

COMMUNITY IMPACT REPORT

2022



**PREMIER
MEMBERS**
THE ARTISANS OF BANKING

EXECUTIVE SUMMARY

The 2022 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. These include the credit union's branch (retail) community and enterprise events. This report also encompasses Sustainability efforts related 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, Events, and Business Development teams



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 \$35,000 annually in youth scholarships.

COMMUNITY NEEDS AND UNITED WAY

The credit union offers monthly Premier Gives projects to our workforce through various 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 2022, the Premier Members' United Way giving campaign raised more than \$70,000.

Along with United Way, Premier Gives focuses on nonprofits that fulfill basic community needs. The credit union provided in-person and virtual opportunities for participation by our staff and found creative and impactful ways to continue supporting its nonprofit partners.

While the country still struggled with the pandemic for most of the year, we began moving away from masks and returning to the office. At the start of the year, the Louisville/Boulder area was impacted by a tragic wildfire called the Marshall Fire. In response to this unexpected event, Premier Members launched its 2022 Crisis Fund, and leadership donated \$50,000 to support the Community Foundation Boulder County's Crisis Fund. These support dollars went directly to those affected by the fires.



PREMIER GIVES COMMUNITY SPONSORSHIP/OUTREACH EVENTS

Broomfield Community Foundation sponsorship
Community Food Share community outreach
Community Food Share- Farm to Table sponsorship
Impact on Education – backpack project Jan/Feb
BCF - Fire Victim Support – deliveries to schools
Louisville Chamber event sponsorship
Meals on Wheels virtual fundraiser
RMCCU virtual volunteering
Nov food drive donations
Westminster Legacy Foundation golf tournament
Mile High United Way – Back to School Bash in Longmont
Mile High United Way Day of Caring at A Precious Child
BVSD corn shucking
Coal Creek Meals on Wheels
TGTHR Gala
Broomfield FISH annual luncheon
Westminster Legacy Foundation awards breakfast
Growing Home annual event
Impact on Education Gala
Boulder MS Walk
Mile High United Way build kits for unhoused
Nov Food Drive pickup and drop off
Growing Home community outreach
Special Olympics community outreach
IT Dept community outreach at Broomfield FISH
CASA of Adams and Broomfield
Denver Rescue Mission community outreach
Westminster Public Schools Foundation breakfast
Rise Against Suicide Emerge 5K Hope sponsor
Cornhole Tournament – Pueblo Area Chamber of Commerce
Pueblo Bulls Hockey Sponsorship
Co Gives Day Donations to Food Pantry sponsorships
Co Gives Day Donations to Sustainability sponsor
Zing for Zonta

STAFF 120	TOTAL HOURS 387	SPONSORSHIP AMOUNT \$49,175
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CORPORATE MATCH CAMPAIGNS AND EMPLOYEE GIVING

2022 Premier Members Crisis Fund

United Way Employee Donations and Corporate Match

AMOUNT | **\$120,866**

TOTAL IMPACT

387

COMMUNITY
OUTREACH HOURS

\$170,041



SCHOLARSHIPS

Premier Members Credit Union annually recognizes high school seniors with proven academic, community involvement, and extracurricular activities by providing higher-education scholarships. The credit union also rewards scholarships to high school seniors within our communities and other non-profit partners.

YOUTH SCHOLARSHIPS

TGTHR Youth Enterprise Award Scholarship
Hide in Plain Sight
Hope House of Colorado
Premier Members Scholarships x2
The EduCenter Salute to Excellence Scholarship
Westminster Public Schools Foundation

TOTAL | \$35,000

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 two recipients.

