MAPS COMMUNITY GIVING STRATEGIC PLAN 2024-2027

maps CREDIT UNION

maps COMMUNITY FOUNDATION

Goal: *To develop a three-year strategic plan that defines the scope of Maps Credit Union's community giving efforts to achieve significant positive community impact.*

MISSION: ***"To enrich the lives of members and our community by investing in education, economic empowerment, and community vibrancy"***

VISION: ***"Our vision is a thriving community where all people can access educational opportunities, attain financial stability, and live a healthy, vibrant life"***

CORE VALUES:

- **Community** – Maps cares deeply about the communities we serve, and community is at the heart of our commitment to giving back. Listening, learning, and building relationships with diverse communities across our region will allow us to invest in the most meaningful ways.
- **Impact** – We aim to achieve significant and measurable positive community impact. Life-long learning is a Maps core value, and we commit to staying informed, relevant, and responsive to community issues.
- **Equity** - We are committed to ensuring that all people and organizations have fair and inclusive access to funding opportunities and that resources are equitably and thoughtfully distributed to meet the diverse needs across our urban and rural service area.
- **Integrity** – We are committed to excellence, ethics, and accountability in all aspects of our work and aim to be honest and transparent in our communications and decision-making processes.
- **Leadership** – Using our knowledge and diverse relationships, we are committed to serving as a philanthropic leader and collaborative partner on key community issues while inspiring giving and community service. We will lead with Maps core values of composition, commitment, character, collaboration, and competence.

MAPS COMMUNITY GIVING - BACKGROUND: Giving back has always been part of who we are at Maps Credit Union. Since our inception in 1935, Maps has given generously to support our employees, members, and community.

In 2010, Maps Community Foundation (MCF) was formed to further expand community giving efforts; with MCF receiving nonprofit 501c3 public foundation status in 2012. The Foundation was established with a focus on improving the quality of life in the communities served by Maps through encouraging financial literacy and promoting economic development. From 2012 to 2018, Community Giving was funded primarily through member Free Community Checking Accounts and had a budget of approximately $100,000 annually.

In July 2018, the Maps Credit Union Board approved “Giveback” as the sixth theme of the 10-year (2017-2026) Vision Statement and Strategy. In the Maps strategic context, “giveback” is broadly defined as a pool of funds dedicated for the reward of mutual success between the Maps organization and its members, employees, and community. Annual giveback levels are based exclusively on the financial performance of Maps Credit Union for the calendar year prior. Annually, the Maps CU Board of Directors determines the giveback allocation.

In terms of geographic area, the “community” for giveback is defined as the Maps service area of Greater Western Oregon with a focus on the communities where Maps has a physical presence.

With the growth of “giveback” in 2018, community giving goals expanded to include more significant and measurable impact, an expanded community presence, and serving as a philanthropic leader in supporting a thriving community. The Maps CU commitment from 2019 moving forward has been to build on the “penny per swipe” debit card investment with a significant annual contribution from Maps CU—both for MCF’s community impact programs and to grow the MCF endowment. This increased investment has positioned Maps as a key community change influencer and a leader in local and regional philanthropy.

In 2020, MCF’s first Executive Director was hired, the majority of Maps community giving initiatives shifted under MCF, and the first Foundation strategic plan was developed for 2021-2024. Foundation efforts expanded into three key focus areas: education, economic empowerment, and vibrant communities, while giving more than tripled and the MCF Endowment was formed.

In 2017, with Maps as the primary contributor to MCF for 5 years, the Foundation moved from public to private foundation status. The decision was made in late 2023 to add fundraising efforts to the strategic plan for the first time in an effort to regain public foundation status. However, in late 2024, after reflecting on community giving goals and concerns regarding resource competition, the decision was made to remain a private foundation and to no longer actively fundraise. Several giving programs still remain under the Maps Community Development cost center in order to ensure compliance with IRS private foundation rules. Both MCF and the Maps Community Development programs and budgets are managed by the MCF Executive Director, with governance and oversight provided by the MCF Board of Directors.

KEY IMPACT AREAS – Maps Community Giving

EDUCATION: Shaping Healthy, Thriving Future

We invest time and resources into projects and programs that build upon Maps legacy of supporting education and promoting life-long learning to shape a healthy, thriving future for the communities Maps serves.

Objectives

- Recognize and Honor Teaching Excellence and Innovation
- Support K-12 Public and Private Schools
- Partner to Increase High School Graduation Rates
- Support Post-Secondary Education and Training

2024-27 Initiatives

- Scholarships
- Teacher Grants
- Giving Tuesday
- Classroom Supply Grants
- Education IDA
- Maps Match Savings

ECONOMIC EMPOWERMENT: Increasing Financial Health and Expanding Access to Services

We invest time and resources into projects and programs that support financial health and increase access to financial services with a focus on underserved, marginalized populations.

Objectives

- Expand Student Saver Opportunities for Successful College and Career Pathways
- Offer Financial Education Programs for Community Partners
- Increase Access to Safe Affordable Capital for Underserved, Marginalized Populations

2024-27 Initiatives

- Education IDA
- Maps Match Savings Program
- Community Loan Fund
- Financial Education Programs

VIBRANT COMMUNITIES: Creating a Healthy, Thriving Community

We invest time and resources into projects and programs that make our communities vibrant, thriving places to live with an emphasis on supporting nonprofit organizations, community and economic development, and growing philanthropy.

Objectives

- Support Local Nonprofit Organizations
- Encourage Giving Back to the Community
- Strengthen Maps Giveback Culture
- Invest in Community and Economic Development Projects
- Engage Maps as a Community Development Credit Union

2024-27 Initiatives

- Community Sponsorships
- Maps Community Grant Program
- 12 Days of Community Giving
- Giving Tuesday
- Maps Employee Community Giveback Program