



2021

Member &  
Community  
Impact Report



# 2021 MEMBER & COMMUNITY IMPACT REPORT

As DCCU grows,  
so does the  
value we can  
return to our  
members and  
the community.

When you bank with DCCU, you add value to the cooperative and the community. We not only return value to our members by providing great service, competitive rates, dividends, fee refunds, and rewards, but we also help make our local communities stronger.

We are excited to share DCCU's 2021 Member and Community Impact Report that provides insight into how DCCU helped make a difference in the lives of our members, employees, and the Shenandoah Valley community.





# DCCU EMPLOYMENT PROFILE

DCCU is a premier employer in the Shenandoah Valley that recognizes the importance of investing in our employees in order to give our best to our members. Here's a glimpse of our 2021 employment landscape:

## Working at DCCU

- ▶ DCCU has 350 employees that serve the organization across 26 different departments in 123 unique positions
- ▶ Medical insurance was provided for 616 individuals – our employees and their families
- ▶ 47,824 hours of paid time off was awarded
- ▶ 158 wellness screenings were provided
- ▶ There were 26 promotions and 18 transfers to roles in other departments
- ▶ We celebrated 4 retirements from DCCU

## Employee Training

DCCU continues to invest in training for all employees to make sure our staff is well-equipped to do their jobs. Whether it's learning new systems or programs, getting a refresh on products, or brushing up on leadership skills – we have a robust training program that ensures our employees can offer our members the very best service.



