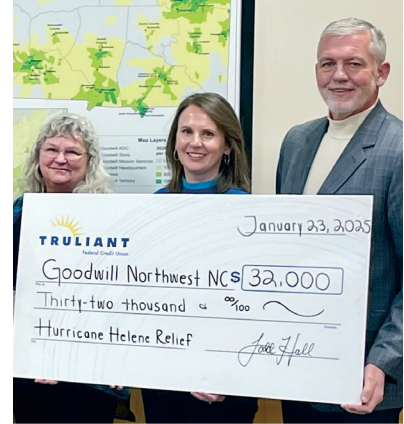
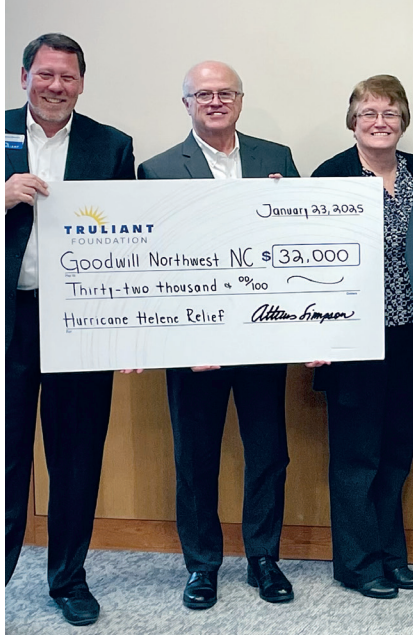


2024 Annual Report



Truliant Foundation donors raised more than \$64,000 during the Donate Dollars matching campaign for Hurricane Helene relief. The money benefits Western North Carolina through Goodwill Industries' Good Neighbor Program as essential recovery efforts continue.

People helping people.



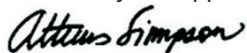
Dear Friends,

2024 was a landmark year for the Truliant Foundation, which will set the course for our future plans and growth. In addition to supporting Truliant communities through our market-wide charitable programs, the Foundation received its nonprofit designation establishing the Truliant Foundation as an independent, 501(c)(3) public charity. This designation not only makes contributions to the Foundation fully tax deductible, it also provides a unique opportunity for the Foundation to involve more people in its work to make a greater impact in the communities we serve.

For example, 100% of Truliant's senior leaders are donors to the Foundation's Employee Relief Fund; Truliant and its vendor partners like Visa, Velocity Solutions, and CUABS have made generous donations to support the Foundation's charitable programs; and private individuals from the Carolinas to Washington State recently gave to the Foundation as it partnered with Truliant to provide critical relief to families in Western North Carolina. These are all great examples of how the Foundation can impact communities by engaging more people in the credit union spirit of "people helping people."

But there is still more to do! To join the Foundation's efforts, please consider a donation to the Truliant Foundation by giving online at truliantfcu.org/foundation. Your gift to the Foundation is a gift to your community, and it is my honor to partner with you to make a difference where you live, work, and worship. In the meantime, please enjoy this publication highlighting the Foundation's impact and generosity of our donors in 2024.

Thanks for your support!



Atticus Simpson
Executive Director
Truliant Foundation



Supporting Meaningful Service

The Employee Volunteer Program (EVP) offers employees paid volunteer time to give back to their communities in meaningful and impactful ways.

Each quarter, one volunteer is awarded the opportunity to donate \$500 to the nonprofit of their choice. Congratulations to our three 2024 quarterly award winners: Leo Hidalgo, supporting the **Greater Carolinas Local Chapter of the National Multiple Sclerosis Society**; Janna Burton, supporting **Clemmons Food Bank**; and Rebecca Pruitt, supporting **City Serve of the Triad**.

Foundation Executive Director Atticus Simpson and Foundation Program Manager Sarah Johnson Blackwell flank our volunteers.

