

2024 IMPACT REPORT



At Blaze, our Core Action is to **GIVE BACK**. It's embedded in everything we do, from the service and rates we provide to our members to the way we show up for our community.

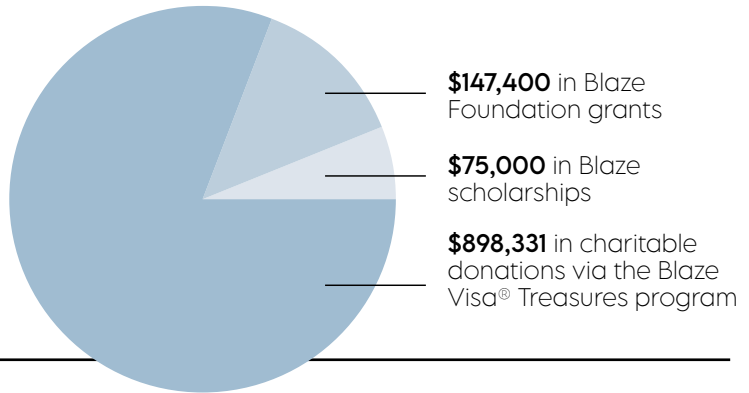
We are proud to present this overview of our 2024 Give Back efforts, and invite you to learn even more by visiting blazecu.com/community

IMPACT BY THE NUMBERS:

2024 Total Charitable Impact:
\$2.1M

 **28**
students awarded Blaze scholarships

\$1,120,731 DONATED



> 400 Minnesota nonprofits
supported via donations & grants

 **\$25,576.83** 
raised by Blaze Hockey Kids4Kids teams to support Gillette Children's

 **569**
hours of associate volunteer time

 **4,016**
pounds of food collected during our annual food drives

69,584
pounds of member documents shredded for free at Blaze shred days



> 80
financial education classroom presentations

GIVING HIGHLIGHTS:

NONPROFIT PARTNERSHIPS

We are proud to highlight a small number of Blaze's incredible nonprofit partners, one for each of our six core give back pillars



ANIMALS: The Bond Between

For the third consecutive year, Blaze was able to say "yes" to animals in need by supporting The Bond Between and the Bucks for Babe fund. Since its creation in 2022, Bucks for Babe has raised more than \$200,000 for animals in need, all in memory of KS95 Morning Show Host Crisco's beloved dog, Babe. Blaze matched the first \$25,000 in donations during the 2024 campaign. This outpouring of love and support from Blaze members, KS95 listeners, and people from around the world has allowed The Bond Between to save thousands of pets over the last three years.



CANCER, HEALTH, AND WELLNESS: Gillette Children's

Through the Blaze Hockey Kids4Kids program, now in its seventh season, youth hockey players team up with Blaze and the Minnesota Wild to help raise awareness and funds for Gillette Children's in St. Paul. Since the program's inception, it has raised more than \$175,000 for Gillette Children's, helping kids receiving care for complex medical conditions or injuries. Additionally, Blaze is proud to support Gillette as part of Minnesota Credit Unions for Kids.



HUNGER: Waseca Food Shelf

At the beginning of 2024, Blaze made a \$10,000 donation to support the Waseca Area Food Shelf's Back Pack program. The program is available to Waseca students grades K-12 who are identified as food insecure by school counselors. The Food Shelf then purchases affordable, nutritious items to fill nearly 300 back packs each week, which are then sent home with students to provide an additional food source over the weekend.



EDUCATION AND FINANCIAL EMPOWERMENT: Best Prep

Blaze is a long-time partner of Best Prep, which provides business and financial literacy programs to students in grades 4-12, giving them valuable skills through hands-on experiences to inspire success through school, work, and life. In fall of 2024, Blaze partnered with BestPrep on their new "Money Talks" initiative, an event to help teachers enhance their personal finance lessons. Blaze hosted and sponsored the evening, and several Blaze associates helped share their finance expertise.



HOUSING: Salvation Army Northern Division

We were incredibly proud to have our CEO Dan Stoltz serve as the Salvation Army's Red Kettle Community Chair in 2024. The Red Kettle campaign raised funds to support the Salvation Army's emergency shelters and other housing services. Dan, more than 50 Blaze associates, and numerous Blaze partners rang bells at kettles in more than 20 Minnesota cities during the 2024 holiday season. Blaze was also proud to make a \$100,000 gift to the Salvation Army in support of the kettle campaign.



VETERANS: Honor Flight Twin Cities

Honor Flight Twin Cities transports WWII, Korean War, and Vietnam War veterans to Washington, D.C., to visit and reflect at their memorials at absolutely no cost to them or their guest. Blaze has supported several previous Honor Flights, and is proud to once again support an upcoming trip in early 2025.

GIVING HIGHLIGHTS:

BLAZE VISA® TREASURES

Each time a Blaze member used their Blaze Visa Credit card in 2024, Blaze gave back .25% of that transaction to our community causes. Since the Treasures Program began in 2019, member purchases have resulted in nearly \$3 million donated to nonprofit partners across the state, including almost \$900,000 in 2024.

BLAZE AT JOHNSON HIGH SCHOOL: CELEBRATING TEN YEARS

The 2024-2025 school year marks Blaze's ten-year anniversary at our Johnson High School branch. One of four branches that Blaze has in St. Paul public high schools, the branch provides financial education and banking basics to students. Blaze CEO Dan Stoltz is a proud alumnus of Johnson High School, and we look forward to many years of partnership to come!

ASSOCIATE VOLUNTEERISM

Every Blaze associate is encouraged to give back to their communities through volunteerism and they are provided with eight hours of volunteer paid time off. **In 2024, Blaze associates volunteered 569 hours.**