**16,514** total 2021 training hours



**410** instructor-led training courses



**47** average training hours per employee



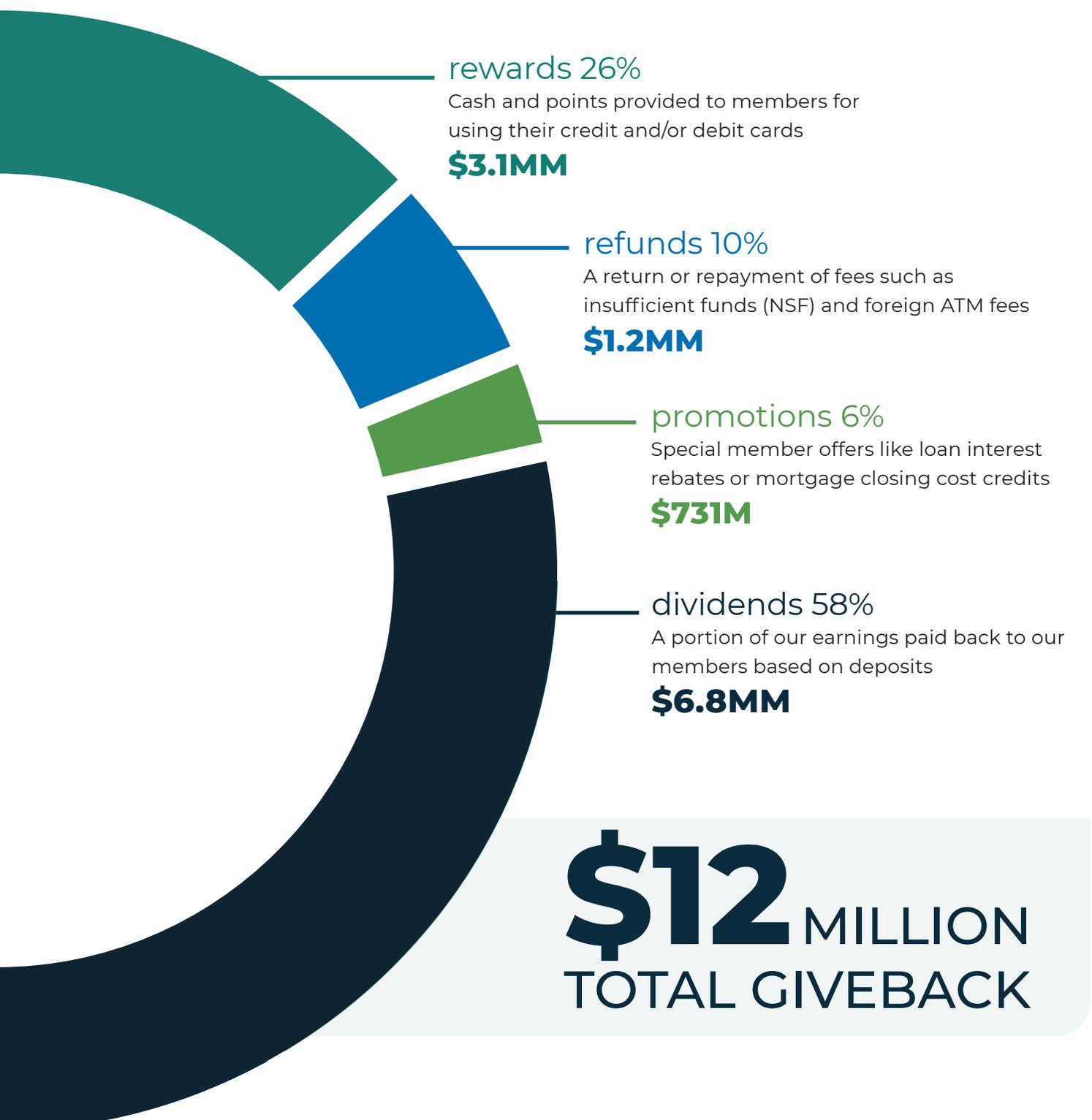
# Member Impact

Our members  
are our  
greatest asset.

They are the reason our cooperative exists. Our mission is to be a financial wellness partner and help transform the lives of our members – every day. Regardless of your stage of life, we strive to create products and services that meet their needs. In 2021, we gave back to our members in a variety of impactful ways.

# 2021 MEMBER GIVEBACK

Providing a return to the membership in the form of rewards, refunds, promotions, and dividends is an important part of being a financial cooperative. The highlights below are a few ways the members of DCCU benefited in 2021.



## rewards 26%

Cash and points provided to members for using their credit and/or debit cards

**\$3.1MM**

## refunds 10%

A return or repayment of fees such as insufficient funds (NSF) and foreign ATM fees

**\$1.2MM**

## promotions 6%

Special member offers like loan interest rebates or mortgage closing cost credits

**\$731M**

## dividends 58%

A portion of our earnings paid back to our members based on deposits

**\$6.8MM**

**\$12** MILLION  
TOTAL GIVEBACK

# CAMPAIGNS MAKING A BIG IMPACT

At the heart of our business is the suite of products we offer our members. Already designed with great rates and benefits, in 2021 we enhanced those benefits to make an even greater impact to our members.



## Taking Control of Your Finances with a Credit Card Balance Transfer

The start of the year is a great time to assess your financial picture. DCCU kicked off 2021 with a credit card balance transfer offer that allowed new and existing cardholders to transfer higher interest rate balances to a DCCU Credit Card and enjoy a lower interest rate until the transferred balance is paid in full. This offer was a great benefit to members making payments with higher interest rates to other companies. With a balance transfer from DCCU, these members were able to simplify their finances and start reducing their debt more quickly because they can focus on one lower payment.

**1,807**

Members Served

**\$3,426,743**

Member Savings

**\$13.5 MILLION**

Total Balance Transfers



## Home Equity Plus – the Smart Way to Use the Equity in Your Home

Using the equity in your home is the smart way to pay for home improvements, debt consolidation, education expenses, and more. DCCU's Home Equity Plus is a line of credit plus a fixed rate loan all in one. While it is standard for DCCU to cover home equity closing costs, in 2021, we offered a promotion that also waived the appraisal fees for our members.

**484** Members Served

**\$128,252** Closing Cost Savings

**\$107,080** Appraisal Cost Savings

**\$45,521** Interest Savings

**\$34.7 MILLION** Total

**EQUITY+**  
Lending to fit your life.



## Make a Difference When you DIY

Our Make a Difference when you DIY campaign encouraged members to use their DCCU Credit Card as they tackled their do-it-yourself home improvement projects. In addition to providing extra rewards, DCCU donated 2% of purchases at DIY merchants to local Habitat for Humanity affiliates.

DCCU equally divided **\$28,291.11** among four local Habitat for Humanity affiliates as a result of the campaign.

