



**To:** Leadership Team

**From:** Susan Finesilver, AVP Community Relations

**Date:** January 11, 2022

**Re:** Community Impact Report - 2021

---

## Executive Summary

The 2021 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. As begun in 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 fulfilled, that continued into 2021. Total outreach hours reported by employees tallied 570. Despite this, employee giving, combined with corporate funding to community nonprofits and events, resulted in a record year of giving by Premier Members, providing \$462,607 in total community impact dollars.

Premier Gives also continued hosting virtual community outreach opportunities, in order to continue supporting the needs of the community.

Premier Members continued as 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.

The 2021 Community Impact Report details the successes in Premier Gives, Premier Youth, and Sustainability pillars, as well as through our community and enterprise events.

## Continued COVID-19 Response

In 2020, and continuing in 2021, Premier Members offered its members assistance program in response to COVID-19, offering its members loan payment deferrals, mortgage assistance and small business assistance. Premier Members continued as a Paycheck Protection Program (PPP) loan provider, which resulted in \$3,329,975.33 in loans to help 174 small businesses. In 2021, 310 of these PPP loans have been forgiven by the Small Business Association.

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

## Premier Gives

Founded in 2012, Premier Gives provides the community with funds and employee community outreach hours to support the initiatives of education, financial literacy, and basic needs. Premier Gives provides more than \$300,000 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), and provide our communities with a trifecta of employee outreach opportunities, 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 2021, the Premier Members' United Way giving campaign raised more than \$65,000.

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 again in 2021, it provided both in-person and virtual opportunities for participation by our staff, and found creative and impactful ways to continue to support its nonprofit partners.

In addition to the pandemic, the Boulder area was also impacted by a tragic, mass shooting in a local grocery store. In response to this unexpected and shocking event, Premier Members launched its 2021 Crisis Fund, to support the Community Foundation Boulder County's Crisis Fund. These support dollars went directly to those affected by the shooting. Premier Members challenged its members to a \$50,000 match; and the credit union also facilitated the raising of \$43,000 from members and Premier Members' vendors, for a grand total of \$93,000 in donations.

Premier Gives Community Sponsorship/Outreach Event	Staff	Total Hours	Sponsorship Amount
Broomfield Community Fdn-Heart of Broomfield sponsorship	1	2	\$5,000
Community Food Share community outreach	5	15	
Community Food Share-corporate match			\$5,000
Impact on Education-Academic Oppy Fund			\$15,000
Louisville Chamber event sponsorship	1	3	\$500
Meals on Wheels virtual fundraiser			\$1,000
Mile High United Way Day of Caring sponsorship	12	42.5	\$5,000
RMCCU Virtual Volunteering	2	2	
TGTHR sock drive matching funds			\$1,000
The EduCenter sponsorship			\$5,000
<b>Total:</b>	<b>21</b>	<b>64.5</b>	<b>\$37,500</b>

Corporate Match Campaigns and Employee Giving	Amount (\$)
2021 Premier Members Crisis Fund	93,000
Boulder Virtual Walk MS	5,556
United Way Employee Donations and Corporate Match	65,176.50
<b>Total:</b>	<b>\$163,732.50</b>

**Total Impact: 13 projects, 21 employees, 64.5 community outreach hours, and \$201,232.50\*.**

\*\* Includes \$43,000 in funds raised from credit union employees, vendors, and the public for Premier Members Crisis Fund, \$5,556 raised from employees and the public to support Boulder Walk MS, and \$43,451 from Premier Members' employees 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, local education foundations, and nonprofits within our communities.

In 2021, Premier Gives awarded scholarships to seven high school students. Through the scholarships, Premier Gives 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 (TGTHR) Youth Enterprise Award Scholarship	5,000
Hide in Plain Sight	5,000
Hope House of Colorado	5,000
Premier Members Scholarships x2	10,000
The EduCenter Salute to Excellence Scholarship	5,000
Westminster Public Schools Foundation	5,000
<b>Total:</b>	<b>\$35,000</b>

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

Youth Scholarship Events	Staff	Total Hours
Premier Members Scholarship Committee	7	73
Westminster Public Schools Foundation Scholarship Application Review and Interviews	1	4
<b>Total:</b>	<b>8</b>	<b>77</b>

**Total Impact: 7 scholarships, 8 employees, 77 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 2021, the student branches were closed, due to COVID-19 restrictions. The student interns employed by Premier Members worked in their local branches.