YOUTH SCHOLARSHIP EVENTS

Premier Members Scholarship Committee
Westminster Public Schools Foundation Scholarship Application Review and Interviews
Scholarship Awards Event

STAFF

12

TOTAL

\$35,000

TOTAL IMPACT

7

SCHOLARSHIPS

10

EMPLOYEES

156

COMMUNITY
OUTREACH HOURS

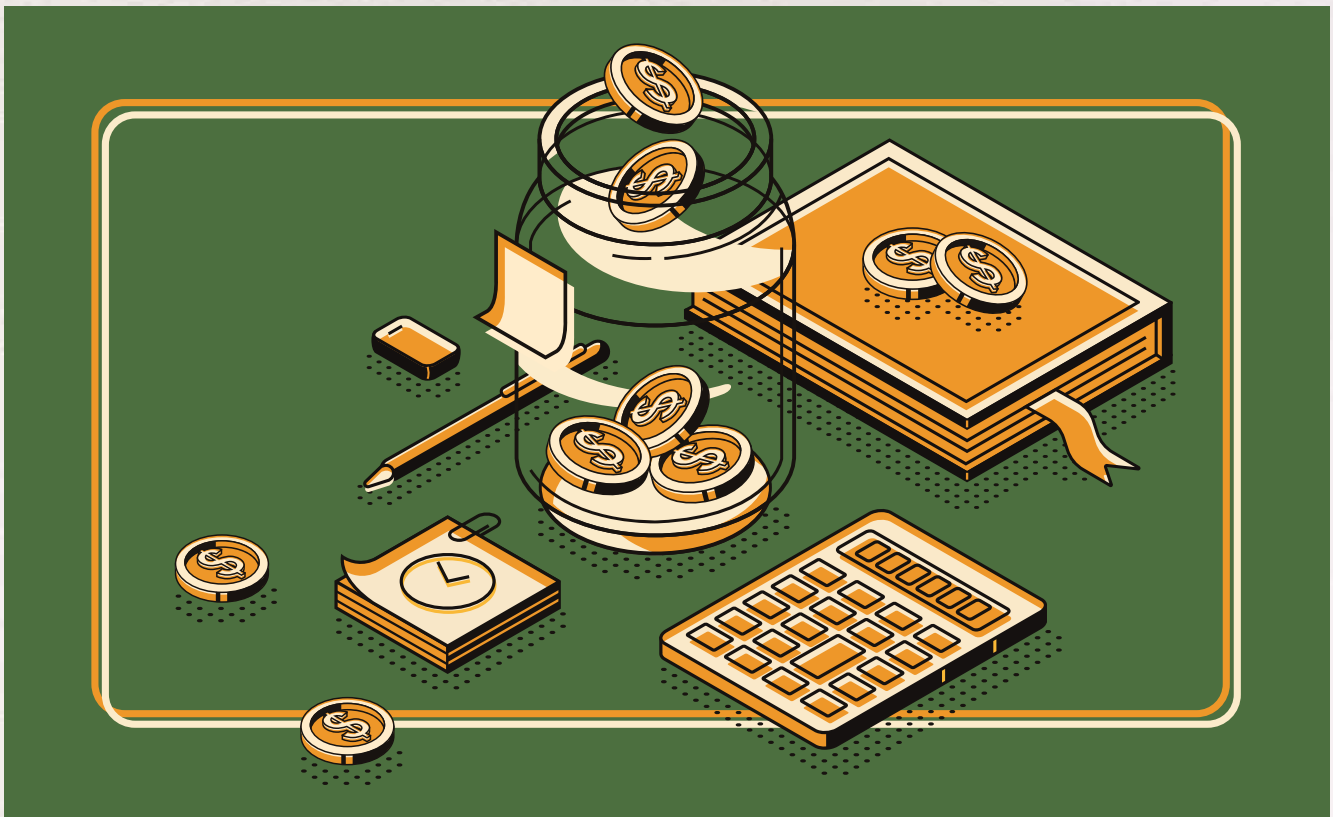
\$35,000

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 has also sponsored student branches in these schools, but they were closed in 2022 due to the pandemic.

