders of the Ramona Unified School District (RUSD) made for the perfect partner and their administrative office the ideal destination for the safe, functional office equipment. At their Board Meeting on January 24, RUSD thanked Mission Fed for the donation, ensuring the district's hard-earned funding remains dedicated to the students they serve. The donation is a win for Mission Fed too, helping us keep usable products and resources out of the landfill.



Dressing Down to Give a Hand Up



Just as giving of their time and talents are important to Mission Fed employees, so is giving of their treasure. Through our internal “Care Wear Program,” Mission Fed employees raise funds and awareness for local nonprofits while also having the opportunity to dress down and enjoy wearing jeans and casual attire for a \$5 donation. Last year our employees raised close to \$7,000 in funds that were donated to **Mama’s Kitchen** and **Meals on Wheels**. Mama’s Kitchen, a community-driven organization, believes that everyone is entitled to the basic necessity of life — nutritious food. Their nutrition services improve the lives of women, men, and children vulnerable to hunger due to HIV, cancer, or other critical illnesses. Since 1960, Meals-on-Wheels Greater San Diego has been delivering nutritious meals and moments of human connection to homebound seniors. Today, Meals-on-Wheels is providing two meals a day for seniors throughout San Diego County and is concentrating on expanding services to meet the needs of the growing senior population as Baby Boomers reach retirement age.

Class is Back in Session

Mission Fed’s support of our schools and teachers has been with us since our start using a borrowed desk at the San Diego County Office of Education. During the school year, in partnership with JAM’N 95.7, Mission Fed’s Class Acts recognizes the dedication and passion that teachers devote to their students’ future. Every Tuesday, the 95.7 radio station crew and Mission Fed visit a school to award a classroom a \$200 gift card and record an on-air interview focused on the teacher and their students. Thanks to a donation by Computers 2 SD Kids, some schools are also the lucky recipients of netbooks! Congratulations to all the winning teachers for their dedication to providing the educational foundation for our future San Diego community leaders. To nominate a local teacher, submit your entry via email to: communications@sdcoe.net.



Passionate About Savings

In order to create a convenient and consistent way for students to learn how to save, as well as to understand the value of money, Mission Fed created the **Mission 2 \$AVE Program**. With more than 4,300 student savers at 44 local schools, the program continues to break new ground, and on January 15 we welcomed Laurel Elementary School in Oceanside. As part of the opening celebration, Mission Fed was joined by Dr. Julie Vitale, Oceanside Unified School District (OUSD) Superintendent, school Principal Freddie Chavarria and other OUSD leaders. The Mission 2 \$AVE Program has received the prestigious Desjardins Youth Financial Education Award from the Credit Union National Association for best youth savings program and for the impact it continues to have on kids’ lives.