**4,274**

Members Served

**2,080,760**

Extra Rewards Points Earned

**\$13,629**

Extra Cash Back Earned



## Where Will You Go with the Auto Loan that Pays You?

DCCU understands that having reliable and affordable transportation is an important staple for families. DCCU's standard auto loan comes with competitive rates and no payments for 90 days. In 2021, we added additional value to an already great offer. DCCU held a special promotion where members who got an auto loan with us received 90 days of interest. In addition to not having to make a payment for 90 days, DCCU deposited 90 days of interest into members' savings accounts up front. This helped reduce financial stress while providing an additional cash benefit.

**1,678** Members Served

**\$348,757** Member Interest Giveback

**\$262,781** Member Savings

**\$30.4 MILLION** Total Auto Loans Funded



## Meeting the Homeownership Needs of our Members

Mortgage rates remained low in 2021. This allowed many families to trust DCCU with their mortgage needs by either refinancing to save money or purchasing a new home. DCCU offers a wide variety of mortgage products that provides affordable financing options for homebuyers.

**1,159**

Number of families served

**218**

First-time homebuyers

**\$214.4 MILLION**

Total mortgage purchases and refinances

**\$1.2 MILLION**

Annual savings from refinances



# WE'RE HERE FOR OUR MEMBERS

Our employees put our members' needs first, helping them make choices that are best for their financial wellness. Here are a few examples of how our retail teams stay focused on our members' best interests:

## Welcoming a New Member to DCCU

We welcomed a new member who was coming from another financial institution in frustration over being charged multiple fees and high interest rates on his loans. Not only did we help him get his new account opened and set up, we also refinanced a vehicle cutting his interest

rate in half, and opened a new credit card with a much lower interest rate. The member expressed appreciation for DCCU, particularly our quality of service, how much we helped him save, and for demonstrating how much we care.



## Helping to Build Financial Confidence

A member came in wanting to refinance her vehicle. She expressed that she was nervous because she had never sat down to talk about her finances with anyone before. She had only ever worked with dealerships, letting them take care of everything. After assuring her that she was in capable hands, we had a great conversation that uncovered that she had a high interest rate on her current vehicle. She also had another outstanding debt. Because she had enough equity in her car, DCCU was able to refinance the auto loan and pay off the debt. The best part, her monthly payment actually decreased! She was relieved that she now had the opportunity to help improve her credit and save money at the same time.

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## Once a Member, Always a Member

A member visited a branch reluctantly requesting to close her DCCU account since she had relocated out of the area. We talked with her about our online/mobile banking options and all the great features that make it easy to manage her finances without having to travel to the branch. After helping her set up Online Banking, our Mobile App, and Direct Deposit, the member

asked about how she would withdraw money from her account. She was pleased to hear that with a DCCU checking account, up to 10 foreign ATM fees can be reimbursed each year. The member was so thankful that we took the time to explain her options and that she wouldn't have to close her DCCU account after all.





## SUPPORTING THE NEEDS OF SMALL BUSINESSES

The Paycheck Protection Program (PPP) is a forgivable loan program delivered through the Small Business Administration (SBA) that offers financial support to businesses. The program launched in 2020 and continued into 2021 with a second round of funding and an emphasis on helping business members request and obtain loan forgiveness.

These loans helped businesses in our community meet their payroll and other qualified business expenses during the pandemic. In 2021, DCCU made 305 loans totaling \$8.3 million during the second round of funding. Additionally, 608 PPP borrowers had their loans forgiven in 2021. To date, DCCU helped businesses receive 750 loans totaling more than \$23 Million through the PPP program. DCCU worked closely with our members in order to get loans funded quickly, while also supporting them through the loan forgiveness application process.

**305**

Members served

**608**

PPP loans forgiven

**\$8.3 MILLION**

in second round of funding

**Patrick Keefe**, D.C. Shenandoah Chiropractic, P.C.

“I just wanted to tell you how much I appreciate your help with the SBA loan last year. I'm in the process of closing some other business accounts I've had for years, and I'll be moving over to DCCU. It's in large part due to your help and service that I feel comfortable making this change. It really is appreciated.”



# Community Impact

DCCU is more  
than just a  
credit union.

