

# COMMUNITY IMPACT REPORT

2024



**PREMIER  
MEMBERS**  
CREDIT UNION



# EXECUTIVE SUMMARY

Premier Members Credit Union once again increased its community engagement throughout 2024 within all the communities it serves.

Premier Members Credit Union's Community Relations activities are supported by our 280-plus employees.





# 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 community support from employee and credit union sponsorships, donations, nonprofit grants, and high school scholarships.



## COMMUNITY NEEDS, UNITED WAY PARTNERSHIP AND GIVING PROJECTS

The credit union offers monthly Premier Gives projects to our workforce through various volunteer opportunities. These projects help strengthen the communities we serve by promoting our pillars of education, financial literacy, and basic needs.

As part of the Premier Gives strategy, we leverage our relationship with Mile High United Way (MHUW) and provide our communities with employee outreach opportunities, corporate funding, and employee giving. In 2024, the credit union partnered with Mile High United Way and the Boulder Chamber for a second year to again build the largest Day of Caring ever with over 20 volunteer opportunities. Through United Way, the credit union encourages employees to make financial contributions to nonprofits of their choice by providing a 50% corporate match. In 2024, Premier Members' United Way giving campaign raised nearly \$55,000.

Along with United Way, Premier Gives focuses on nonprofits that fulfill education, financial literacy, and basic needs. The credit union provided various in-person volunteer opportunities for participation by our staff and found creative and impactful ways to continue supporting its nonprofit partners in each of our communities. In addition, we partner with local nonprofits in each market when we open a new branch. This helps raise money for that nonprofit and establishes a relationship that we continue to nurture.

PMCU also provides five \$5,000 scholarships to high school seniors and five \$5,000 grants to small, qualifying nonprofits. These programs are run through an online application format, making it easier to apply and review. In 2024, PMCU produced our second annual Celebration of Giving event to celebrate the nonprofit grantees and high school senior scholarship recipients.

PMCU became significantly more involved in 2024 with our partners at the GoWest Credit Union Association. We participated in Credit Union Day at the Capitol, lobbied and testified on Bills within the state House and Senate, and attended a lobbying trip to Washington, D.C. to meet with federal legislators and departments.

In 2022, PMCU began our launch of Employee Resource Groups, and in 2024, those continued to grow. Although these are internal groups, we partner with many outside organizations, such as the Colorado Women's Chamber of Commerce, to provide opportunities for our employees to learn and grow. As of December 2024, 50 employees (16% of staff) were members of an ERG. The industry standard is 10%. The four ERGs are Premier Pride, Premier Women, Premier Wellness, and Premier Unidos.



PILLAR HIGHLIGHT – CELEBRATION OF GIVING

In August, our branches and corporate office held an annual food drive to help our local communities. Each branch chose a local food bank with whom to partner, so the donated food stayed local to the community in which it was collected.

The branch managers worked closely with each local nonprofit organization to get food picked up and delivered to the food pantry. We helped collect and donate over 1,600 pounds of food across the footprint of the credit union's branch network.

The food pantries we worked with included Community Table, Louisville Community Food Bank, Sister Carmen, Broomfield FISH, Help & Hope Center, ORCC Food Bank,

Erie Community Food Bank, Crossroads Ministry of Estes Park, Carbon Valley Help Center, Longmont Food Rescue, Pueblo Cooperative Care Center, Thornton Community Food Bank, and Growing Home.

Because credit unions believe in “People Helping People,” our branch staff and corporate office staff enjoy the ability to give back. Thank you to all our nonprofit food pantry partners!



52  
EVENTS



\$122,574



#### CORPORATE MATCH CAMPAIGNS AND EMPLOYEE GIVING

United Way Employee Donations and Corporate Match

**TOTAL: \$54,974**

## TOTAL IMPACT



**561** COMMUNITY  
OUTREACH HOURS



**\$177,548**





# SCHOLARSHIPS

Premier Members Credit Union recognizes high school seniors with proven academic, community involvement, and extracurricular activities by providing higher education scholarships.