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. An incredible 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

Boulder High Mountain Bike Club sponsorship
BVSD School Food Project calendar sponsorship
Centaurus Booster Club sponsorship
Crossroads School sponsorships
Impact on Education annual sponsorship
LIFE quarterly payout checks distributed to schools
Monarch Little League sponsorship
Ryan Elementary event sponsorships
Westminster Public Schools Foundation event sponsorship
BVSD School Food Project Calendar future sponsorship
Parent Engagement Network sponsorship
Westminster Public Schools Foundation sponsorships
Fairview robotics club
BVSD retirement reception
Junior Achievement sponsorship
Monarch scheduling mobile app
Monarch K-8 Fall movie night sponsorship
FBLA and DECA Sponsorships
Chavez Huerta K-12 Prep awards for excellence sponsorship
Estes Park School District Non-profit Resource Center
Estes Park Education Foundation

STAFF	TOTAL HOURS	SPONSORSHIP AMOUNT
22	82	\$141,089



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

FINANCIAL LITERACY CLASSES & SCHOOL VISITS/EVENTS

Crossroads School – Konni Kueter Life Skills Class
JA – Global Leadership Academy – mock interviews
Boulder High School – Jennifer Douglas AVID 9, 10, 11
JA – 1st I Have A Dream Dreamers Class – Economy for Success
JA – 2nd I Have a Dream Dreamers Class
JA – 3rd thru 6th classes Economy for Success classes
Assisted Monarch High School DECA Students prepare for competition
Volunteer at JA Finance Park Broomfield Heights MS
Volunteer at JA Finance Park Broomfield HS
Volunteer Judge at the FBLA State Competition at the Gaylord Center over 2 days
Financial Literacy presentations (three) to the WPS Scholars
Financial Literacy presentations (three) to the residents at Inn Between covering budgeting, credit, and savings
Financial Literacy presentations (three) to the students at Arvada West HS covering budgeting, credit, and savings
Presented World of Money to five classes at the Community Montessori
DECA regional competition judging
Northglenn HS Stem PBL Judge

70 TOTAL CLASSROOM HOURS

OF STUDENTS
782

OUTREACH HOURS
70

TOTAL IMPACT

152 HOURS	22 EMPLOYEES	\$141,089
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782 STUDENTS SERVED THROUGH FINANCIAL EDUCATION/ ENRICHMENT CLASSES

SUSTAINABILITY

PMCU's Sustainability Efforts revolve around the recognition that as a respected financial institution, we not only have to have a positive impact financially for our members, but we must also contribute to their social and environmental well-being. We have never lived in a world where the environment's health is not directly tied to the success of our communities, and we are proud of our work to honor that connection. We can set an example for bold environmental action for our members and employees, the Front Range Community at large, and all Colorado Financial Institutions. Our sustainability journey needs to be able to say, "if Premier Members can do it, so can you."

This year, we made further strides to ingrain ourselves in sustainability conversations across our membership base. We held two Electronic Recycling Drives, one in Boulder and one in Pueblo, the latter as a co-promotional event for a local environmental education center. Between the two events, we collected over four tons of electronics from members at no direct cost to them. We sponsored multiple events with Eco-Cycle and The Alliance Center, with national and state congressional representatives in attendance, as well as the Governor and his family. These events were fantastic exposure for Premier Members and a sign of our commitment to local environmental work.

Other outreach efforts this year have included:

- Handing out over 300 burritos for CO Bike to Work Day.
- Presenting to the Boulder Valley Leadership Fellows on business sustainability.
- Receiving the Silver Level recognition from the Louisville Green Business Program.

Not only is this our fourth year in the program, but we are also the only financial institution in the city participating. We are showing our local communities that we can stand up and light the way for our fellow Credit Unions.

Internally, we have progressed with a LED lighting retrofit project for the 360 Interlocken building, the source of our largest energy consumption. We plan to begin installation in Q1 '23. For Interlocken, we also secured an additional 350,000 kWh of solar energy to run the facility from a community solar project. We are in the process of updating the sustainability information on our website to reflect this work.

Below is a breakdown of our financial support to local environmental organizations, not only in donations but in fees paid for events and waste processing.



