



- **Business Development Assistance**

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- **Educational Scholarships**

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- **Marketing & Business Development Grants**

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- **Disaster Relief Funds**

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*"I believe it is our responsibility at Delta Employees Credit Union to support the Georgia Credit Union Foundation. The money we contribute provides educational opportunities, grants for marketing and business development, strategic planning, and much more. It gives us a chance to put the credit union philosophy to work for credit unions that need a little help from their friends."*

*Joe Williams  
President & CEO  
Delta Employees Credit Union*

*“Our credit union is small and we’ve been experiencing some of the same difficulties as large credit unions, where bankruptcies and repossessions are high. Our net worth dropped below 6%, so we had to have a recovery plan. Expenses play a large part in increasing net worth, which we didn’t have, so we turned to the Georgia Credit Union Foundation to help us. The Georgia Credit Union Foundation has been a tremendous help in turning our net worth around. And the application process was quick and easy. They’ve been really a big help to us and we are so grateful. We appreciate y’all being there for us.”*

*Cody Smith  
CEO/Manager  
Ledger-Enquirer Federal Credit Union*

The Georgia Credit Union Foundation was formed in 1988 to support credit unions and the communities they serve. It is a non-profit, charitable organization dedicated to providing the human and financial resources necessary for the growth and development of credit unions. The Foundation generates funds to help with the advancement of smaller credit unions (typically \$20 million and under) that could use assistance in fulfillment of educational and training needs.

The Georgia Credit Union Foundation strongly believes that direct consultative support is the key to helping credit unions grow and succeed. During face-to-face consultations, credit unions can learn how they can reach their short and long-term goals and then implement a comprehensive plan of action to achieve financial stability.

The Foundation aids credit unions whose resources are very limited, with the development and implementation of marketing and business development projects. It also assists credit unions and their communities in times of disaster, and supports worthwhile charities that touch the lives of credit union employees, volunteers and members who have been directly impacted.

## Contributions

One of the challenges facing the U.S. credit union movement today is finding the resources to meet the growing demands of credit union development. The Foundation seeks aid from credit unions willing to “step up” and assist fellow credit unions that are financially affected by today’s highly competitive marketplace. Foundation partners’ contributions provide direct support and grants to less financially advantaged credit unions.

The Foundation encourages all credit unions, members, and vendors to contribute funds necessary to maintain these programs. Most credit unions base their contributions upon the recommended “fair share” endowment, which equates to 10 cents per member.

As a 501(c)3 non-profit corporation, all contributions made to the Foundation are tax-deductible. Contributions may be made at any time throughout the year or as part of the dues process. Checks can be made payable to the Georgia Credit Union Foundation and mailed to the address provided on the back of this brochure.

*“DOCO Regional Federal Credit Union is happy to contribute our share to the Georgia Credit Union Foundation each year. Several of our employees have benefited directly from the Foundation in the past through the disaster relief grant program. They were able to receive grants to help rebuild or repair damages to their homes after the flood of 1994. The Foundation is a unique cause that benefits credit unions at many different levels. It also provides many services to smaller credit unions that help them build a solid offering of financial services and support for their members.”*

*Barry O. Heape  
President/CEO  
DOCO Regional Federal Credit Union*



# Georgia Credit Union Foundation Grants and Scholarships:

## • Business Development Assistance

The Foundation's primary focus is its extensive in-the-field consultation for credit unions. This consulting focuses on strategies for growth and credit union development as well as new product and service implementation.

## • Educational Scholarships

Educational assistance is at the heart of the Georgia Credit Union Foundation's mission. The Foundation provides educational scholarships for credit union related, in-state training programs, conferences and certification programs including SRCUS Management School and VAP, STAR, MERIT and VLP programs.

## • Marketing & Strategic Planning Grants

Implementing the right kind of marketing and business development is crucial for the development of credit unions. The Foundation provides grants for strategic planning, marketing strategy development and implementation assistance.