## YOUTH SCHOLARSHIPS

Abigail Bensler

Rachael Schmidt

Srisahanaa Chandramohan

Ena Gibson

Aidan Gover

Westminster Public Schools Foundation – Derek Carpio

Estes Park Education Foundation

**TOTAL: \$35,000**

## YOUTH SCHOLARSHIP EVENTS

Premier Members Scholarship Committee

Westminster Public Schools Foundation Scholarship Application Review and Interviews

PMCU's Celebration of Giving event

Front Range Community College Scholarship Grading

**16 EMPLOYEES; 180 HOURS**

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

## TOTAL IMPACT



**16**  
EMPLOYEES



**7**  
SCHOLARSHIPS



**180**  
COMMUNITY  
OUTREACH HOURS



**\$35,000**



## NONPROFIT GRANTS

This was our second year PMCU had an online application-based process for nonprofit grants. Five nonprofit organizations were chosen for a \$5,000 grant in 2024. The organization had to have an operating budget of less than \$1 million and not be a partisan political or faith-based organization. Two organizations were selected for the second year in a row: Colorado Kids Create and Longmont Food Rescue. Organizations can be awarded these grants for up to three years.



[Longmont Food Rescue](#)



[Hope Connection Community](#)



[American Legion 1985](#)



[Colorado Kids Create](#)



[Face-to-Face Colorado](#)

## TOTAL IMPACT



**5**  
GRANTS



**18**  
COMMUNITY  
OUTREACH HOURS



**\$25,000**



# PREMIER YOUTH

Premier Members provides financial literacy education to students, primarily for Boulder Valley School District (BVSD).

## KEY EDUCATION-BASED RELATIONSHIPS

For Boulder Valley School District, our impact and focus have been district-wide through our top-level support of Impact on Education, the education foundation serving the district. Auxiliary organizations in other districts have also benefited from the generosity of the credit union.

EDUCATION-BASED SPONSORSHIPS
Impact on Education Annual Sponsorship
Colie's Closet
Westminster Public Schools Foundation
Chavez Huerta K-12
TOTAL: \$76,000

FINANCIAL LITERACY VOLUNTEERING
Impact on Education Career Readiness Academy
Junior Achievement Finance Park
Impact on Education Interview Skills
Northglenn STEM PBL
Impact on Education Crayons to Calculators
TOTAL: 75

## TOTAL IMPACT



75  
HOURS



\$76,000



# SUSTAINABILITY

Premier Members is proud to be the largest credit union in Colorado working to assist our communities through a holistic view of sustainability.



## RESHAPING SUSTAINABILITY AND EQUITY

In an effort to expand access to compost for our members and member communities, Premier Members partnered with the Denver local company Wompost to provide over half of our branches with a community compost bin. These communal bins are available at heavily reduced rates for anyone to use for the responsible disposal of their food waste. By doing this, we expanded access to many towns along the Front Range that lack a robust composting infrastructure.

2024 also saw the continuation of our long-standing Member Waste Collection Drives, with a highly successful Electronic Collection Drive in Thornton and Household Hazardous

Waste Collection in Erie. Between both events, we collected over 7,801 lbs. of dangerous materials from our members and raised over \$1,200 for Reaching Hope and Erie Uplink. We also continued our relationship with the League of Women Voters of Estes Park in support of their Estes Park Recycles Day event. With the help of our sponsorship to lower and eliminate prices for disposal, the volunteers collected over 30,000 lbs. of waste from attendees.

Our work within the social side of sustainability was recognized this year through our friends at the Colorado Green Business Network. Our team was pleased to have won the Spotlight Innovation Award for Community & Equity for our employee lactation program and to have received certification as a lactation-friendly workplace. In addition to this honor, we were once again certified as a Gold Level Business within the network. As the first and only credit union to receive this honor in the entire state, we couldn't be prouder to be recognized among the over 150 other sustainable businesses committed to improving the lives of their employees, communities, and the environment that houses us with such care.

