



# COMMUNITY IMPACT REPORT

2023



**PREMIER  
MEMBERS**  
CREDIT UNION



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2023



**PREMIER  
MEMBERS**  
CREDIT UNION

# EXECUTIVE SUMMARY

Premier Members Credit Union has significantly increased its community engagement throughout all communities it serves in 2023.

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, donations, and grants, with \$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 employee outreach opportunities, corporate funding, and employee giving. In 2023, the credit union partnered with Mile High United Way and the Boulder Chamber of Commerce to build the largest Day of Caring they have ever had in Boulder and Broomfield Counties with 20 volunteer opportunities and over 500 volunteers. Through United Way, the credit union encourages employees to make financial contributions to nonprofits of their choice by providing a 50% corporate match. In 2023, the Premier Members' United Way giving campaign raised more than \$54,000.

Along with United Way, Premier Gives focuses on nonprofits that fulfill community basic needs. The credit union provided various in-person 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 have begun to 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 grow.

PMCU also awards five \$5,000 scholarships to high school seniors and five \$5,000 grants to small nonprofits. These were both moved to an online application format this year, making it easier to apply and review. For the first time in 2023, PMCU produced a Celebration of Giving event to celebrate the nonprofit grantees and high school senior scholarship recipients.

We also started some government affairs actions by working alongside the League of Women Voters Boulder County and GoWest Credit Union Association. We will be doing more government affairs in 2024.

One other exciting development was the implementation of Employee Resource Groups in January. 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 of 2023, 50 employees (16% of staff) were members of an ERG. The industry standard is 10%. The four new ERGs introduced were Premier Pride, Premier Women, Premier Wellness, and Latinx ERG.

## PILLAR HIGHLIGHT – CELEBRATION OF GIVING

In May 2023, PMCU held our inaugural “Celebration of Giving” event. This event, held at the Butterfly Pavilion, brought together over 100 people to celebrate our nonprofit partners and high school scholarship awardees. This was the first year we increased our grant and scholarships to five each!

Each of our five \$5,000 nonprofit grantee recipients spoke to their mission, vision, and values, as well as what the impact from this support would look like to their organization. This was the first time we utilized an online application, and we received 41 completed applications. The requirements were just that they had to have under a two-million-dollar operating budget, and they couldn't be partisan political or religious organizations.

Also, our five \$5,000 scholarship recipients spoke in a roundtable discussion as to where they were going to college, what the scholarship meant to them and their families and what they plan to study in school and their future dreams.

The stories of these nonprofit organizations and scholars' impact were truly touching and emotional to all in attendance. We continued to share these stories in our credit union social media each month this year.



### PREMIER GIVES COMMUNITY SPONSORSHIP/OUTREACH EVENT

Coal Creek Meals on Wheels

Colorado Women's Chamber of Commerce

Dairy Arts Center

Broomfield Community Foundation

Legacy High School Baseball Boosters

Boulder International Film Festival

Annual Awards Dinner Sponsorship (APR)

Reaching HOPE

Boulder County Film Commission

Cara's Wave of Hope Foundation

### PREMIER GIVES COMMUNITY SPONSORSHIP/OUTREACH EVENT

*continued on next page*

Women's Foundation of Colorado
Adams County Regional Economic Partnership
Rocky Mountain Partnership – State of the Partnership
TGTHR Scholarship
B CIVIC Sponsorship
Mile High United Way Day of Caring
Mile High United Way Longmont Back to School Bash
Rotary Club of Northglenn-Thornton Duck Derby
The Blue Bench
Hyland Hills
Habitat For Humanity Re-Store
Broomfield FISH
Mile High United Way Thrive Small Business Summit
Mile High United Way Baby Shower Event
Coal Creek Meals on Wheels Game Show Night
IT Dept at Broomfield FISH 5/11
Employee Craft Fair Donation to Broomfield FISH
Women Who Light The Community Selection Committee
Hyland Hills Golf Tournament
Reaching HOPE Mental Health Kit Build
Westminster Legacy Foundation Golf Tournament
Coal Creek Meals on Wheels Kit Build – bags and cards
Arvada Chamber Nonprofit Event
Coal Creek Meals on Wheels Blizzard Bag Build
Intl Credit Union Day – A Precious Child
Westminster Legacy Foundation Breakfast
Broomfield FRIENDS Volunteering
Mile High United Way No Sew Blankets
12/6 IT Dept volunteering at Broomfield FISH
Underwriting volunteering through Small Choices Foundation
<b>TOTAL: \$65,519</b>

CORPORATE MATCH CAMPAIGNS AND EMPLOYEE GIVING

United Way Employee Donations and Corporate Match

**TOTAL: \$54,974**

# TOTAL IMPACT

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**485.5** COMMUNITY  
OUTREACH HOURS

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**\$121,493**



# 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 high school seniors within our communities and to other non-profit partners as well.

YOUTH SCHOLARSHIPS
Taylor Eskew
Santiago Saenz
Ciara Reyes
Josue Hernandez-Guerrero
Arenn Banks
Westminster Public Schools Foundation
<b>TOTAL: \$30,000</b>

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 and 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
<b>12 EMPLOYEES; 156 HOURS</b>

# TOTAL IMPACT

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**10**  
EMPLOYEES



**6**  
SCHOLARSHIPS



**156**  
COMMUNITY  
OUTREACH HOURS



**\$30,000**



## NONPROFIT GRANTS

The credit union has always given grants, but this year, it began a formal online application process for grants. Five nonprofit organizations were chosen for a \$5,000 grant in 2023. The organization had to have less than a two-million-dollar operating budget and not be affiliated with partisan political or religious organizations.

