In the community.
By the community.
For the community.
While many of our branches at Verity Credit Union already had long standing traditions of neighborhood and community service, in 2015 we laid the foundation to expand that service to all of the communities we serve through our inaugural Community Engagement Report.

We are proud to share that in 2016 we have built upon that foundation, pledging our time and resources to our newest Verity communities, Ballard and Greenwood, in their moments of need.

Verity will continue to take our service cues from the needs and desires of our communities.

In Ballard, we engaged our community around a food drive for the food bank, supported local youth arts, and sponsored Ballard’s second annual Oktoberfest.

When our Greenwood community suffered a tragic loss after a gas line exploded and damaged 53 of our neighbors’ businesses, Verity worked closely with other businesses and community organizations to help Greenwood repair, heal and rally.

Verity will continue to take our service cues from the needs and desires of our communities. We are not just proud to be part of the rich, vibrant communities in which we are located, we are proud of the many great people and organizations that serve those communities and make them better every day.

2017 presents an excellent opportunity for Verity to further support these fantastic community building efforts and we look forward to the challenge.

Chairman’s Welcome
Community commitment

Zachary S. Gose
Chairman of the board, 2016
We believe that community engagement propels us forward. Through our community engagement we have made friends with non-profits, small businesses, artists, and neighbors who share this value. Together we are building strong and viable communities.

I’m proud of the Verity team’s commitment to service and community engagement. In 2016 we set a goal of 1,500 staff volunteer hours. I’m happy to share that Verity staff exceeded that goal with more than 2,723 hours of volunteering.

While we’re fairly new to community engagement, we’re learning how much we can accomplish when we team up with you, our members and neighbors. In 2017 we look forward to launching our first grants program, building more partnerships with businesses and non-profits, and continuing to make the communities we live in more vibrant and healthy.

Throughout the year, Verity staff came together as volunteers for organizations such as FareStart, Teen Feed and the Ronald McDonald House.

I’m excited to see our community engagement evolve at the branch level. Greenwood’s Verity branch planned a fund raiser in conjunction with neighboring businesses that netted over $1,800 for a local hot meals program. Our Ballard team hosted a very successful food drive for the Ballard Food Bank. We value opportunities like these to support what our communities care about.

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Promoting strong and viable communities is central to our mission. We focus on the communities where we have branches and where our members live, work, and play.

We have a long history of empowering employees to provide service to community. In 2016, we challenged ourselves to go further than we have in the past. Staff rose to the challenge, meaningfully impacting each of our branch communities and then some:

- 2,723 staff volunteer hours
- 105 volunteer locations
- $28,308 in monetary donations
- 141 causes impacted

Rebuilding a community

In March, Greenwood suffered a terrible tragedy. A natural gas explosion obliterated three businesses, damaged 53 others, and displaced several residents.

Verity was proud to be at the forefront of efforts to raise and distribute relief funds. Six months later, at ground zero, a celebration of healing was held to honor the first responders and community members who came together to help Greenwood heal.

Throughout 2016, Verity continued to support the greater Greenwood community. In the summer, Verity held a free concert for Greenwood and bought attendees food from Mr. Gyros, a business impacted by March’s natural gas explosion. In the fall, Verity partnered with the Flying Bike Cooperative to hold an auction to raise funds for the Phinney Neighborhood Association’s Hot Meal program.

Tutoring young neighbors

Northgate’s branch and administrative office staff volunteered their time to tutor Northgate Elementary School students in math and reading. Many of the students participate in the reduced/free lunch program.

Securing member privacy

In July, Beacon Hill’s branch staff welcomed the return of our annual community shred-a-thon to their branch. This year’s event supported a local area food bank by inviting members and the community at large to shred personal documentation in exchange for a monetary or non-perishable food item donation. Our members win… the community wins… the food bank wins… nice!

Spreading holiday cheer

The winter holiday season is a special time of year because of a pretty special visitor… Santa Claus!

For several years, the Alderwood branch staff has hosted the Jolly ol’ Elf himself. Families and children of all ages (the four legged furry version too) drop by to get their complimentary picture taken with Santa. Holiday refreshments are enjoyed by all. More than 50 families had their photo taken with Santa during his visit.
Financing help is here

What is Financial Coaching?
Think of Financial Coaching as everyday finance management. Financial coaching can assist with budgeting, debt management, credit reports, FICO Scores and other financial topics.