Below is a breakdown of our financial support to local environmental organizations and an overall picture of our community's impact within our Sustainability Pillar this year.



# PILLAR HIGHLIGHT – LINCOLN HILLS CARES

When PMCU got involved with The League of Women Voters of Estes Park, their team had been supporting the greater Estes Valley community with Estes Recycles Day (ERD) since 2014. Under their leadership, the event has grown in popularity and efficacy every year, and with PMCU’s help, it has launched into a whole new level.

Recycling electronics is the right (and legally required) thing to do, but due to the Estes Community’s relative isolation from the existing recycling infrastructure and potential cost barriers, many households struggle to deal with their electronic waste. In the best-case scenario, people hold on to old electronics for many years, leading to a cluttered living space. In the worst-case scenario, they illegally dump the electronics by either hiding the waste in their landfill bin or dumping them on the side of back country roads. These illegal practices lead to an increased risk of air and groundwater pollution and have lasting damage on the health of our environment and community. Events like ERD provide a safe, reliable outlet for the hazardous waste generated in Estes Park and the surrounding area. Without this event, the residents of the Estes Valley would be on the hook for significant expenses to

properly dispose of their e-waste on their own or be driven to more harmful disposal methods.

Seeking to expand accessibility to their event, LoWV partnered with PMCU to experiment with lowering and, in some cases, outright eliminating waste disposal costs for the attendees. The results were explosive. In the first trial year, the event diverted 119% more waste than the previous year (18,923 lbs. in 2022 to 41,379 lbs. in 2023) and saw an increase in attendance of 84% (274 cars in 2022 to 504 cars in 2023). These trends continued to increase from historic averages in 2024, with an attendance of 442 cars and a diversion of 30,342 lbs.

As a result of the new pricing model and increased success, the volunteers of the Recycling Committee were honored this year with one of the highest awards for philanthropic efforts in Estes Park: the Shavlik Nonprofit of the Year Award from the Estes Park Nonprofit Network. This recognition was the result of almost a decade of dedication to economic justice, environmental stewardship, and community well-being.





## DONATIONS, SPONSORSHIPS, AND VOLUNTEER EVENTS

By recognizing and elevating the social needs of our communities regarding environmental sustainability, we are honoring reality. We are honoring that our health, or success, our happiness is not, nor has it ever been, independent of the health of the environment. We honor this connection by working with groups like Explorando Senderos de Boulder to provide Latinx families with quality hiking gear or partnering with GoFarms and Kilt Farm to give away CSA memberships to our members and employees in Longmont and Arvada. We even had the opportunity to subsidize the longstanding Estes Park Recycles Day, eliminating or reducing fees for electronic items for the residents, prompting a massive surge of interest in the event. Working with the League of Women Voters of Estes Park while leading with equity in mind, we increased diversion rates by over 200% from the previous year, collecting almost 11 tons of electronic waste from the remote mountain community.

Our social sustainability efforts were furthered by our certification with the Colorado Breastfeeding Coalition as a Lactation Friendly Workplace, which affirms the legal right and accessibility for our employees and members to express breastmilk as they need for the health of their growing families. We are proud to be the first and only credit union in Colorado to receive this distinction for all our branches.

Other internal sustainability efforts have included a massive LED lighting retrofit project for our headquarters in Broomfield, an overhaul of our branch water usage expected to save over 100,000 gallons of water annually, and the procurement of over 450,000 kWh of renewable energy credits from local solar farms.

We also understand that any conversation around the transition to renewable energy needs to contend with the reality of job displacement within the oil and gas industry. We partnered with The Alliance Center to support their Just Transition Roundtable Series, which honors our responsibility to support oil and gas workers who have powered our lives for decades, as well as the disproportionately impacted local economies that rely heavily on tax revenues from oil and gas. These conversations also help us understand the path forward of repairing the negative environmental harms these communities face in the forms of toxic pollution and the effects of climate change.

