



Ent Credit Union Philanthropy Guidelines

I. STATUTORY ALLOWANCE

Consistent with the Colorado Revised Statutes 11-30-104(1)(i) and the National Credit Union Administration rules and regulations 721.3, Ent Credit Union may make contributions, donate funds, or otherwise sponsor:

- A. Non-profit organizations located in or conducting business in the areas it serves as described in its Charter;
- B. Organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code and operate primarily to promote or develop credit unions;
- C. Organizations qualified under A or B who submit a written request for financial support from the credit union.

II. DEFINITIONS

- A. Contribution – generally used in this document, the term contribution includes all forms philanthropic gifts and donations including sponsorships
- B. Sponsorship – used in this document, the term sponsorship refers to opportunities to contribute towards an event in return for significant public acknowledgement or other types of participation (multiplier effect) and should not be confused with marketing or business development sponsorships, which are decided at the business level
- C. Capital Campaign – used in this document, the term capital campaign refers to a request to fund (or partially fund) a specific project for a non-profit organization; often these requests support a construction project requiring multiple years and significant dollars to complete
- D. We – as used in this document, the terms 'we' and 'our' refers to Ent Credit Union as an organization as represented by its chief executive team

III. ETHICS STATEMENT

We will not make a contribution if the intent of that contribution is to improperly influence a government entity or commercial opportunity or is, in any way, a conflict of interest for the credit union.

IV. MISSION

Ent's mission is to improve our members' financial quality of life. We make the communities we serve more vibrant and believe it is part of our responsibility to make a lasting, positive impact through our work as a financial cooperative and as a philanthropic partner. We foster mutually supportive relationships with, and strive to amplify the message of, the charitable organizations we support.

V. DUE DILIGENCE



We strive to ensure contributions we make create maximum impact per contributed dollar based on verifiable outcomes. Our goal is to contribute to organizations whose work is sustainable and whose impacts are measured and published. To this end, we consider actual outcomes and use a research driven approach when determining to whom to contribute.

We reserve the right to deny for any reason any contribution request by any party or organization.

VI. CONTRIBUTION PRIORITIES (Please refer to our Volunteer Time Off Procedure in PolicyTech for those general rules)

Consistent with our culture and values, while also reflecting our membership and strategic plan, the credit union will, in general, make contributions to organizations, agencies, and activities that demonstrate state-wide impact in the focus areas of:

- ❖ **Youth:** Primary program impact focuses on children under the age of 18 with emphasis on impact in housing, food, behavioral and/or mental health. Higher-Education (primarily student scholarships for Colorado-based universities and community colleges)
- ❖ **Education:** Primary program impact supports classroom learning for any learners with a focus on the organization that manages these programs. Higher education - primarily via Colorado-based university and community college scholarships.
- ❖ **Community:** Primary program impact addresses major community issues with a focus on community enrichment, food banks, homelessness, and/or poverty.
- ❖ **Legacy:** Primary program impact does not fit into any categories above but may continue to receive support based on Ent's Colorado Springs heritage.

Ent Credit Union will **not** make philanthropic contributions to:

- Organizations that discriminate on the basis of race, culture, creed, religion, age, national origin, gender or sexual orientation
- Organizations or programs that are primarily religious in nature or purpose
- Labor unions
- Political organizations or candidates for public office
- Sports teams unless the sports team is part of a direct sponsorship or an approved affiliate program.
- Individual primary or secondary schools unless the school is part of a direct sponsorship or an approved affiliate program.
- Organizations or programs that are controversial based on political or cultural norms
- Pass-through non-profits (third-party support) e.g., Lion's Club

With the exception of agreed-upon multi-year commitments, Ent Credit Union will not typically establish a history of contribution to any single agency, organization, or activity in excess of three successive years.



VII. PHILANTHROPIC CONTRIBUTIONS TO INDIVIDUALS

In 2022 Ent Credit Union established the Community Advocate Award. This monetary award is to be given annually to an individual who has made a *significant* contribution to our community, changing or saving lives. *Significant* is to be determined by senior leadership and the community advocacy team.

Ent Credit Union also occasionally gives to individuals in small ways through our “Random Acts of Entness.” This is used sparingly and typically for members who are facing a hardship (e.g. loss of home).

Ent Credit Union has a long-standing legacy of being a community-focused, philanthropic organization. We believe it is imperative to continue our support of numerous non-profits in the communities we serve with whom we have a deep relationship. Thereby, in addition to the guidelines outlined in this document, our decision committee will continue to consider contribution requests based on this tradition, prior engagement, and relationships.