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FINANCIAL LITERACY CLASSES & SCHOOL VISITS/EVENTS

ORGANIZATION	REASON FOR DONATION/PAYMENT
3r Technology	payment for Pueblo E-waste collection
3r Technology	pre-payment for Firestone E-waste collection
Alliance Center	Healthy Soils launch event sponsorship
Birds of Prey Foundation	CO Gives Day donation
Biz West	Net Zero Cities Summit Title sponsorship
Blackpackers	CO Gives Day donation
CO Green Building Guild	Annual membership
Community Cycles	Vouchers for E-bikes
Denver Indian Family Resource Center	CO Gives Day donation
Douglas Land Conservancy	CO Gives Day donation
Drive Clean CO	Annual membership
Drive Clean CO	Ticket for Drive Clean CO Summit
Eco-Cycle	CO Gives Day donation
Eco-Cycle	45th Anniversary sponsorship
Eco-Cycle	Payment for Boulder E-Waste collection
Environmental Learning for Kids	CO Gives Day donation
Estes Park Nonprofit Resource Center (DEI Fund)	CO Gives Day donation
GoFarm	CO Gives Day donation
Groundwork Denver	CO Gives Day donation
Jacks Solar Garden	General donation
Jacks Solar Garden	Founding Member donation
Lincoln Hills Cares	CO Gives Day donation
Nature & Wildlife Discovery Center	Matched donation for Pueblo E-Waste collection
Recycle Colorado	Annual membership
Right Relationship Boulder	CO Gives Day donation
Spirit of The Sun	CO Gives Day donation
Sustainable Resilient Longmont	2023 Earth Day Title sponsorship
Sustainable Resilient Longmont	CO Gives Day donation
Women in Sustainability	CO Gives Day donation
Pueblo Electronic Recycling Drive	

EMPLOYEES

8

HOURS WORKED

28

TOTAL

\$46,540

TOTAL CHARITABLE IMPACT

40
EMPLOYEES

\$392,670

763 OUTREACH
HOURS



COMMUNITY ENGAGEMENT

Below is a breakdown of our financial support to local environmental organizations, not only in donations but in fees paid for events and waste processing.

BRANCH (RETAIL) COMMUNITY EVENTS AND SPONSORSHIPS

Firestone Community bingo
Monarch Little League opening day
Rock Creek Easter Egg Hunt
Firestone Easter Egg Hunt
Tulip Fairy & Elf Festival in Boulder
Estes Park Rotary Duck Race
Thornton Branch Grand Opening
Arvada Branch Grand Opening
Thornton Fest
Bike to Work
Boulder Downtown volunteer t-shirt
Castle Rock WineFest
Chainsaws and Chuckwagons – Frederick
Unity in the Community
Golf4Vets at Todd Creek Golf Course
Taste of Westminster
Gumbo Event – Estes Park
Firestone photo opeEvent
Broomfield Veterans Day
Boulder Economic Summit
South Metro Non-Profit Fair
Firestone Brendan’s Ride Toy Drive
Westminster networking event
Pueblo Zoo Electricritters
Thornton Fire Station Memorial Unveiling
TLC Christmas Tree Festival fundraiser
Women Who Light the Community
Help Feed Superior – Superior Chamber of Commerce
Firehouse Art Center – title sponsorship Longmont
Carbon Valley Chamber event

COMMUNITY EVENTS/ SPONSORSHIPS	OUTREACH HOURS 496	TOTAL \$74,400
30	STAFF 113	PUBLIC ATTENDANCE 47,390

TOTAL COMMUNITY ENGAGEMENT

30

COMMUNITY EVENTS/
SPONSORSHIPS

\$74,400

496 OUTREACH
HOURS



TOTAL COMMUNITY IMPACT



136

UNIQUE
EMPLOYEES
PARTICIPATED

1,219

STAFF COMMUNITY OUTREACH
HOURS DONATED

\$33,560

STAFF COMMUNITY OUTREACH HOURS VALUE
(BASED ON PMCU'S SALARY AVERAGE OF \$27.53/HOUR)

\$35,000

IN YOUTH SCHOLARSHIP SUPPORT

\$170,041

IN CHARITABLE OUTREACH

\$141,089

IN YOUTH INVESTMENT

\$50,000

COMMUNITY DIRECT SUPPORT

\$46,540

IN COMMUNITY SUSTAINABILITY
SPONSORSHIPS

\$74,400

IN COMMUNITY ENGAGEMENT

\$517,070

TOTAL FINANCIAL
COMMUNITY OUTREACH
SUPPORT

THE *Artisans* OF BANKING.

 **PREMIER
MEMBERS**
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