It is because of all of this work that PMCU received possibly our biggest achievement this year: recognition from the State of Colorado through our induction into the Colorado Green Business Network. PMCU had the pleasure of joining the program at the highest level of recognition as a gold-level sustainable business. We are the first and only credit union to receive this honor in the entire state, and we couldn't be prouder to be recognized among the over 150 other sustainable businesses committed to improving the lives of their employees, communities, and the environment that houses us with such care.

Below is a breakdown of our financial support to local environmental organizations and an overall picture of our community's impact within our Sustainability Pillar this year.





SPEAKING EVENTS & OTHER

NAME	EVENT TYPE
Boulder County Household Waste Tour	Recycling center tour
Broomfield Community Foundation	Speaking Event
BizWest Net Zero Cities & Confluence Summit	Speaking Event
Longmont Bike Repair Event	Bike Repair Drive

WASTE EVENTS

NAME	EVENT TYPE
Firestone E-Waste Collection	Waste Collection
Westminster E-Waste Collection	Waste Collection
Boulder Household Waste Collection	Waste Collection

TOTAL IMPACT





## 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.

## TOTAL COMMUNITY ENGAGEMENT



**92**  
EVENTS



**1,161**  
HOURS  
VOLUNTEERED



**\$85,400**



## PILLAR HIGHLIGHT: IMPACT ON EDUCATION

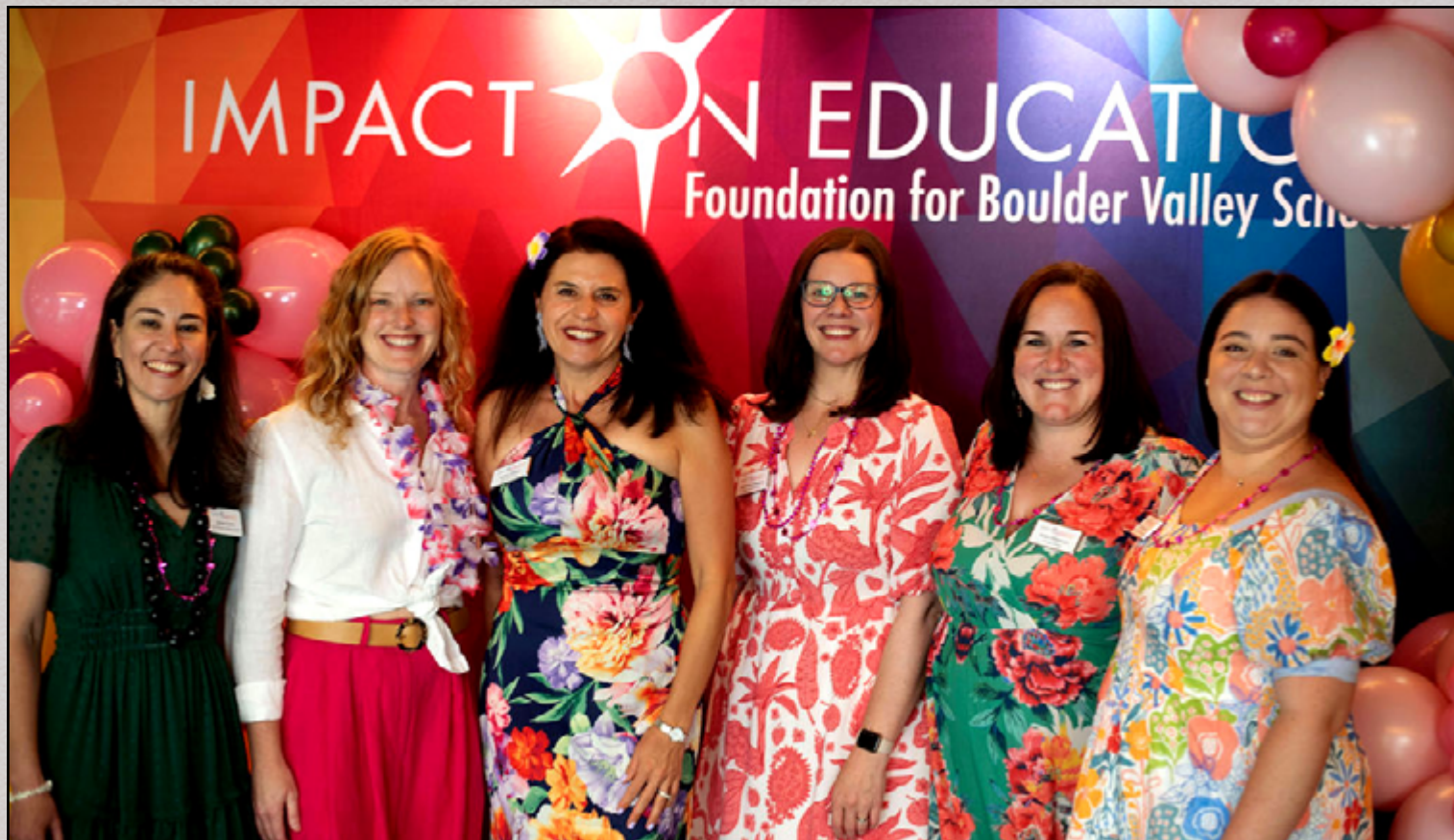
Impact on Education, the education foundation serving the Boulder Valley School District, provides vital supplemental funding and resources to the 28,000 students and 4,000 educators within the district. By facilitating equitable access, IOE's programs and investments help ensure that students who are facing the greatest barriers to success have the same learning opportunities as their peers.