### Key Education-Based Relationships

In addition to school districts, key relationships with education-based nonprofit organizations help Premier Members invest in the 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), Parent Engagement Network (PEN), and the Westminster Public Schools Foundation. It also partners with TLC Learning Center in Longmont, and the credit union sponsors various school-based clubs. 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. New in 2021, the credit union became the title sponsor of BVSD's School Food Project's 2021-22 school lunch calendar. 25,000 calendars are printed annually, with the majority going to every K-8 household; and the remainder distributed to high school students and faculty. Calendars are available in both English and Spanish.

Education-Based Sponsorships	Staff	Total Hours	Amount (\$)
Angevine Middle School water bottle donation (100)			350
Assisted with donation sorting for BVSD schools	1	3.5	
Boulder Chamber-BVSD Teacher Externship sponsorship			7,000
Boulder Chamber-Esprit Pitch Slam prize sponsorship			5,000
BVSD School Food Project calendar sponsorship			20,000
Centaurus Booster Club Sponsorship			500
Crossroads School sponsorship			500
FBLA and DECA sponsorships			8,750
Frederick High School booster club sponsorship			500
Impact on Education Annual Sponsorship	7	29	50,000
Impact on Education backpack project-community outreach	1	2	
Impact on Education collaboration for BVSD goody baskets	4	56	
Impact on Education-Academic Opportunity Fund sponsorship			15,000
LIFE quarterly payout checks distributed to schools			2,445
Monarch High touchdown club sponsorship			500
Monarch Little League sponsorship			85
Parent Engagement Network sponsorship			5,000
Participated in a CTE Advisory Meeting	2	1.5	
Ryan Elementary event sponsorship-2			1,000
Westminster Public Schools Foundation event sponsorship			1,000
Westminster Public Schools Foundation event sponsorship-2			2,500
Westminster Public Schools Foundation-Benevolent Program sponsorship			5,200
WPS Foundation Scholarship recipient recognition	1	1	
<b>Total:</b>	<b>22</b>	<b>93</b>	<b>\$125,330</b>

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

Financial Literacy Classes & School Visits/Events	Total Classroom Hours	# of Students Reached
Boulder HS - Virtual classroom presentation	1	25
Boulder HS - Virtual classroom Q & A discussion	1	25
Boulder HS student check in event	1	
Centaurus HS - Eight virtual JA presentations to same students	5	28
Centaurus HS - JA Take Stock virtual presentation	8	56
Centaurus HS Open Enrollment event	3	18
Centaurus HS student check in-3 events	2.5	
Fairview HS - Classroom presentations-2	15	75
Fairview HS Freshman Parent Orientation-3 events	3	
Judge DECA District 1 competition	4.5	17
Judge DECA District 13 competition	5.5	12
Judge DECA Mock presentations	4.5	14
Judge DECA State virtual competition	4	15
Judge FBLA District virtual competition	3	14
Judge FBLA mock virtual presentations Broomfield HS	2.5	4
Judge FBLA Preliminary state virtual competition	2.5	12
Judge FBLA State virtual competition-2	4	24
Judge Monarch HS Mock DECA virtual	7	4
Monarch FBLA - presentation	1	28
Monarch HS - Financial Education virtual presentation	1	35
Monarch HS - JA Take Stock virtual presentation-2 events	1	70
Monarch HS Back to School night - outdoors	2	
Virtual Classroom presentation Broomfield HS Finance	1.5	28
WPS Foundation Summer Bridge financial presentation	1.5	31
<b>Total:</b>	<b>85</b>	<b>535</b>

**Total Youth Impact: 85 hours; 22 employees, \$125,330 and 535 students served through financial education/enrichment classes.**

## 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 2021, Premier Sustainability was recognized at the Silver level for the City of Louisville, City of Westminster, and twice in City of Longmont, for the Green Business Awards. Premier Members conducted a major electronics drive at its Arapahoe branch, diverting over 17,000 pounds from landfill. We procured our first 300,000 kWh of renewable energy through community solar contracts. Our sustainability specialist was also highlighted in a [local film](#) connecting all careers to sustainability efforts. Our 2021 sustainability report will detail our successes and challenges in achieving our

goals. This, along with our new Sustainability website, will communicate and reinforce our commitment to sustainability as a core value of Premier Members.

