



Re: Community Impact Report – 2020

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Executive Summary

The 2020 Community Impact Report encompasses all areas of Premier Members Credit Union’s community engagement. These engagement opportunities exist in the Gives, Youth and Sustainability Pillars, as well as through business development efforts with community events and our Select Employee Groups (SEGs). These include the credit union’s branch (retail) community events, as well as its enterprise events. New for 2020, this report also encompasses Sustainability efforts as they relate to outreach and community sponsorships.

Premier Gives, Premier Youth and all community events exist throughout the Community Relations Department and are facilitated by the Corporate Social Responsibility, Sustainability and Business Development teams.

With the onset of COVID-19 in early 2020, the credit union experienced a decrease in both community outreach opportunities and community outreach hours. Total outreach hours reported by employees tallied 267. Despite this, employee giving, combined with corporate funding to community nonprofits and events, resulted in a record year of giving by Premier Members, providing **\$334,707** in total community impact dollars. Premier Gives also provided to the community by hosting its first-ever virtual volunteer opportunities to continue to support the needs of the community.

Premier Members also became a Paycheck Protection Program (PPP) loan provider to support its business members, as well as offered loan payment deferrals for businesses and consumers. These deferrals are added to the end of loan terms to allow members to recover from the financial impacts of COVID-19. To further support both members and the communities served by the credit union, Premier Gives invested funds in the food banks supported by Feeding Colorado, as well as Community Food Share’s Let’s Bag Hunger event.

The 2020 Community Impact Report details the successes in Premier Gives, Premier Youth and Sustainability pillars, as well as through our community and enterprise events.

COVID-19 Response

Premier Members launched its members assistance program in response to COVID-19, offering its members loan payment deferrals, mortgage assistance and small business assistance. Premier Members became a Paycheck Protection Program (PPP) loan provider, which resulted in \$5,093,140 in loans to help 274 small businesses. To date, \$2,516,733, or 119 of these PPP loans, have been forgiven by the Small Business Association. Additionally, Premier Members offered payment deferrals for existing business loans with the credit union. Roughly 25 businesses, with \$150,000 in loans, took advantage of these payment deferrals.

Premier Members also provided its members with payment deferrals for existing loans with the credit union. 9,867 loan deferrals, representing \$128,913,727 in loan balances, were granted for members of the credit union. In addition, 70 mortgage forbearances as well as four commercial mortgage forbearances.

Recognizing the impacts of our front-line staff, Premier Members' leadership provided employees with its first-ever "Employee Day of Thanks," which recognized employees for their hard work and dedication to its members during COVID-19, by gifting them a full, eight-hour day off.

Additionally, Premier Gives sponsored the food banks supported by Feeding Colorado: Care and Share (Pueblo County), Community Food Share (Boulder, Broomfield Counties), Food Bank of the Rockies (Adams, Jefferson, Denver, Douglas Counties), Food Bank for Larimer County and Weld Food Bank. \$12,500 was donated to support the increased need for the food banks as a result of COVID-19.

Premier Gives also sponsored Community Food Share's Let's Bag Hunger event. Premier Members teamed-up with King Soopers grocery stores. Through fundraising from Community Food Share, the credit union's \$5,000 match turned into a large enough donation to provide 216,700 meals to the community.

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 \$35,500 annually in youth 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 2020, the Premier Members United Way giving campaign raised more than \$53,000.

Along with United Way, Premier Gives focuses on nonprofits that fulfill community basic needs. While the credit union scaled-back its in-person community outreach opportunities due to COVID-19, it provided virtual opportunities for participation to our staff, and found creative and impactful ways to continue to support its nonprofits.

In addition to the pandemic, Colorado was also affected by drought conditions, which resulted in the largest wildfires in Colorado's history. In response to the Colorado wildfires, Premier Members launched its 2020 Fire Relief Fund to support the Community Foundation Boulder County's 2020 Fire Fund. These support dollars went directly to those affected by the Colorado fires in Boulder County. Premier Members challenged its members to a \$25,000 match; \$16,670 was raised from the public for a grand total of \$41,670.