While their mission is focused on supplemental funding and resources to address critical needs and opportunity gaps, their work has most recently taken on crucial, life-saving mental wellness programs and facilities within the schools they serve.

As one of the two largest founding institutions of Premier Members Credit Union, our connection, support, and alignment with the Boulder Valley School District is part of the credit union's DNA. And through top-tier, concentrated support of Impact on Education throughout 2024, we are confident that we have supported the entire district with our sponsorship investment and employees' community outreach hours.

Just for IOE in 2024, our support included the Presenting Sponsorship of the Academic Opportunity Fund, Presenting Sponsorship of their Impact Awards which celebrates district's professionals and exceptional educators, sponsorship and employee volunteers for their College and Career Readiness Program, employee volunteers for their Career Readiness Academy, and exclusive financial institution sponsor of their annual fundraising gala.

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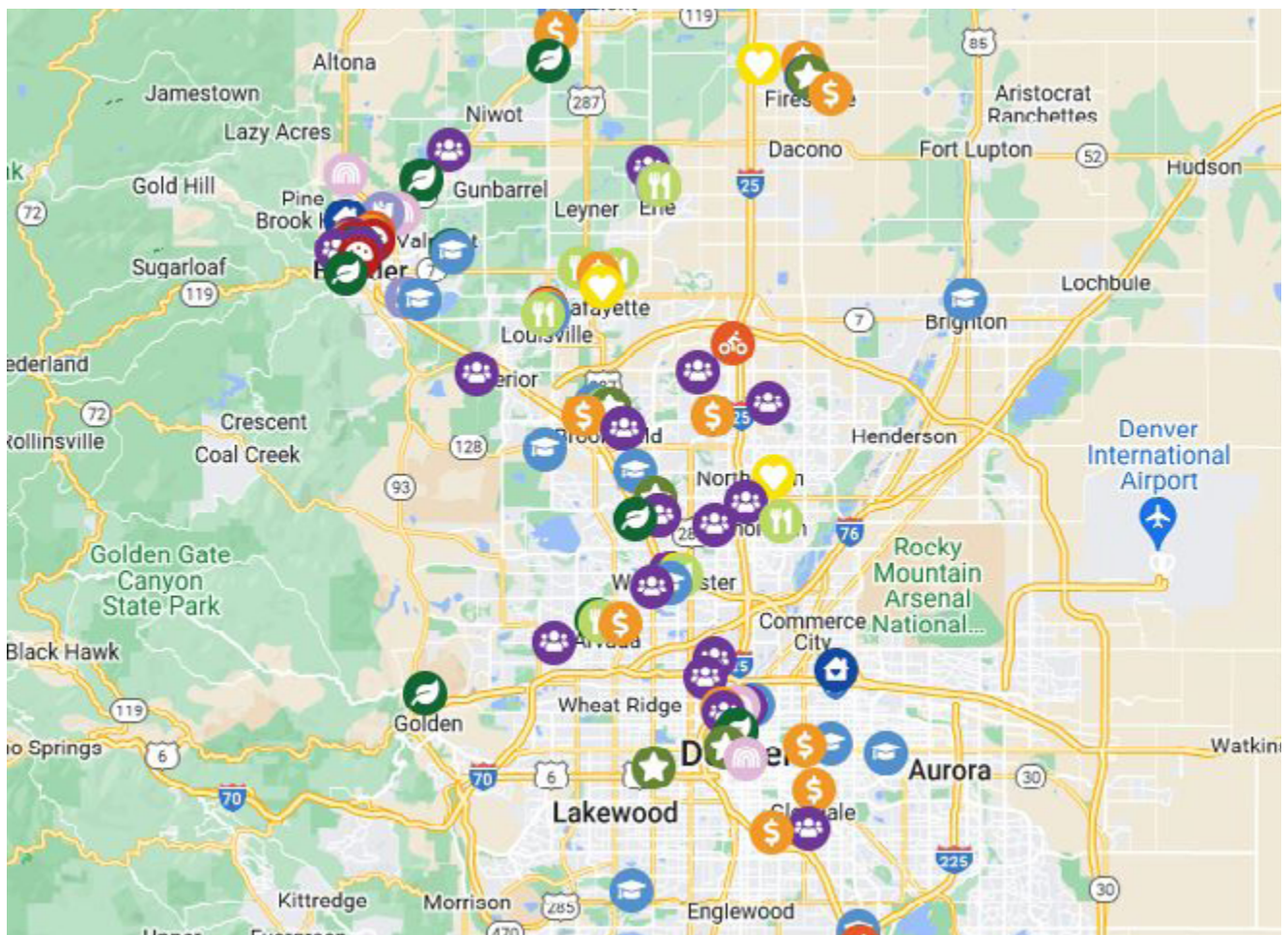