Verity’s Financial Coach
Our Financial Coach, Charnell Morud, has over 20 years of experience helping consumers. Since the coaching program launched in 2008, Charnell has helped over 700 members and managed over $13 million in mortgage debt. Best of all, this service is complimentary to Verity members!

Ask our coach:
New in 2016! Quarterly at each branch, Charnell hosts Ask Our Coach, an everyday finance drop in session. Especially handy if you don’t need a private appointment but have a few questions.

Round-table Discussions:
Also new in 2016, round-table discussions are offered quarterly at our Alderwood and Beacon Hill branches. They are lunchtime gatherings to discuss credit reports, debt management and holiday spending.

From our members:

That Verity keeps you, as a full-time financial coach, on staff speaks volumes to me about its commitment to its members’ financial hygiene and overall wellness.
— Verity member

I want to thank her and you for offering this counseling service to the members of Verity Credit Union.
— Verity member

It has been a pleasure, (not being broke) but working with you and Verity. We have gone from $20,000.00 in unsecured debt to about $1,000.00 or so left, because of the help we received from Verity.
— Verity member

Financial coach, Charnell, has been helping members manage credit and debt since 2008.

A place for dogs, too
Wallingford’s Verity branch hosted their 3rd annual “Dog Days” event in August. Dog Days is a celebration of our four legged furry friends. Fido, Fidette and their humans enjoyed music, door prizes and tasty treats for all!

Ballard shares the love
In February, Ballard’s newly opened Verity branch wanted to show their love for the community. ‘Share the Love,’ a food drive for the Ballard Food Bank, was a wonderful way to work with our members to support a vital community service.

Our members and neighbors brought donations to the branch and the food drive culminated in a drawing for a Valentine’s Day Night themed gift basket presented to a lucky donor.

Inspiring teens
Auburn’s Verity branch participated in the Auburn Chamber of Commerce’s career fair for local area high school students.

Students participated in workshops which focused on careers and personal finance. Verity staff hosted a table, conducted mock job interviews and assisted students with their resumes.
The arts play a huge role in connecting Seattle communities. This guided us to work with local artists and musicians to create our brand images and sounds.

Since 2015, we’ve exclusively highlighted local artists in “truth art” we have commissioned for this purpose. After all, verity means “the state or quality of being true or real.”

“We want to showcase the diversity of talent and styles that make Seattle so unique.”

To date, six musical acts and six visual artists have created truth art for Verity. Plus, we have showcased dozens of other artists in our pop-up concerts and community windows in Ballard’s and Greenwood’s Verity branches.
As an advocate for local arts, we encourage each band and artist to use their own style in their truth art. We want to showcase the diversity of talent and styles that make Seattle so unique. All we ask is for our artists to represent what truth means to them, and incorporate the word verity, our V image and/or colors (depending on the medium).

Even though they are all given the same prompts, the pieces created are so varied. For example, The Banner Days’ song “Time” says, “So we’ll pack our Verity for the sake of clarity, and the truth will sing in time.” In contrast, Naomi Wachira says, “Verity is what I hope to give you; a promise that I will keep.” Their styles, genre, and tone make the pieces even more different from each other – and from the four bands featured in 2015.

Our visual artists were able to accomplish the same results. As you can see from the images created by Matthew Pritchett and E.R. Saba...they are nothing alike! At Verity, we love how this project allows so many artists from our communities to share their individual voices.

01 (Previous spread) The Banner Days filming at Nectar Lounge, in Wallingford
02 Painting by Robert Bellin; his work has been showcased in Ballard’s and Greenwood’s branches

Through a partnership with Gigs4U, Verity was the title sponsor for Make Music Day Seattle, which provided dozens of free concerts around Seattle on June 21. In addition, Gigs4U helped us put on 25 pop-up concerts from local artists in and around our branches in 2016.

Much like a community, when they come together they have an even stronger message.

In addition to our featured artists, we work with community groups to showcase even more local talent.

