



## Community Impact Report - 2019

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### Executive Summary

The 2019 Community Impact Report (formerly the “Community Outreach/Engagement Report”) encompasses all areas of Premier Members Credit Union’s community engagement. These engagement opportunities exist in the Gives and Youth Pillars, as well as through business development efforts with community events and our Select Employee Groups (SEGs). These include our branch (retail) community events, as well as our enterprise events—those where Premier Members is a top event sponsor.

Premier Gives, Premier Youth and all community and enterprise events exist throughout the Community Relations Department and are facilitated by the Corporate Social Responsibility and Business Development teams. 2019 saw an increase in employee giving, both in outreach hours to the community and in dollars donated through our 2019 Premier Members United Way Campaign. This employee giving, combined with corporate funding to community nonprofits and events, resulted in a record-breaking year for Premier Members of \$325,707.48 in total community impact dollars and 1,126.50 employee community outreach hours invested in our communities.

The Community Impact Report details these successes in Premier Gives, Premier Youth and through our community and enterprise events.

### Premier Gives

Founded in 2012, Premier Gives provides the community with funds and employee volunteers to support the initiatives of education, financial literacy and basic needs. Premier Gives provides more than \$200,000 annually in community support from employee and credit union sponsorships and donations, and grants \$47,500 in annual youth and teacher scholarships.

#### Community Needs and United Way

The credit union offers monthly Premier Gives projects to our workforce through a variety of outreach opportunities. These projects help strengthen the communities we serve by addressing basic needs such as clothing, shelter and hunger.

As part of the Premier Gives strategy, we leverage our relationship with Mile High United Way (MHUW) to provide our communities with a trifecta of employee volunteerism, corporate funding and employee giving. Through United Way, the credit union encourages employees to make financial contributions to nonprofits of their choice by providing a 50% corporate match. In 2019, the Premier Members United Way giving campaign raised nearly \$63,000.

We also launched our second Artisans of Giving campaign to raise funds for MHUW through member and community donations. The campaign facilitated public fundraising of \$22,175 to support United Way’s focus areas of education, health and financial stability. We continue to partner with MHUW by offering monthly Premier Gives events in their network, where our employees give a minimum two-hour shift to provide service to local nonprofits.

Along with United Way, Premier Gives focuses on other nonprofits that fulfill community basic needs. In 2019, we hosted our second “Pop-Up Community Outreach” event to benefit Attention Homes, a nonprofit that offers assistance to homeless youth in Boulder County. Premier Members employees made 398 peanut butter and jelly sandwiches, providing a week’s worth of lunches for homeless youth. 2019 was also the second year of partnering with Community Food Share. We place all new hires in a giving role by working a shift at the food bank. Existing employees are invited to participate and serve as a “New Hire Ambassador.” Our New Hire Community Food Share program yielded 162 outreach hours and approximately 13,608 meals to our community.

Premier Gives Community Outreach Event	Staff	Hours	Total Hours
A Precious Child	8	3	24
A Precious Child*	6	3	18
A Precious Child*	10	3	30
Attention Homes	12	3	36
Broomfield “Show the Love” Day	3	4	12
Broomfield “Show the Love” Day II	2	4	8
Colorado Horse Rescue*	8	4	32
Community Food Share Bi-Monthly New Hires	76	2	152
Community Food Share*	10	3	30
El Sistema*	7	3	21
Intercambio*	6	2	12
MHUW Turkey Trot	2	3	6
United Way Day of Caring: Earth’s Table*	12	4	48
<b>Total:</b>	<b>162</b>	<b>41</b>	<b>429</b>

\* United Way-Sponsored Project

Sponsorships, Corporate Match and Employee Giving	Amount
Artisans of Giving Prize Donation	\$ 60,000
Community Food Share Event Sponsorship	\$ 5,000
United Way Day of Caring Sponsorship	\$ 7,500
United Way Employee Donations and Corporate Match	\$ 62,944.50
Zing for Zonta Event Sponsorship	\$ 250
<b>Total:</b>	<b>\$ 135,694.50</b>

**Total Impact: 13 projects, 162 employees, 429 community outreach hours and \$135,694.50\*\*.**

\*\* Includes \$22,175 Artisans of Giving funds raised from public

## Scholarships

Every year, Premier Members Credit Union recognizes high school seniors with proven academic, community involvement and extracurricular activities, by providing higher-education scholarships. We reward scholarships to individuals and local education foundations and nonprofits within our communities.