Empowering Future Leaders

The Truliant Foundation awarded 22 college scholarships for the fall 2024 semester. Most received the Fred J. Sarda Scholarship, with one student receiving the Clyde Padgett Scholarship, designated for a dependent of a Truliant employee. In collaboration with the Carolinas Credit Union Foundation, the scholarships continue the legacy of Fred Sarda and Clyde Padgett, key figures in Truliant's history.





The Males Place Charlotte, NC

The Males Place, located in Charlotte, NC, is led by founder Reggie Singleton, who believes a productive life starts in a garden. For more than thirty years, the organization has mentored boys aged 12 to 18 through a community garden

in the Beatties Ford Road corridor. The initiative provides positive role models and offers the neighborhood access to fresh food.

“The Males Place mentorship program works to grow more than plants. We’re growing men,” Singleton states. Community gardens beautify cities while fostering relationships and teaching essential life skills. In spring 2022, the Truliant Foundation made a transformative \$25,000 donation, the largest in The Males Place history, highlighting their crucial work in supporting an underserved population. This support led to greater commitments, culminating in two \$100,000 grants awarded in 2024 from the Lowe’s Foundation and Hornets Foundation, ensuring its mission flourishes.

Literacy NRV Christiansburg, VA

Literacy NRV’s mission is to support, advocate for, and instruct adults in Wytheville and Radford seeking greater independence through literacy. This community-based program provides free one-on-one or small group tutoring to help adults improve basic skills for employment and workforce development.

Recently, the organization received a donation from the Truliant Foundation to support capacity building for their “Skill Up NRV” program. This support will enable Literacy NRV to expand classroom-based job skills training to meet the growing demand for workplace language and communication skills in these Virginia communities. “We appreciate the Truliant Foundation’s investment in our adult literacy programs,” said Ginny Ayers, executive director. “Your support benefits individuals like Maria, who gained new communication skills and secured meaningful employment to support her family.”



PEOPLE HELPING PEOPLE

Alamance Community College Foundation Graham, NC

The Alamance Community College Foundation supports students at Alamance Community College (ACC) in Graham, NC, and the surrounding area. Beyond scholarships, the Foundation offers various forms of student aid and enhances educational programs, including professional development for faculty and staff.

Last summer, the Truliant Foundation generously donated to support the ACC Food Pantry, which assists one-third of ACC students facing food insecurity. Located at each ACC campus, the pantry allows students to access food for themselves and their families during challenging times. The pantry serves around 30 individuals monthly. Carolyn Rhode, executive director of the ACC Foundation, expressed gratitude for Truliant Foundation’s contribution, stating it significantly impacts students facing food insecurity. Last year,

approximately 250 grocery bags were provided, with plans to double that total by year’s end.



First Impression of SC Greenville, SC

First Impression of SC was founded to assist homeless and disadvantaged residents in Greenville County by providing a one-stop referral outreach center that advocates for families and individuals in crisis. One key program, The Stella H. M. Cook Community Cupboard, operates as a food pantry offering both perishable and non-perishable food items, household essentials, and personal products five days a week.

During a recent visit, the Foundation met Robbie Gray, the intake coordinator, who expressed her joy in distributing small treats to children visiting with their parents. First Impression’s mission is rooted in compassion and respect, emphasizing that everyone deserves a chance to rebuild their lives. Robbie and her colleagues highlighted how Truliant Foundation’s support has significantly enhanced their community impact, helping families achieve self-sufficiency while preventing disconnections and evictions.



Foundation Donors Provide **\$64K** for Hurricane Relief Efforts

In December 2024, donors to the Truliant Foundation provided \$64,000 to **Goodwill Industries of Northwest North Carolina**. The gift was part of a matching funds campaign to support those still recovering from Hurricane Helene, which caused significant damage in September 2024.

The donation helps people impacted by providing pre-paid Visa gift cards through Goodwill's Good Neighbor Program, designed to help those in crisis. The Foundation's funds support the purchase of essential cold-weather items like coats, blankets and hand warmers.

The matching funds campaign inspired donations from Truliant members and others as far away as Washington and Rhode Island. More than 70% of the donations were \$100 or less, showing that many small gifts add up to make a big difference.