Yes, we provide the financial products and services you need, but we also care deeply about the communities we serve and do our part to help make our community better through financial education, scholarships, volunteerism, sponsorships, and donations.



# COMMITMENT TO EDUCATION

DCCU cares about the financial wellness of our members and the community. We believe that the more education and tools you have to manage your money, the more likely you are to establish a secure financial future for you and your family. DCCU provides free financial education to the communities we serve and uses a variety of training methods to teach financial responsibility.

Financial education can help empower people to lead financially healthy lives. We improve the financial health of our community and contribute to this wellbeing by teaching people how to save,

spend, and borrow wisely while keeping their credit strong. Whether it's preparing a budget, improving your credit score, or learning the steps to becoming a homeowner, our goal is to teach the financial skills that are necessary to carry people through the financial stages of life.

Although the pandemic continued to limit some programs in 2021, there was a renewed emphasis on employee and financial wellness, internal collaboration, and community financial health. Despite the limitations, DCCU still ended the year having presented to a total of 717 participants.

### A Few Examples of Financial Education Activities

- ▶ Conducted financial wellness and workplace wellness classes for DCCU employees
- ▶ Held mortgage education workshops in partnership with DCCU's Mortgage Department
- ▶ Taught personal finance at area high schools
- ▶ Led monthly Zoom classes for prospective homeowners for Habitat for Humanity of Staunton, Augusta, and Waynesboro
- ▶ Participated in the Kick Off to College virtual scholarship fair
- ▶ Taught classes for 75 students at Massanutten Technical Center Adult Education Center
- ▶ Partnered with DCCU's Fraud/Security Department to host Coffee & Connections with the Greater Augusta Regional Chamber of Commerce



## DCCU at Work Program Supports the Financial Education Needs of Employers

DCCU offers a free workplace financial program for local employers and their employees called **DCCU at Work**. We understand that educating employees on how to better manage their finances can reduce stress levels, raise productivity, increase retention, and improve retirement plan outcomes. DCCU at Work includes on-site sessions led by credit union personnel coupled with online resources and tools to help employees establish financial goals. The group sessions highlight a variety of financial

health topics including the financial impact of a good credit score and the importance of developing a long-term savings plan. One-on-one counseling sessions are also available to address the participants' individual needs.

Learn more about DCCU at Work at [mydccu.com](http://mydccu.com).

### **Dr. Robert C. Hull, D.D.S., P.C.**

Lexington, VA



“My employees look forward to the DCCU at Work financial wellness lunch and learns. DCCU takes complex topics and presents the information in a fun and non-intimidating way. These sessions have helped my staff learn how to make small steps to improve their financial situations. Because we have a family relationship among my staff, I want them to be successful. I want to help them achieve their dreams and goals – and DCCU at Work has been a big help.”



## Promoting Educational Resources for Local Students

Investing in local students honors our commitment and passion for education as we help ease the stress of paying for college. In 2021, applicants were asked to write an essay about the advantages and disadvantages of digital/electronic banking channels and how these channels compare to traditional banking options. DCCU awarded a total of \$29,000 in scholarships to deserving students in our community.

The transition to college is a pivotal time in a student's life. Colleges and technical schools teach valuable skills that can provide increased opportunities over the course of a career. While every situation is different, one thing is certain – college or technical school can be costly and scholarships are more important than ever before. The Scholarship Hub is a resource available on [mydccu.com](http://mydccu.com), connecting the community with beneficial information on college planning, along with links on how to apply for DCCU local, regional, and national scholarship offerings.

DCCU has awarded scholarships since 1995 through its annual scholarship contest.

### Kick Off to College

DCCU, in partnership with the Community Foundation of the Central Blue Ridge, Blue Ridge Community College, and the Waynesboro High School Career Center coach, once again offered our “Kick Off to College” Scholarship Fair in a virtual format. This event assisted students with the

opportunity to learn more about local scholarships, FAFSA (Free Application for Federal Student Aid) forms and requirements, GRASP advising, applying to college, leadership, and volunteer and community resources. The “Kick Off to College” video is available at [mydccu.com/scholarship-resources](http://mydccu.com/scholarship-resources).

