



Mission Fed Launches Brand Refresh Campaign

As San Diego's largest member-owned, not-for-profit, full-service financial institution exclusively serving San Diego County, Mission Fed has launched a brand-new marketing and advertising campaign focused on the expansive philanthropy, community engagement and diversity inherent in everything we do.

We're not just in San Diego, we're part of San Diego.

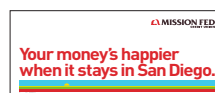
For Mission Fed, community is everything. We are deeply connected to – and passionately embedded in – the neighborhoods of San Diego. You can sum up what we do in four words: we serve our community. That has not changed since 1961, when we began at a borrowed desk at the San Diego County Office of Education to serve the financial needs of teachers. Ever since, Mission Fed has been dedicated to strengthening, enriching, and improving the communities in which San Diegans live, work and play. Our commitment to the communities of San Diego is what makes Mission Fed so successful. Our new marketing campaign is all about that commitment. We're building on the momentum and growth of our brand and reminding our 250,000-plus members, that you help support the community and hundreds of great nonprofits, just by doing your banking with Mission Fed.



The stars of our new TV commercials – Mission Fed employees!

We have a great story to tell and we're telling it to all San Diegans! Our new marketing campaign reaches San Diegans with extensive multi-media outreach, including:

- New television commercials
- Outdoor billboards
- Bus side panels and bus shelters
- Radio spots
- Extensive digital campaign



Our message is simple, focused and clear. We are here to help San Diegans and help build a stronger San Diego by giving back to our community. It's our members, like you who that make this possible, and we will never forget that.



Clear the Shelter San Diego Humane Society

Mission Fed was proud to once again be a part of this year's feel-good event on August 17: Clear the Shelters. Nationwide, NBC and Telemundo Television stations teamed up with hundreds of shelters across the country to host Clear the Shelters, a pet adoption drive, and help find loving homes for animals in need. Thanks to the love of residents from across San Diego County, more than **3,330** dogs, cats, rabbits and other shelter animals have a chance at a new life! Since 2015, more than 256,000 pets have found their forever homes across the nation.

TeamUp to CleanUp The Living Coast Discovery Center

On August 25, Mission Fed staff and their families partnered with a local radio station and the Living Coast Discovery Center on a TeamUp to CleanUp litter picking community event of the Sweetwater River Channel. The Living Coast Discovery Center is a nonprofit treasure uniquely situated on the Sweetwater Marsh National Wildlife Refuge on San Diego Bay. Over 110 volunteers dedicated their Saturday morning to clean the main channel that feeds into the San Diego Bay, ensuring that over **1,380 lbs** of debris, trash and harmful plastics were removed before they reached the bay.



Food 4 Kids San Diego Food Bank

Together with our friends at FOX 5 and the Jacobs & Cushman San Diego Food Bank, we were privileged to be a sponsor of the Food 4 Kids Backpack Program in the fight against child hunger. The Food 4 Kids Backpack Program provides weekend food packages to chronically hungry elementary school students from low-income households who are at risk of hunger over the weekend when free school meals aren't available. Throughout the month of September, red backpacks were on display at all of our Mission Fed branches and red backpack lapel pins given to anyone who made a minimum \$5 donation, the amount it takes to feed a child for a weekend. Our fundraising efforts total of **\$40,000** means **7,200 backpacks** will be filled with nutritious food to individuals and families in need.

Bressi Ranch Branch Grand Opening



Celebration of the Grand Opening of our 32nd branch location in Carlsbad at Bressi Ranch (2662 Gateway Rd, Ste 160) took place on July 13. The fun-filled event featured the San Diego Padres Friar and the Pad Squad. A ribbon cutting ceremony was hosted by new Branch Manager, Melissa Young, the Mission Fed Senior Management Team, Board of Directors and a cross-sector of Mission Fed representatives. The first 25 attendees to open new memberships at the

branch received a pair of passes to the San Diego Zoo or Safari Park. Additionally, there were door prizes every half hour with the grand prize of \$500 and a chance to win a 4-pack of field-level tickets and parking to a Padres game.

As an integral part of the community, the opening of the new branch included a \$1,000 donation to the Carlsbad Education Foundation, an organization that raises funds for

more than 11,000 students in the Carlsbad Unified School District with support from generous individual donors and corporate sponsors. One hundred percent of every single donation is put into the Carlsbad Union School District (CUSD).

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