In 2019, Premier Gives awarded scholarships to eight high school students. Of these, a four-year scholarship was awarded to a child in foster care, thanks to our partnership with Realities for Children of Boulder County (RFCBC). We also recognized a teen mom through Hope House of Colorado, helping her achieve tuition to a two-year college, and created educational opportunities for three homeless youth in Castle Rock, through the Premier Members Hide in Plain Sight Scholarship.

Youth Scholarships	Amount
Hide in Plain Sight	\$ 5,000
Hope House of Colorado	\$ 5,000
Premier Members Scholarship x3	\$ 15,000
Realities for Children of Boulder County	\$ 5,000
Rudy Sumpter FBLA Scholarship	\$ 2,500
Westminster Public Schools Foundation	\$ 5,000
<b>Total:</b>	<b>\$ 37,500</b>

We placed Premier Members staff on one external committee, to serve as part of the scholarship selection committee for the Westminster Public Schools Foundation. Six employees served on Premier Members' internal scholarship committee, and reviewed applications and selected our recipients.

Youth Scholarship Events	Staff	Hours	Total Hours
Premier Members Scholarship Committee	6	8	48
Westminster Public Schools Foundation Scholarship Application Review and Interviews	2	8	16
<b>Total:</b>	<b>8</b>	<b>16</b>	<b>64</b>

Premier Members also grants \$10,000 annually to honor outstanding teachers with classroom grants and continuing education opportunities, through our partnership with Impact on Education, the foundation supporting the Boulder Valley School District.

Continuing Education Scholarship	Amount
Impact on Education - Impact Awards	\$ 10,000
<b>Total:</b>	<b>\$ 10,000</b>

**Total Impact: 9 scholarships, 8 employees, 64 community outreach hours and \$47,500.**

## Premier Youth

Premier Members provides financial literacy education to students, primarily at four Boulder Valley School District (BVSD) high schools: Boulder, Centaurus, Fairview, and Monarch—through business classes, DECA, and FBLA. We also sponsor student branches in each of these schools. The student branches are overseen by branch managers, and run by paid student interns, who also earn business credits. These initiatives assist in teaching important money management skills to students, before graduation. The student branches help youth gain valuable work experience as branch employees. In 2019, we employed nine student interns.

### **Key Education-Based Relationships**

In addition to school districts, key relationships with education-based nonprofit organizations help us invest in our community's youth. We leverage our relationships with the Future Business Leaders of America (FBLA) and DECA school clubs to reach additional BVSD students. We partner with Impact on Education (BVSD's foundation), BVSD's Parent Engagement Network (PEN), and the Westminster Public Schools Foundation. We also partner with RFCBC to reach foster children in Boulder, TLC Learning Center in Longmont, and we sponsor the Monarch Little League. Our Loan Interest For Education (LIFE) program partners with BVSD schools by sharing interest earnings from loans opened by members, and designated to a school.

<b>Education-Based Sponsorships</b>	<b>Amount</b>
Boulder HS FBLA	\$ 750
BVSD Retirement Dinner	\$ 13,500
Centaurus HS DECA	\$ 250
Crossroads School Gala	\$ 500
Fairview HS FBLA	\$ 500
Impact on Education Crayons to Calculators	\$ 2,500
Impact on Education Frasca Major Donor Event	\$ 5,000
Impact on Education Frasca Major Donor Event II	\$ 10,000
Loan Interest For Education (LIFE)	\$ 4,498.51
Monarch HS	\$ 100
Monarch HS FBLA	\$ 750
Monarch Little League	\$ 650
Parent Engagement Network (PEN) Gala	\$ 5,000
Realities for Children of Boulder County (RFCBC) Event	\$ 500
RFCBC Business Sponsorship	\$ 3,600
RFCBC Pigs for Kids	\$ 137.83
Rhino Stampede-Ryan Elementary School- Lafayette	\$ 500
TLC Christmas Tree Festival	\$ 2,500
Westminster Public Schools Back-to-School Event	\$ 1,000
<b>Total:</b>	<b>\$ 52,236.34</b>

In addition, PMCU provides annual financial literacy instruction to K-12 students and adults through schools and community outreach.