**Wyatt Aldhizer**, 2021 Scholarship Recipient – Stuarts Draft High School

“After experiencing my first semester of college in the beautiful city of Charlottesville, many different doors have opened in my life. The University of Virginia has provided me with a sense of community and motivation. DCCU’s commitment to serve local communities empowers me to bring the same attitude to my university.”



# SUPPORTING MEMBERS AND THE COMMUNITY WITH SHRED DAYS

Shredding documents is one of the best ways to prevent personal information from falling into the wrong hands. DCCU held Shred Days at multiple branch locations in the Spring and Fall of 2021. Shred Days are an open invitation for our members and the community to bring personal documents to be shredded for free. We also collect food and monetary donations for the Blue Ridge Area Food Bank (BRAFB).

**2,384**

Attendees

**89,520**

Pounds of Shred



**\$6,685**

monetary donation



**33,875**  
MEALS PROVIDED



**8,564**

pounds of food



# SUPPORTING LOCAL ORGANIZATIONS THROUGH SPONSORSHIPS

Sponsorships are one of the many ways that DCCU gives back to the community. From schools to non-profits, DCCU sponsorships help a variety of organizations. In another year where the pandemic canceled or altered many events and volunteering opportunities, sponsorships remain a meaningful way for DCCU to support the community.

**75**

Sponsorship Donations

**\$53,944**

Total Dollars Donated

DCCU sponsored the Waynesboro High School Girls Basketball team with t-shirts for warming up.

**Skylar Napier**

Girls Basketball Coach  
Waynesboro High School



“The shirts we have on are one of two we can wear as a team because DuPont Community Credit Union sponsored us! We are so proud to wear them! Thank you so much for your support.”

DCCU provided 400 bottles of water to Westwood Hills Elementary School in Waynesboro for their walk-a-thon event.



## Jillian Tucker

Westwood Hills Elementary School PTO

“Westwood Hills Elementary School’s PTO thanks DCCU for their generous donation of 400 bottles of water for the 2021 Walk-a-Thon fundraiser! On October 22, Westwood students walked and ran a combined total of approximately 3,500 laps. The money they raised will directly support their school, while the event also promoted healthy living and exercise. With DCCU’s donation, every student had the opportunity to rehydrate after their hard work!”

## Encouraging Employee Wellness While Supporting the Community

DCCU is a proud sponsor of several community races throughout the Shenandoah Valley. For every race that we sponsor, our employees are offered the opportunity to participate for free! DCCU covering race entry fees is an added employee benefit that our employees look forward to and enjoy.



**Sami Haggerty** (left)  
Mortgage Advisor

“I love that DCCU cares and promotes wellness within the company and in the community. I’m grateful that we were given the opportunity to participate in this event. It was so much fun and the start of a healthier lifestyle.”



## DCCU DONATES OVER \$44,000 TO HABITAT FOR HUMANITY

In 2021, DCCU donated \$44,408 to Habitat for Humanity. These four local affiliates serving the Shenandoah Valley each received \$11,102 to continue their mission of helping families build safe and affordable homes in our community:

Blue Ridge  
Habitat for Humanity  
Winchester, VA

Central Valley  
Habitat for Humanity  
Bridgewater, VA

Staunton-Augusta-Waynesboro  
Habitat for Humanity  
Staunton, VA

Rockbridge Area  
Habitat for Humanity  
Lexington, VA

DCCU held various campaigns and fundraisers throughout the year to provide this donation.

“These efforts demonstrate DCCU’s support of local organizations doing noble work in our community,” said Steve Elkins, DCCU’s President/CEO. “We continue to look for ways we can help make our community stronger, and supporting Habitat for Humanity in their pursuit of providing affordable housing options for families in need is well-aligned with DCCU’s commitment to financial wellness.”