Sustainability Events and Sponsorships	Staff	Total Hours	Amount (\$)
Bike to Work Day	3	9	436
Colorado Agrivoltaic Learning Center sponsorship			2,500
Colorado Agrivoltaic Learning Center sponsorship			2,500
Earth Day Electronics Collection	3	24	17,152
Eco-Cycle Green Star Business			2,000
Eco-Cycle sponsorship			1,500
Energy Outreach Colorado sponsorship			2,500
Jack's Solar Garden	1	3	240
The Alliance Center sponsorship			1,000
Women in Sustainability event	1	4	500
Women in Sustainability sponsorship			5,000
<b>TOTAL:</b>	<b>8</b>	<b>40</b>	<b>\$35,328</b>

**Total Sustainability Impact: 40 hours; 8 employees, and \$35,328.**

**Total charitable impact: 59 employees, 274.5 community outreach hours and \$396,890.50.**

## 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 (\$)
Bodhi Battalion Project-Golf4Vets - Thornton	3	21	1,100
Boulder Chamber-Workbay platform partner funding			5,000
Boulder Community Health Foundation Breast Cancer Fund sponsorship			2,500
Broomfield Chamber of Commerce-Broomfield Days	9	35	1,200
Castle Rock Art Fest - 2 days	12	77	
Chainsaws and Chuckwagon - Frederick	12	36	1,000
Chavez Huerta Prep. Academy - Pueblo - Excellence Awards prize sponsorship	5	10	1,000
Chavez Huerta Prep. Academy- Celebration Day - Pueblo	4	16	
Downtown Boulder Partnership-Community Initiatives Project			10,000
Estes Park Duck Race	3	12	
Greater Pueblo Chamber-Chile and Frijoles Festival sponsorship	6	12	200

Indian Association of Rockies (IAOR) event sponsorship	2	8	1,100
Inn Between Budgeting Seminar - Longmont	1	1.5	
Inn Between Credit Seminar - Longmont	1	1.5	
Inn Between Savings Seminar - Longmont	1	1.5	
Louisville Chamber of Commerce Virtual Taste 5K sponsorship			6,500
Mile High United Way Valentine's Day virtual event	4	8	
Parent Engagement Network sponsorship			5,000
Pueblo Bikers United/Cop Toy Drive - Pueblo	3	12	750
Rise Against Suicide event sponsorship			2,500
Superior Chamber of Commerce-Chili & Beer Fest sponsor	5	17.5	175
The Firehouse Art Project sponsorship - Longmont			3,500
TLC Learning Center event sponsorship	3	9	2,500
United Way of Pueblo Annual Campaign Kickoff	5	17.5	5,000
United Way of Pueblo County-Liberty Point 5 K Run sponsorship			1,000
<b>Total:</b>	<b>79</b>	<b>295.5</b>	<b>\$50,025.00</b>

**Total community engagement: 25 community events/sponsorships, 79 employees, 295.5 outreach hours, and \$50,025.**

### **Total Community Impact**

- 138 Unique Employees Participated\*\*
- 570 Staff Community Outreach Hours Donated
- \$15,692 Staff Community Outreach Hours Value (based on PMCU's salary average of \$27.53 per hour)
- **\$201,232.50** in Charitable Outreach
- \$35,000 in Youth Scholarship Support
- \$50,025 Community Direct Support
- **\$125,330** in Youth Investment
- \$35,328 in Community Sustainability Sponsorships
- **\$462,607 Total Financial Community Outreach Support**

\*\*138 employees served in multiple areas of Gives, Youth, Community Engagement, and Sustainability and were subject to being counted multiple times for their Community Outreach.