## • Disaster Relief Funds

From time to time, credit unions and their members are plagued with unforeseen disasters. From natural disasters such as tornadoes, floods or fires, or from purposeful acts like robbery or terrorism, the Foundation believes it is important to put into action the "people helping people" philosophy. When needed, the Foundation will grant financial support to help the victims of such damage or loss.

## Other Support

### • National Service

Nationally, the Georgia Credit Union Foundation also supports credit union development through its support of the National Credit Union Foundation.

### • International Service

Recognizing the needs of the credit union movement worldwide, the Foundation also supports educational programs for credit unions in other countries. In particular, Georgia's People-to-People Partnership Program receives Foundation support for cross-cultural exchange programs benefiting Georgia credit unions and their Polish counterparts.



*"We were in a downhill spiral. Our sponsor company was hit hard in this difficult economic time. We were losing members and assets. Our income was gone. We were working hard to replace lower yielding loans with higher yields and our capital remained strong, but our trends were bad. We knew we needed to change our charter and begin to think outside our small credit union comfort zone. Long range strategic planning had been a snap before and marketing was limited to the company's bulletin board. All of that needed to change and we knew it, but we didn't have the funds or the know-how to make it happen.*

*We applied to the Foundation the first time for help in vision planning. Through this grant, our Board of Directors and staff were able to set a new course and begin to look at our business and members in a totally different way. We changed our field of membership to community and developed a utilization plan for land we were able to purchase in the area. But we still were not growing and it was taking time to relocate to a new building. We knew we needed more help but we still were strapped for available funds. So again, the Foundation stepped in and helped our credit union with a grant for business development and marketing. This allowed us to have a professionally published newsletter, lobby posters, take-one flyers, new member packets and a radio ad. I believe the professional input and the strategic placement of marketing dollars has given us the most punch for the least amount of dollars.*

*Finally, we are beginning to change our direction and have begun to grow again, but only because the Foundation saw our need and came to help. For so many years, we gave to the Foundation, not really knowing how they were helping others, but believing in their mission. Today, we understand. The Georgia Credit Union Foundation is based on the truest meaning of "people helping people".*

*Deborah Kennedy  
CEO  
First Reliance Federal Credit Union*

# How Do I Apply for Assistance?

Applying for a Foundation grant is easy. Applications are available from the Foundation by calling the Georgia Credit Union Affiliates' office at **(770) 476-9625** or **(800) 768-4282** or online at [http://www.gcu.org/credit\\_unions/cu\\_development/foundation.html](http://www.gcu.org/credit_unions/cu_development/foundation.html).



## When May I Apply?

Applications are considered on a quarterly basis. Deadlines for applications and any required supporting materials are:



First Quarter	March 1
Second Quarter	June 1
Third Quarter	September 1
Fourth Quarter	December 1

Applications received by the deadline will be acted upon by the end of the month, (example, by March 30 for applications received by March 1). As a result, it is important that applicants consider the timing of their request. For instance, applicants requesting assistance to attend an educational conference scheduled in April, May, or June would need to submit their application by March 1.

However, under emergency circumstances beyond an applicant's control, and in the case of requests for disaster assistance, deadlines will be waived.

## How Are Applications Evaluated?

An internal Foundation Review Committee evaluates the credit union's application, letter of explanation and most recent financial statement. If more than \$1,000 of assistance is requested, the full Foundation board of directors will review the application. Additionally, decisions are guided by certain criteria:

- Preference will be given to credit unions with less than \$20 million in assets.
- Applicants are eligible for two grants per calendar year.
- Grants must be used within 12 months of being awarded.
- Approved grants must be used for the intent requested.
- Operational grants may be given on a case-by-case basis for such items as strategic plans, marketing plans and material, and member research.
- Requests for grants or disaster relief must be submitted on the appropriate application, and must be accompanied by any required supporting documentation including the applying credit union's current financial statement and a letter describing the reason for the request, anticipated outcome, and how the results will be evaluated.

For more information, please call GCUA at **(770) 476-9625** or **(800) 768-4282**, e-mail [CUDevelopment@gcu.org](mailto:CUDevelopment@gcu.org), or log onto [www.gcu.org](http://www.gcu.org)



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