Truliant and the Truliant Foundation have given more than \$125,000 for Hurricane Relief efforts, recognizing the immediate needs following the storm. The Foundation donated 16,000 water bottles to **Miracle Hill Ministries** (Greenville, SC) and provided



Truliant Foundation Executive Director Atticus Simpson thanks Goodwill Industries of Northwest North Carolina and their partners for Hurricane Helene Relief Efforts.

financial assistance to approximately 90 Truliant employees in affected areas.

Additionally, Truliant branch managers in disaster-declared regions ensured that staff had access to meals, resulting in more than 250 meals provided by the Foundation for those impacted by the storm.

Beyond supporting its employees, Truliant offered financial relief options to credit union members in affected areas and organized a supply drive. Employees filled donation boxes across the Carolinas and Virginia with essential items delivered in partnership with local organizations, and the Foundation also contributed to the **Carolinas Credit Union Disaster Relief Fund**, the **League of Southeastern Credit Unions' Disaster Relief Program** and the **Winston-Salem Police Department** as they assisted with recovery efforts.

“Truliant and the Truliant Foundation have truly fulfilled the credit union philosophy of people helping people.”

- Barbara Maida-Stolle, President/CEO, Goodwill of NWNC

\$15K in financial aid to Truliant employees

The Employee Relief Fund, a program of the Truliant Foundation, provides financial assistance to employees experiencing hardship due to events beyond their control.

Funds help employees facing disasters, illnesses, or injuries to ease the burden, and have helped with costs for housing and fire assistance. 100% of Truliant Senior Leaders donate to the Truliant Foundation to support the Employee Relief Fund.

Mini Grant, Big Difference

Truliant Foundation's giving benefits non-profit organizations across three states through our Community Mini Grants, which support capacity building activities. Now in its 16th year, the Foundation awarded \$45,000 to 30 nonprofits in 2024.

Some organizations that received funding in 2024 included **Washington Outreach Ministry** of Waco, N.C. for kitchen supplies for summer youth meals; **Eliza's Helping Hands** in Winston-Salem, N.C. to grow job skills; **Chase's Chance** in High Point, N.C. to help young people meet their goals; **A Legacy of Hope** in Jamestown, N.C. to support mentees in mentoring activities; and **New River Community Action** in Radford, Va. to assist parents with transportation fuel costs.



\$534,400

in funds distributed by the Truliant Foundation

64% grants and donations distributed in low-income communities

69% donations and grants awarded to minority-led organizations

Donor Recognition

We extend our gratitude to the generous donors of the Truliant Foundation, whose support makes a profound impact in the communities we serve.

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Truliant Federal
Credit Union

Velocity

Visa

Individual Donors

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Tatjana Adams
Carl Alexander
Sandra Allen
Dave Apperson
Theresa Ausband
Emily Averill
Verdane Ayers
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Steven Yaffe
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John Young
Heath Younts

Tribute Gifts

In memory of
Daniel Lee Corbett
by Sabrina Corbett

In memory of
Steve Halstead
by Lyn Halstead

In memory of
Steve Shifler,
Beth Sherrer,
and Teddi Harrell
by David Jackson

In memory of
Carole Maier
by Robert Maier

In honor of
the Metzger Family
Living Trust
by Michael Miller

In memory of
Cody Williard
by Richard Williard

**The Truliant Foundation would also like to acknowledge the generous donors who prefer to remain anonymous.*

About the Truliant Foundation

The Truliant Foundation, an independent 501(c)(3) organization, supports Truliant Federal Credit Union's commitment to community and its social responsibility to give back to the neighbors it serves.

Through charitable giving and programs, the Foundation supports nonprofit community partners working to enhance the quality of life in member communities. Donations to the Foundation are tax deductible.

Learn more or donate at:

[Truliant.org/Foundation](https://truliant.org/Foundation)

You can contact the Truliant

Foundation by emailing:

foundation@truliantfcu.org