Premier Gives Community Sponsorship/ Outreach Event	Staff	Total Hours	Sponsorship Amount (\$)
A Precious Child New Hire Event	8	24	-
Broomfield Community Foundation Affordable Housing			5,000
Community Food Share Let's Bag Hunger			5,000
Feeding Colorado			12,500
Hide in Plain Sight COVID-19 Technology Grant			2,000
Intercambio Virtual English Class Session 1	5	10	-
Intercambio Virtual English Class Session 2	1	2	-
Intercambio Virtual English Class Session 3	1	2	-
Intercambio Virtual English Classes	1	2	-
Mile High United Way Children's Christmas Party			5,000
Realities for Children Sponsorship			3,600
World Credit Union Council Women's Leadership			10,000
Zing for Zonta			1,000
Total:	16	40	\$44,100

Corporate Match Campaigns and Employee Giving	Amount (\$)
2020 Premier Members Fire Relief Fund	41,670
Boulder Virtual Walk MS	7,094
United Way Employee Donations and Corporate Match	53,363
Total:	\$102,127

Total Impact: 16 projects, 16 employees, 40 community outreach hours and \$146,227*.

** Includes \$16,670 funds raised from public for our Fire Fund, \$5,594 raised from employees and the public to support Boulder Walk MS and \$37,575 from employees of Premier Member for the United Way campaign.

Scholarships

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

In 2020, 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). Premier Gives 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 (\$)
Attention Homes Youth Enterprise Award Scholarship	2,500
Hide in Plain Sight	5,000
Hope House of Colorado	5,000
Premier Members Scholarship x2	10,000
Realities for Children of Boulder County Four-Year Scholarship	5,000
Realities for Children Perseverance Scholarship	3,000
Westminster Public Schools Foundation	5,000
Total:	\$35,500

One Premier Members employee served as part of the scholarship selection committee for the Westminster Public Schools Foundation. Nine employees served on Premier Members' internal scholarship committee, and reviewed applications and selected the credit union's recipients.

Youth Scholarship Events	Staff	Total Hours
Premier Members Scholarship Committee	9	72
Westminster Public Schools Foundation Scholarship Application Review and Interviews	1	4
Total:	10	76

Total Impact: 8 scholarships, 10 employees, 76 community outreach hours and \$35,500.

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 Future Business Leaders of America (FBLA). The credit union also sponsors 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 2020, Premier Members employed nine student interns.

Key Education-Based Relationships

In addition to school districts, key relationships with education-based nonprofit organizations help Premier Members invest in its community's youth. The credit union leverages its relationships with the FBLA and DECA school clubs to reach additional BVSD students. Premier Members also partners with Impact on Education (BVSD's foundation), BVSD's Parent Engagement Network (PEN), and the Westminster Public Schools Foundation. It also partners with RFCBC to reach foster children in Boulder, TLC Learning Center in Longmont, and the credit union sponsors the Monarch Little League. Premier Members Credit Union's Loan Interest For Education (LIFE) program partners with BVSD schools by sharing interest earnings from loans opened by members, and designated to a school.

Education-Based Sponsorships	Staff	Total Hours	Amount (\$)
Impact on Education 2020 Sponsorship	1	17.50	50,000
Impact on Education- Welcome Back Gift bags assembly	1	6	16,557
FBLA and DECA sponsorships			8,250
Boulder Chamber-Boulder Together Sponsorship			7,000
Parent Engagement Network			5,000
The Tiny Tim Center	1	1	2,500
Monarch HS Indoor ScoreTable sponsorship			2,300
Westminster Public Schools Foundation student water bottle donation			1,866
Boulder HS Mountain Bike Club sponsorship			1,600
Westminster Public Schools Foundation	1	1.5	1,500
LIFE donation checks to various schools			865
LIFE donation checks to various schools			726
LIFE donation checks to various schools	1	1	647
Fairview HS Robotics Club Sponsor			500

Crossroads School			500
Frederick HS Booster Banner Sponsor			500
Estes Park Schools teacher appreciation			285
BVSD Business/Marketing Advisory Board	1	4	189
Crown Point Academy sponsorship			150
Total:	6	31	\$100,935

Additionally, Premier Members provides annual financial literacy instruction to K-12 students and adults through schools and community outreach.