## NONPROFIT FOCUS AREAS

Premier Members Credit Union works with 137 nonprofit organizations spanning from Estes Park to Pueblo. We list them on our website on a nonprofit map and have divided by category for the graph below. We pride ourselves on these relationships and enjoy working with nonprofits to help them in anyway we can.

Approximately half of our efforts fell into three categories: Community Support, Economic Vitality, and Education.

To view our nonprofit organization map: [click here](#)





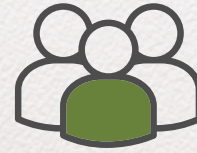
# TOTAL COMMUNITY IMPACT

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**2,015**

STAFF COMMUNITY  
OUTREACH HOURS



**\$72,658**

STAFF COMMUNITY OUTREACH HOURS VALUE  
(BASED ON PMCU'S SALARY AVERAGE OF \$36.05/HOUR)



**\$35,000**

IN YOUTH SCHOLARSHIP SUPPORT



**\$25,000**

NONPROFIT GRANT SUPPORT



**\$76,000**

IN YOUTH INVESTMENT



**\$177,548**

IN CHARITABLE OUTREACH



**\$47,639**

COMMUNITY SUSTAINABILITY  
SUPPORT



**\$85,400**

IN COMMUNITY ENGAGEMENT



**\$386,588**

TOTAL FINANCIAL  
COMMUNITY OUTREACH  
SUPPORT



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