



Excite Credit Union™, Soul Focus, SJSU partner with East Side Alliance to support future success

FOR IMMEDIATE RELEASE

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SAN JOSÉ, CA – Excite Credit Union CEO Brian Dorcy announced a new partnership with the East Side Alliance at the East Side Union High School District Education Foundation’s biennial Hall of Fame Dinner on Saturday, November 9, at the Hayes Mansion.

A key component of the partnership is the Step Up Saving Program. Excite will make \$50 opening deposits, match \$25 per year, and pay a higher interest rate on savings balances up to \$2,500 for any children residing in the East Side Alliance footprint who open a savings account for post-secondary education or training.

“Excite believes that every child should have the opportunity to go to college, no matter the cost or the zip code where they live,” Dorcy said. “Data shows that low-income children with just \$500 in a college savings account are four times more likely to complete college than low-income children without a college savings account.”

In addition to the Step Up program, Excite participated in College Day activities and donated nearly 2,000 youth savings books to 2nd and 3rd grade teachers and students in East Side schools. The company also sponsored the ESUHSDEF Hall of Fame Dinner, which is intended to inspire current students by recognizing East Side graduates who have gone on to success in a variety of fields.

“If you’ll pardon the pun, we’re excited to have Excite on board as a key partner in the East Side Alliance,” said Manny Barbara, ESUHSDEF Board Member and Advisor to the CEO of the Silicon Valley Education Foundation. “Together, we can ensure that every student has the opportunity to fulfill their dreams.”

Also joining the partnership is Soul Focus, producers of the Silicon Valley Half Marathon, who have raised \$20,000 to fund scholarships for students participating in the Spartan East Side Promise program. This program, developed with San José State University, provides ESUHSD grads with a path to a college education. Learn more at esuhsdef.org/spartan-promise.

The Silicon Valley Education Foundation has matched Soul Focus with an additional \$20,000 for the scholarship fund.

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About Excite Credit Union

Excite Credit Union (Formerly Alliance Credit Union) is a member-owned financial cooperative stepping up since 1952. Excite was created by a small group of visionary General Electric employees and now has \$494 million in assets and serves over 40,000 members in nine counties – Santa Clara, Santa Cruz, San Mateo, San Francisco, Monterey, and Alameda counties in California – and New Hanover, Pender, and Brunswick counties in North Carolina. Excite also serves approximately 400 Community Business Partners (employers) throughout both states by offering exclusive benefits to employees. Information about the credit union, membership, and service offerings can be found at excitecu.org. Federally insured by the NCUA.

About the East Side Alliance

Supported by the Silicon Valley Education Foundation, the East Side Alliance is a partnership between East Side Union High School District, its seven K-8 feeder districts, San José State University, and Evergreen Community College to provide a Pre-K through 16 aligned system for East Side students.

About the ESUHSD Education Foundation

The East Side Union High School District Education Foundation was founded in 2009 to help the school district deal with severe budget reductions caused by the recession. While the district has recovered from the financial crisis, the Foundation remains focused on securing additional funding to support East Side students. Learn more at esuhsdef.org.