Financial Literacy Classes	Number of Classes	Total Hours	Number of Students
Fairview HS present judging tips	1	1	37
Fairview HS Mock presentations	1	1	4
Judge FBLA District Competition	1	4	9
FBLA District Competition Financial Presentation	1	1	250
Centaurus HS 8th grader transition event	1	2.5	25
Monarch HS Mock presentations	1	2	7
Fairview HS Parent/Teacher Conference	1	3	28
Monarch HS 8th grader transition event	1	2.5	2.5
Boulder HS Parent/Teacher Conference	1	3	3
Monarch HS 8th grader transition event	1	2.5	25
Boulder HS Parent/Teacher Conference	1	3	20
Centaurus HS JR/SR financial presentation	1	1	275
Fairview HS 8th grader transition event	1	2.5	30
Centaurus HS Parent/Teacher Conference	1	3	25
Community Montessori Financial Presentations	1	3	73
Boulder HS Financial presentations	1	3	68
Broomfield HS Financial presentations	1	2	47
Centaurus HS Financial presentation	1	1.5	24
Impact on Education focus group	2	2	8
Platt Middle School coin count	2	2	
Impact on Education Gala		8	
Impact on Education - Gala goodie bags	2		
Broomfield HS virtual Financial Presentation	1	4	33
Judge DECA mock virtual presentations	1	3	17
BVSD Transitions virtual Financial Classroom Presentation	1		9
Judge DECA District virtual Competition	1	0.5	14
Monarch HS FBLA judge's presentation	1		37
Total:	29	61	1,070.5

Total Youth Impact: 92 hours; 6 employees, \$100,935 and 1,065 students served through financial education/enrichment classes.

Total charitable impact: 32 employees, 208 community outreach hours and \$282,662.

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.

Branch (Retail) Community Events and Sponsorships	Staff	Hours	Amount (\$)
Boulder Community Hospital Foundation--Breast Cancer Fund			2,500
Brendan Dunnigan Memorial Foundation			750
Brendan Dunnigan Memorial Foundation Toy Drive			
Castle Rock Art Fest	1	20	-
Chainsaws & Chuckwagons			1000
Downtown Boulder Partnership			5,000
Estes Park Duck Race			500
Firehouse Art Center			3,500
Golf 4 Vets	3	24	1,000
Louisville Chamber of Commerce			6500
RMCCU			1,237
Southern Colorado Youth Halloween Event	2	10	500
The INN Between			5,000
Virtual Medicare Webinar			
Total:	6	54	\$27,487

Total community engagement: 14 community events/sponsorships, 6 employees, 54 outreach hours and \$27,487.

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 (\$)
Golden West Foundation Sponsorship	500
Total:	\$500

Total Additional Impact: \$500

Sustainability Premier Members eco-conscious efforts are based upon programs designed to further the culture of environmental responsibility both internally and within the communities it serves. The credit union is seeking to promote and encourage its employees, members, partners, and other financial institutions to help reduce the footprint they leave on the environment. Premier Members encourages its members to apply sustainable actions inside the workplace and at home, to ensure a flourishing world for future generations.

In addition to sponsoring several events and nonprofits devoted to sustainability in 2020, Premier Sustainability received the first-ever Sustainable Business Award from the City of Westminster, and was recognized as the Silver level for the City of Louisville Green Business Awards. Premier Members also produced its first ever public-facing [sustainability report](#) to cement its commitment to reducing the impact on the environment. Additionally, the credit union's sustainability specialist presented quarterly to students at Louisville Middle School, emphasizing the importance of bringing a lens of sustainability to the students' future career tracts.

Event	Staff	Hours	Sponsorship Amount (\$)	Students Reached
Run for the Sun Lafayette			550	
Louisville Middle School Career Fair (Classrooms for Climate Action)	1	2		35
Eco Cycle Membership			1,000	
Louisville Middle School Career Fair "Classrooms for Climate Action"	1	3		45
Energy Outreach Colorado w/ Namaste Solar			2,500	
Colorado Agrivoltaic Learning Center Lafayette			2,500	
0% For The Soil Lafayette			1,000	
Total:	2	5	\$7,550	80

TOTAL PMCU COMMUNITY IMPACT

- 40 Unique Employees Participated**
- 267 Staff Community Outreach Hours Donated
- \$6,958.02 Staff Community Outreach Hours Value (based on PMCU's salary average of \$26.06 per hour)
- **\$146,227** in Charitable Outreach
- \$35,550 in Youth Scholarship Support
- \$27,487 Community Direct Support
- **\$110,935** in Youth Investment
- \$7,550 in Community Sustainability Sponsorships
- **\$334,707 Total Community Outreach Support**

**40 employees served in multiple areas of Gives, Youth, Community Engagement and Sustainability and were subject to being counted multiple times for their Community Outreach.