# WILLINGNESS TO SERVE

DCCU employees welcome the opportunity to be involved in the community and support local causes. Throughout the year, we work together to raise funds and collect donations for local non-profits. Here are a few ways our employees show their generosity and willingness to serve:

## Corporate Charity

Each year, DCCU employees work together to raise funds for local organizations as part of its Corporate Charity Campaign. Through employee fundraisers and donations, we supported the local affiliates of these organizations in 2021:



**\$6,970**



**\$10,000**



**\$7,417**



**\$7,701**

## Holiday Giving

DCCU employees helped make the holidays brighter for children and seniors in our field of membership. Employees adopted 35 seniors for the “Be a Santa to a Senior” program with Home Instead and Consulate in Woodstock. Gifts such as puzzle books, gloves, scarves, and snacks were purchased for seniors who otherwise may not have received a gift. DCCU employees also adopted 31 children from Waynesboro and Harrisonburg with The Salvation Army’s “Angel Tree” program. Employees purchased bikes, toys, clothing, and other items to help spread holiday cheer to those in need.





## DCCU Cares Virtual 5K/10K

Columbus Day is traditionally a day of volunteering for DCCU employees. However, with the ongoing pandemic, DCCU elected to replace the traditional corporate volunteering day by bringing back the Virtual 5K/10K. Employees

could invite a guest and complete a 5K or a 10K throughout the holiday weekend. For each 5K participant, DCCU donated \$25 to Habitat for Humanity and for each 10K, \$50 was donated. A total of 255 people participated.

**255**  
Participants

**\$8,700**  
Total Amount Raised

This brought the total amount raised for Habitat for Humanity to \$8,700. The funds were distributed equally to four Habitat affiliates within our field of membership.



## Community Involvement

Our employees and volunteers love the Shenandoah Valley and are active in supporting the community outside of work. Here are some of the Boards and Committees that our employees, Board members, and volunteers served on in 2021:

- Augusta County Board of Building Appeals
- Augusta County Broadband Committee
- Augusta County Recycling Committee
- Augusta Health Community Partnership Committee
- Augusta Health Foundation
- Augusta Health Foundation Grants Committee
- Augusta Health Foundation Strategic Planning Committee
- Augusta Medical Group
- Augusta Regional Dental Clinic
- Blue Ridge CASA for Children
- Blue Ridge Community College
- Blue Ridge Community College Business Advisory Committee
- Blue Ridge Community College Educational Foundation
- Community Child Care, Inc.
- Daily Living Center Adult Center
- Elkton Area United Services
- Greater Augusta Coalition Against Adult Abuse
- Greater Augusta Regional Chamber of Commerce
- Greater Verona Business Association
- Harrisonburg Rockingham Chamber of Commerce Leadership Steering Committee
- Rockingham County Fair
- Sentara RMH Foundation
- Shenandoah Community Capital Fund
- Shenandoah Valley Kiwanis
- Shenandoah Valley Regional Airport Ambassadors Committee
- Staunton-Augusta Rotary Club
- The Salvation Army (Waynesboro)
- United Way of Staunton, Augusta, and Waynesboro
- Valley Hope Counseling
- Voice of Business Committee for the Greater Augusta Chamber of Commerce
- Waynesboro Economic Development Authority Board
- Waynesboro Family YMCA
- Waynesboro Kiwanis Club
- Waynesboro Noon Rotary Club
- Waynesboro Police Department Foundation
- Waynesboro Symphony Orchestras
- Weyers Cave Lions Club

# Awards & Recognition



## Forbes Best-in-State Credit Unions List

For the third year in a row, DCCU was ranked as the top Virginia credit union according to Forbes, who partnered with research firm Statista for their annual look at the best credit unions in each state.



## Louise Herring Philosophy in Action Award

The Virginia Credit Union League selected DCCU as the winner of the 2021 Louise Herring Philosophy In Action Award in the over \$1Billion asset size category. We received first place for our unique community campaign from 2020 – Dine Out and Make a Difference. Our winning entry went on to be considered for the Credit Union National Association's National Award, where we placed second in the nation.



## Doing Well By Doing Good Award

DCCU received Mastercard's Doing Well by Doing Good award, which recognized the best use of assets in community service or charitable contributions. Our 2020 Dine Out and Make a Difference Campaign supported local restaurants and the Blue Ridge Area Food Bank in the midst of the pandemic at a time when restaurants were severely impacted and food insecurity was on the rise.



## Shenandoah Valley Best

DCCU was voted Best Credit Union according to Shenandoah Valley Best, a local contest conducted by the Harrisonburg Radio Group. They received over 1,600 nominations and more than 35,000 votes from Shenandoah Valley residents in support of their favorite local businesses.