<b>Financial Literacy Classes</b>	<b>Number of Classes</b>	<b>Number of Students</b>
Boulder High School - "Adelante"	1	28
Boulder High School - "Living on Your Own"	5	129
Boulder Valley School District - Transition Students	1	9
Centaurus High School - Finance	1	21
Community Montessori	2	48
FBLA District 2 Conference	1	300
Monarch High School - Economics	3	79
Monarch High School - Social Studies	3	78
Realities for Children of Boulder County	1	9
The Inn Between of Longmont	3	26
<b>Total:</b>	<b>21</b>	<b>727</b>

**Total Impact: 727 students served through financial literacy classes and \$52,236.34.**

**Total charitable impact: 170 employees, 493 community outreach hours and \$235,430.80.**

**Community Engagement**

Premier Members sponsors branch and enterprise events to connect with communities and increase branch awareness. Through community engagement, we focus on building relationships and adding memberships. In2019, we welcomed one new branch, Castle Rock, and relocated our Greenwood Village branch to Centennial. The Community Relations department oversaw both Community Party events for these locations to help the public celebrate these new locations.

Branch (Retail) Community Events	Staff	Hours
Arvada Kite Festival	9	22
Bike to Work Day	5	12.5
Boulder Craft Beer Festival***	12	26
Brendan’s Ride Bike and Car Show	10	21
Briarwood Community Party	26	82.5
Castle Rock Community Party	19	84
Castle Rock Wine Fest	5	22
Chainsaws and Chuckwagons	11	27
Estes Park Duck Race	4	18
Estes Parks Safety Fair	3	6
Golf4Vets	3	19.5
Louisville Fall Fest and Labor Day Parade	9	21
North and South Longmont – Chamber Open House	4	8
Rock Creek HOA Movie in the Park	3	9
Sammy’s Family Fun Run	2	6
Unity in the Community	8	18
Westminster Halloween Harvest Festival	9	30
<b>Total:</b>	<b>142</b>	<b>432.50</b>

\*\*\* Combined Retail and Mortgage-Sponsored Event

PMCU sponsored five enterprise events (i.e. community events where Premier Members was a title sponsor):

Enterprise Events	Staff	Hours
Castle Rock Art Fest	14	67
Downtown Boulder Fall Festival	20	56
Longmont Art Walk	4	8
Taste of Louisville	14	35
Thornton Harvest Fest	7	14
<b>Total:</b>	<b>59</b>	<b>180</b>

**Total community engagement: 22 community events, 201 employees, 612.50 outreach hours and \$61,044.**

**Additional Impact**

**Golden West and Flatirons Terrace**

Premier Members is also committed to providing education and financial literacy to our community’s seniors. We have an ongoing Select Employee Group (SEG) relationship with Golden West Senior Living Center and the neighboring Flatirons Terrace. Each week, we visit Golden West, and educate residents on their financial matters, and provide service by conducting their banking transactions. We help the residents observe important milestones by bringing them together to celebrate birthdays. We also sponsor regular social hours for both Golden West and Flatirons Terrace, providing residents with companionship and social activities. Golden West is a Housing and Urban Development (HUD) partner, and serves low-income seniors in Boulder.

Golden West Events	Amount
Flatirons Terrace Social Hour	\$100
Golden West Birthday Celebrations	\$ 200
Golden West Social Hour	\$ 200
<b>Total:</b>	<b>\$ 500</b>

**Walk MS: Boulder**

Our commitment to Walk MS resulted in 2019 recognition as third highest corporate fundraising team in Division III.

Walk MS Event	Amount
Walk MS Corporate Match	\$ 1,000
Walk MS Employee Donations	\$ 5,445

Premier Members also supported the Walk MS: Boulder event by providing staff support.

Walk MS Event	Staff	Hours
Walk MS	3	7
<b>Total:</b>	<b>3</b>	<b>21</b>

**Total Impact: Three employees, 21 community outreach hours and \$6,445**

**Total Additional Impact: 5 employees, 21 outreach hours and \$6,945.**

**Total Community Impact**

- **368 Employees Participated\*\*\*\***
- **1,126.50 Staff Community Outreach Hours Donated**
- **\$29,232.68 Staff Community Outreach Hours Value (based on PMCU’s salary average of \$25.95 per hour)**
- **\$235,430.80 Charitable Outreach**
- **\$61,044 Community Direct Support**
- **\$325,707.48 Total Community Outreach Support**

\*\*\*\* Due to turnover, 329 unique employees participated. 39 employees served in multiple areas of Gives, Youth and Community Engagement and were subject to being counted multiple times for their Community Outreach.