

June 1, 2015

Hacienda Helping Hands H3 Challenge New Partnership Started with 1st United Services Credit Union



PLEASANTON, Calif. — [Hacienda Helping Hands](#), Hacienda's community outreach program, is announcing its new H3 Challenge. In partnership with 1st United Services Credit Union, Hacienda is challenging local businesses to make a difference in their community through participation in a new fundraising drive. Hacienda's owners, investors, businesses and other affiliates now have yet another way to help address critical needs in the Tri-Valley.

The H3 Challenge provides a new focus on growing the Hacienda Helping Hands fund so that it can continue making grants to locally-serving community organizations and non-profits with missions to work in six key philanthropic areas: youth development and education, family strengthening, senior assistance, access to healthcare and healthy living, affordable housing and solutions to homelessness, and arts and culture. Over the last six years, [Hacienda Helping Hands](#) has been able to distribute thousands of dollars to those committed to these causes. Past recipients include: Axis Community Health, Senior Support Program of the Tri-Valley, Buenas Vidas Youth Ranch, Open Heart Kitchen, Sentinels of Freedom, Tri-Valley Housing Opportunity Center, and many more.

Under the H3 Challenge local businesses will have the opportunity to meet with a Hacienda Helping Hands campaign representative to learn firsthand about the initiative and how they can make a local impact. Visits will highlight campaign work, offer opportunities for engagement and hear from businesses how [Hacienda Helping Hands](#) can strengthen ties between companies and the community at large. Representatives will also have information on unique giving opportunities for businesses, employees and residents.

"Our new partnership with 1st United Services Credit Union will allow us to provide a more personal approach to engaging with our owners, investors and businesses to learn more about their philanthropic objectives and how we can build a better bridge between them and the local community," said James Paxson, Hacienda's General Manager. "1st United Services Credit Union has a long history of community engagement and we are very excited to see them bring that expertise to our campaign."

"As a local, not-for-profit financial institution, we believe in celebrating and supporting the people and businesses in our community," said Greg Pulliam, 1st United Services Credit Union's Chief Administrative Officer. "We feel our partnership with Hacienda Helping Hands, since 2009, supports local efforts that closely complement that mission."

[Hacienda Helping Hands](#) has participated in several [community initiatives](#) since its inception in 2008. Recent activities include:

- A \$10,000 impact grant made to Axis Community Health in support of their capital campaign to bring much needed medical facilities to the Tri-Valley.
- In partnership with Kaiser Permanente, the East Bay Community Foundation and the East Bay Leadership Council, Hacienda Helping Hands supported two forums designed to bring attention to poverty in the region and to help craft a long-term anti-poverty strategy.
- Hacienda Helping Hands has continued its nearly two decades old tradition of assisting the Alameda County Community Food Bank with its annual holiday food drive.

Hacienda comprises a broad mix of over 650 firms involved in high tech, communications, the food industry, insurance, finance, and consumer goods. There are headquarters and western regional offices of Fortune 500 companies or their subsidiaries there, as well as start-up companies comprised of local talent and consulting firms with expertise in legal, accounting, engineering and computer systems.

1st United Services Credit Union (1st USCU) is a local credit union serving Alameda and Contra Costa counties. As a not-for-profit financial institution, they offer lower fees on checking accounts, lower rates on loans and credit cards and higher rates on savings accounts. If you're looking for a tech-savvy financial institution, but don't want to sacrifice knowledgeable, personal and local banking, 1st USCU may be the perfect fit for you. Membership is open to anyone who lives, works, or attends school in Alameda or Contra Costa counties in California. Join us.

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