

# ALLOYA UPDATE

SUMMER 2020 |



## Credit Unions Care...

Thrive Credit Union (\$58 million) serves an NCUA-designated low-income community in Delaware County, Indiana. As the ramifications of COVID-19 set in – shuttering small businesses and triggering financial panic among local families – Thrive set out to put the wellbeing of their community at the forefront. When the Alloya CARES Credit Union Grant Program launched in early April, Thrive was among the first credit unions to apply for a \$5,000 grant – with the sole purpose of pouring the funds right back into their community.

“We believe in the power of kindness, giving back to our local community and supporting small, local businesses,” said Brittani Richards, Vice President of Marketing & Branch Operations, in her grant application. Richards went on to describe Thrive’s intended purpose for the grant funds: to support local businesses while recognizing frontline heroes. “We realize the sacrifices and long hours our doctors, nurses, EMTs and other emergency service personnel are making during this pandemic,” Richards wrote. “So, we would like to provide them with gift cards to local businesses who are experiencing pandemic-related hardships – such as restaurants, boutiques, salons and spas. This would allow us to help sustain our local businesses while recognizing our frontline heroes.”

When the funds hit their corporate transaction account just a few days later, Thrive immediately put them to work. They selected 25 local businesses and purchased four \$50 gift cards from each of them to support the local economy.



## It’s the “Feel Good” Edition!

Traditionally, we do not publish a new edition of Alloya Update in the summer months. But at a time when things are anything but normal, we’re breaking from tradition to bring you an extra publication. We hope you enjoy this “feel good” edition of our monthly newsletter!

The membership then nominated friends, family or coworkers to be one of 100 Thrive Cares Local Heroes. Nominees were presented with a Certificate of Recognition and a \$50 gift card from one of the 25 local businesses. With their permission, Thrive thanked them and placed their picture on their social media pages and website. “The goodwill and recognition generated by this simple program was incredible and would not have happened without the support of the Alloya CARES Grant Program,” said Brett Rinker, President/CEO of Thrive.

Does your credit union have a story like Thrive’s? We bet you do, and Alloya wants to celebrate you! Tell us how you’ve shown up for your members, neighbors and employees during these trying times.

Visit [www.alloyacorp.org/tell-us-your-story](http://www.alloyacorp.org/tell-us-your-story) to share your story.

# And the Alloya Team Cares, too.

Like you, Alloya is a credit union and our people are credit union people. Our team of professionals have weathered their own challenges in the wake of COVID-19, but they've continued to serve the membership unwaveringly while giving back to their communities generously.

As headlines of food scarcity and economic crisis hit front pages, Alloya's employees donated to shelters, food pantries, rescue missions, parishes, and other worthy causes. When word spread to Alloya's Board of Directors, they approved a special grant program for Alloya to match its employees' charitable donations. Since the program's inception, over 75 charities have benefited from the Alloya team's generosity and the matching donation from the corporate. To date, over \$60,000 have been donated.

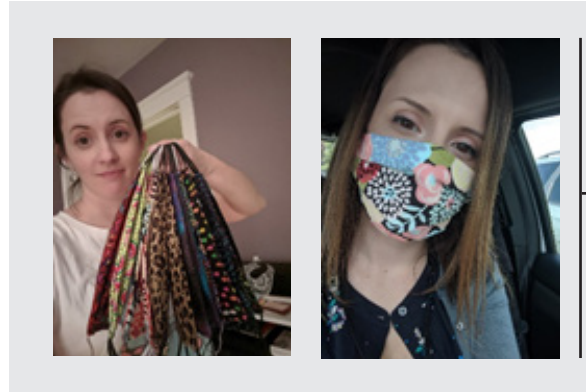
And it doesn't stop there! Mr. Rogers once said, "Look for the helpers. You will always find people who are helping." Look no further because the Alloya team is not only generous with their finances, but also their time. Kristin Jaklitsch, Product Specialist on Alloya's Member Services team, bought a sewing machine in late January in hopes of learning to make a quilt for a friend who was expecting her first child. By early April, her sewing machine's purpose had shifted. "I began to see how difficult it was for people to find face masks, so I watched a video tutorial and learned quickly how to make them," Jaklitsch said. "I thought learning how to make face masks would help keep myself and my immediate family safe, so I started making them for free to give to those who really needed them. I thought 'Why not?'"

After supplying masks to all her friends and family, Jaklitsch said "a lightbulb went off" when she heard about Alloya's employee charity grant program. "I posted on social media that I would be selling

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[www.alloyasimplifies.org](http://www.alloyasimplifies.org)

my face masks and that 100% of the profits would be donated to charity." Within a week, she received 85 mask orders and surpassed her original \$100 goal to raise a total of \$500 for her favorite charity, the Innocence Project. After giving her fingers and sewing machine a bit of a break, Jaklitsch intends to continue making masks for charity. "I feel like I have found what I was put on this earth to do," Jaklitsch concluded, "to help others!"



## We're Looking Forward to September!

SEP  
10-11 | Attend the Leadership  
Symposium Virtually  
and Free of Charge!

Registration is now open for the Credit Union Executive Leadership Symposium, happening September 10-11, 2020! Although this year's event is taking place virtually, the benefits of attending remain unchanged. Not to mention, we've made this year's Symposium more accessible than ever before by eliminating the registration fee.



Visit [www.alloyacorp.org/symposium-virtual-2020](http://www.alloyacorp.org/symposium-virtual-2020).

Loan  
**PARTICIPATIONS**  
by alloya

### Introducing the Loan Participation Platform!

Over the last four years, Alloya's Loan Participation Program has facilitated over \$1 billion in participations with 250 individual pools sold in the largest credit union network in the country.

Starting this September, we're taking it up a notch. Introducing the Loan Participation Platform – a one-stop online shop for finding your match, diversifying your balance sheet and participating painlessly.

Keep an eye on your inbox for more information.



184 Shuman Boulevard  
Suite 400  
Naperville, IL 60563

[www.alloyacorp.org](http://www.alloyacorp.org)  
[linkedin.com/company/alloyacorp](https://www.linkedin.com/company/alloyacorp)  
(800) 782-2431