Through constant dialogue with our members, our communities and the artists within them, we continue to deepen our understanding of what is true and how we can better build trusted relationships, empower members’ financial lives and promote strong and viable communities.
the Verity team is dedicated to the causes we care about. Volunteerism is one way we promote strong and viable communities, and this year Verity staff donated over 2,723 hours to our communities.

On Monday, October 10th, we celebrated our second annual Community Service Day. Verity employees spent the day volunteering for four worthy organizations where we served the homeless, beautified a neighborhood, harvested food for donation to food banks and made life a little easier for our senior citizens.

Community Service Day
Beneficiary organizations:
• Mary’s Place
• Phinney Neighborhood Association
• City Fruit
• Greenwood Senior Center

Statistics
• Staff hours: 311
• Staff volunteers: 89
• Staff participation: 71%

2016 volunteer efforts
Beyond our Community Service Day, staff contributed to a wide range of volunteer efforts throughout the year.

Statistics
• Staff hours: 2,412
• Volunteer locations: 105
• Staff participation: 57%
The fun in fundraising
The spirit of giving is alive and well among Verity staff. In 2016, through various fundraising efforts, Verity staff raised over $6,000 to donate to seven worthy causes and organizations: Movember (men’s health), American Cancer Society, Seattle Humane Society, Mary’s Place, Credit Unions for Kids, Phinney Neighborhood Association’s Hot Meals Program and the Credit Union Legislative Action Council.

Rescuing rascally rabbits
Special Bunny Rescue is an all-volunteer special needs house rabbit rescue, rehabilitation, and adoption shelter located in Carnation, Washington. Verity was thrilled to host their annual fall fundraising event at our headquarters office. Approximately 80 bunny lovers came together to raise money for this special organization. But of course, our extra special guests were George and Gracie.

Feeding homeless teens
Verity staff volunteered several times to prepare meals for homeless teens through Roots Young Adult Shelter’s Teen Feed program. We purchased ingredients for a nutritious dinner, prepared and served the meal, then cleaned the kitchen and dining area. As many as 60 teenagers are served during a single dinner.

Living healthy
Verity’s employee Wellness Committee strives to create a culture of wellness in all aspects of mind, body, soul and environment. Our signature event is our annual employee Health and Wellness fair – in 2016, it was opened to our members and the public for the first time.

Many local businesses participated, including Verity business members in the fields of chiropractic care, dance and self-defense instruction, nutrition counseling and more. Complimentary flu shots were made available on site. Blood donations were drawn by Bloodworks Northwest.

Keeping Ballard unique
With its Scandinavian influence, eclectic art and music venues and maritime tradition, Ballard is a melting pot of culture, arts and industry.

Verity is proud to help share the uniqueness of Ballard. Verity sponsored the annual Oktoberfest celebration and co-sponsored Push/Pull gallery’s summer arts program, providing scholarships for budding youth and teen artists. Youth art was displayed at Ballard’s Verity branch.
With great optimism and enthusiasm, we look forward to 2017. Serving our communities is at the core of who we are. And, community engagement propels us forward.

In the coming year we’ll continue to invest our time, talents and resources into our communities. We’ll support causes that reflect the shared values between Verity and our communities. We’ll continue to sponsor events and help create some, too. We’re expanding our charitable giving program and we’ll continue to raise food for local food banks. We’ll also increase the number of volunteer hours we give to our communities.

Through these actions, we will deepen and expand the strong relationships we currently have with our communities in 2017.

Vivian Valencia
Director of Community Relations

Alicia Diefenbach
Community Relations Specialist

Throughout 2016, 126 Verity employees volunteered and donated.

2,723 staff hours to local causes ($78,940)

- 11% Verity Community Service Day
- 21% by senior leadership
- 68% all other staff hours

That’s equivalent to 21.6 hours per employee.

$34,308 to various community efforts

- 21% to national causes
- 83% directly to local efforts

That’s equivalent to $272 donated per employee.

141 entities impacted

- 74% through volunteer efforts
- 26% through monetary contributions

21% of staff hours to national causes.
83% of staff hours directly to local efforts.

That’s equivalent to 21.6 hours per employee.

$272 donated per employee.

2,723 $34,308

78,940

141 entities impacted

74% through volunteer efforts
26% through monetary contributions