



CORPORATE SOCIAL RESPONSIBILITY



A NOTE FROM OUR PRESIDENT/CEO, MARSHALL BOUTWELL



Credit unions like Peach State are not-for-profit organizations, making us dramatically different from other financial institutions. Our commitment to serving our community – not profit – ensures that our focus remains on improving the lives of all of our neighbors and beyond. We also strive to provide products and services that help our members afford life. It is our intention to promote strategic, long-term development throughout the credit union for the benefit of our member-owners and the surrounding community. We do this by focusing on the following Cornerstones of Citizenship:

Education • Arts • Philanthropy • Growth from the Inside Out

We are guided by our internal values and our mission to meet the needs and exceed the expectations of our member-owners. This leads us to our strategic dedication to investing not only in community development, but in our staff as well. Educated, motivated, passionate employees are the building blocks of these cornerstones.



Asset growth **1994***
since **1994***

June 2017 **\$355,000,000**



June 1994 **\$14,000,000**

*M. Boutwell appointed as CEO



THE CORNERSTONES OF CITIZENSHIP

Throughout our history, Peach State has been invested in supporting and developing our community by being caring and compassionate citizens.



From 1961 to 1967, the credit union operated primarily from treasurer, Irving Levy's station wagon. Once a month, he drove from school to school to collect members' savings deposits and loan payments.

Education

The most meaningful contribution we have made to our community goes back to 1961 when we were founded by local educators. The credit union has maintained a focus on education throughout our history. We do this through our annual Scholarship Program and supporting local school systems through events like Teacher of the Year, which ensure educators are recognized for their hard work and dedication.

Peach State has awarded \$1,128,450 in scholarships and educational grants since 2000. We are able to make a difference in the lives of students attending college so they can better prepare to enter into the workforce, and help career professionals improve their skills by obtaining advanced degrees.

We are proud of our student internship program and in-school branch at Central Gwinnett High School in Lawrenceville. Teaming up with today's youth helps foster financial literacy and serves as a great way for the students to acquire hands-on experience in a variety of disciplines.

We're also stewards for a Little Free Library, located in Lawrenceville, where members can "take a book or leave a book". This miniature library is a small, but impactful way to encourage reading to community members of all ages.



SCHOLARSHIPS AWARDED SINCE 2002

\$1,128,450
TOTAL SCHOLARSHIPS



MORE THAN \$340,000

DONATED IN 2016
TO MORE THAN **100** DIFFERENT ORGANIZATIONS



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Arts

As a strong supporter of the arts in our community, Peach State sponsors Lawrenceville's Aurora Theatre, ensuring that theatre is accessible to everyone in the community. Through our sponsorship, we've been able to bring some of the most famous musicals, including *Les Misérables* and *Mary Poppins*, closer to home.

Philanthropy

Supporting our members where they live, work and play is part of Peach State's daily business. From donating money and goods to charity events, to collecting food year-round for food banks in our footprint, Peach State supports numerous charitable endeavors such as Relay For Life and the Salvation Army. We invested more than \$340,000 into community organizations in 2016 alone.

We're also extending a helping hand to veterans through our work with Purple Heart Homes. This initiative helps veterans afford renovations needed to accommodate their disabilities, and ensures they can age-in-place safely and with integrity. Through the Purple Heart Homes Operation: Veteran Home Renovation program, a group of employees volunteered their time and handiwork to make a local veteran's home a safer and more comfortable place to live.

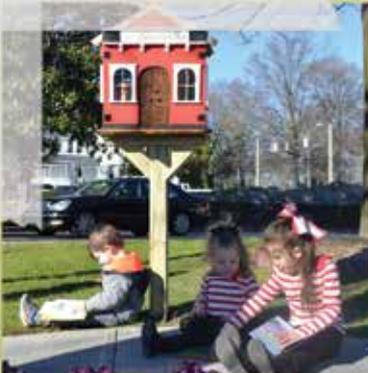
Growth from the Inside Out

An empowered, healthy staff is essential to providing excellent member service, so we've channeled resources into a wellness program encouraging staff to develop healthy habits.

We also established a Leadership Academy in 2015 that cultivates and matures the future leaders of the credit union, with specialized training for positions ranging from tellers to middle managers. The Leadership Academy provides these employees with an opportunity to grow their management and communication skills through courses on coaching, delegation, ethics, conflict resolution and more.

Members of the management team have the opportunity to attend continuing education programs including Credit Union Development Education (CUDE) training and the Southeastern Regional Credit Union School (SRCUS). SRCUS teaches *how* to effectively manage a credit union, while the CUDE program illustrates *why* credit unions exist to serve their members.

We believe that by investing in our staff and strengthening their roles at Peach State, we will become a stronger credit union – one that will be around to serve our members for many years to come.



THE CORNERSTONES OF CITIZENSHIP

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The organization got its first permanent office in 1967. The space: a storage closet in the vocational wing of what is now Central Gwinnett High School.

FOCUS ON THE FUTURE

Peach State's future is bright. With a commitment to our internal values, Cornerstones of Citizenship and a focused strategy for future growth, we're prepared to help more people afford life than ever.

Our Community Development Financial Institutions certification provides us with the opportunity to reach even more people in underserved areas within our footprint. By focusing on financial literacy and products designed to help build and repair credit, we will work to develop our community by empowering low-income and underserved individuals, making it possible for them to enter the financial mainstream.

Our "Branch of the Future" in Oconee County offers a new, smarter way to bank. The traditional teller line has been replaced with staff who can assist our members with their financial needs in a personalized way.

GROWTH FROM THE INSIDE OUT
as of June 2017

SRCUS: 16 CUDE: 12
Leadership Academy: 35
Staff Development Academy: 22

132 FULL TIME
8 PART TIME
5 INTERNS
STAFF
as of June 2017



www.peachstatefcu.org

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There's more to our story – visit
www.PeachStateFCUStories.coop
to learn more.



This credit union is federally insured by the National Credit Union Administration.