



## How OMISTA Credit Union reached nearly 100% engagement in under a year

### About OMISTA

OMISTA offers complete banking for people who want to bank local while making the place they live even better. As a Certified B Corporation with over \$330 million in assets under management, they truly believe in business as a force for good. OMISTA Credit union provides a better way to bank by offering much more than financial services and products. They are about keeping more money in their customers' pockets and helping communities prosper.

### Challenges

All Credit Unions share a common bond – to improve the wealth of the people and communities they do business with. Their employees have always taken an active role in enhancing the communities in which they live and work. Prior to Porpoise, OMISTA managers were using spreadsheets and email to measure their community impact and struggled with accurately collecting meaningful data.

### The questions they were asking themselves

1. How do we achieve companywide sustainability/community involvement goals while also supporting the causes our employees care about?
2. How do we accurately measure the impact of our community involvement initiatives?
3. How do we increase awareness surrounding our community involvement programs?
4. How do we measure participation to ensure that giving is engrained in our culture?

## How Porpoise helped

### Engagement

The ability to discover and share volunteering opportunities and share these stories both internally and externally has increased program awareness, and participation. In just 11 months, engagement levels reached 96%, tripling the industry average!

*“Employees rallied around this initiative because it gave them a fresh platform to showcase the causes they are so passionate about and they saw it as an opportunity to take ownership of their annual volunteer objectives.”* -Bev Somers, Human Resources Manager



## Alignment

Employees are supported and encouraged to support the causes they care about while also working toward companywide goals that reflect OMISTA's corporate values. Bringing all of these giving stories together, OMISTA is able to align their values while sharing the impact they are creating as a collective.

"Porpoise helps us tell this story within our walls, to our stakeholders, and the public. It lets us reflect on the good that we do and challenges us to continue to be a part of something bigger."

-Trisha Leaver, Marketing Manager

## Recognition

Before using Porpoise, OMISTA managers were unable to recognize employees for their contributions. With Porpoise, OMISTA has incorporated employee volunteerism into employee reviews and ingrained giving into their corporate culture.

## Data

With Porpoise, OMISTA is able to collect photo assets and shareable employee generated content, as well as powerful impact data. With an understanding of who is volunteering, when they are volunteering, and the cause areas they are supporting, OMISTA is able to make data driven decisions to improve their CSR and sustainability initiatives.

### Contributions by cause area

- Community
- Children & Youth sports
- Education
- Health & Wellness
- Environment
- Spirituality

"We embraced using business as a force for good, but partnering with Porpoise has helped us take it to the next level. We're now able to do a much better job of measuring what matters."

-Trisha Leaver, Marketing Manager

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To learn more about taking your  
community involvement program to the  
next level with Porpoise,  
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