NONPROFIT ORGANIZATIONS
Colorado Kids Create
Qualified Listeners Corp
Estes Park Education Foundation
Longmont Food Rescue
Colorado Association for Bilingual Education
<b>TOTAL: \$25,00</b>

## TOTAL IMPACT



**5**  
GRANTS



**\$25,000**

## PREMIER YOUTH

PMCU is committed to leading the charge with effective financial literacy education in partnership with school districts, teachers, and partner organizations across the Front Range. Teaching financial literacy to our youth is essential and the goal of Money 360 is to make learning fun, simple and social, providing financial education to all.

### 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.



## PILLAR HIGHLIGHT – MONEY 360

Premier Members Credit Union officially launched their Money 360 program in 2023. Money 360 is a new platform that provides targeted financial literacy education using a digital app, as well as a classroom-based, curated financial literacy curriculum for students 13 and older. Chavez Huerta K-12 Preparatory Academy in Pueblo was the inaugural school we partnered with to launch the program.

PMCU is committed to leading the charge with effective financial literacy education in partnership with school districts, teachers, and partner organizations across the Front Range. Teaching financial literacy to our youth is essential and the goal of Money 360 is to make learning fun, simple and social, providing financial education to all.

Money 360 is an app with a classroom component, that provides gamified financial literacy lessons with rewards-based incentives. The app, available in both English and Spanish, includes over 800 modules on 54 different topics, from opening a bank account to saving for retirement – and

everything in between. When correctly answering questions, learners earn points in the form of Pineapples, which can be redeemed as monetary donations to vital Colorado-specific nonprofits including Mile High United Way, The Latin American Educational Foundation, and Mental Health Colorado. As the program scales across the communities we serve, there may be the opportunity for our vendor partner to include more nonprofits. PMCU is the first and still-only financial institution leveraging the app in this way.

Each school that participates with PMCU in its Money 360 program is given their own QR Code to access the program. This specific QR code to download the App will allow administrators to report total usage, demographics of users, most popular subject matters, and how much their students are learning.



## EDUCATION-BASED SPONSORSHIPS

Impact on Education Annual Sponsorship

LIFE quarterly payout checks distributed to schools

BVSD School Food Project Calendar sponsorship – 2023

Parent Engagement Network Sponsorship

Westminster Public Schools Foundation Summer Program Sponsorship

BVSD Retirement Reception

FBLA and DECA Sponsorships

Chavez Huerta K-12 Prep End of school year event sponsorship and sponsor of Folklorico and Mariachi programs

**TOTAL: \$134,858**

## FINANCIAL LITERACY VOLUNTEERING

Junior Achievement JA in a Day at University Hill Elementary

Crayons to Calculators

Crayons to Calculators

Crayons to Calculators

FBLA

DECA

Northglenn HS Stem PBL Judge

**TOTAL: 49.5**

# TOTAL IMPACT

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**49.5**  
HOURS



**\$134,858**

# SUSTAINABILITY

2023 marked a banner year for PMCU's sustainability program. We have been working tirelessly to integrate ourselves into all our member communities to understand their challenges regarding the climate crisis better. Every day, the connection between social, financial, and environmental issues grows more apparent, and we are proud to be the largest credit union in Colorado, working to assist our communities through this holistic view of sustainability.



## RESHAPING SUSTAINABILITY AND EQUITY

In 2023, we not only continued our free waste collection drives, but we expanded them. We collected over 12,000 pounds of electronic waste and over 6,000 pounds of household hazardous waste from our members in Boulder, Firestone, and Westminster. We also used these events to solicit donations for various nonprofit partners working to improve the quality of life and environmental well-being of our member communities. We raised over \$1,600 with our members, which went directly to The Carbon Valley Help Center, Right Relationship Boulder, and the Butterfly Pavilion.

To benefit smart commuting, we connected with over 400 cyclists bright and early on Bike to Work Day, partnered with Drive Clean Colorado for EV test drives for our employees, and worked with The City of Longmont, Smart Commute, and Second Chance Bike Shop to host PMCU's first ever Bike Repair Extravaganza. Together, we repaired 80 bikes for kids and adults, at no cost to them, while educating the attendees on bike safety guidelines and how to do the repairs themselves.

As we continue to fight the Climate Crisis and understand how our world will be shifting, we need to ensure that the youth in our communities feel empowered to face the challenges of tomorrow. Through working with Lincoln Hills Cares, we developed a scholarship program to increase participation in their unique programming, bringing an additional 165 low-income youth and youth of color from the greater Metro Denver area to experience the beauty that is to be seen in our precious mountain ecosystems. For many of these students, this is the first time they set foot on a hiking trail or held a fishing rod. These kids and the communities they are a part of have been systematically left out of the environmental conservation and recreation conversation for decades, and we are honored to play a small part in repairing that divide.

## PILLAR HIGHLIGHT – LINCOLN HILLS CARES



There's no way to have a meaningful conversation about environmental sustainability and conservation without discussing racial inequities.

Dr. Robert Bullard, viewed by many as the Father of Environmental Justice, puts it best:

“Race and class still matter and map closely with pollution, unequal protection, and vulnerability. Today, zip code is still the most potent predictor of who will be subjected to elevated environmental health threats and more than their fair share of preventable diseases.” On top of those very real, very present issues communities of color face, there is a persistent perception that the environmental movement in the US is a movement for and by white people. This is a problem because when looking at the universality of the climate crisis. We need all-hands-on-deck, and all communities engaged and energized to protect our environment.

That's where Lincoln Hills Cares (LHC) comes in. They are a nonprofit based in Black Hawk, CO that aims to improve the representation of People of Color in natural

resources, stewardship, conservation, and outdoor recreation activities and careers. The LHC Outdoor Education Program facilitates culturally responsive outdoor education and recreation programs for marginalized, low-income, and underrepresented youth and families that encourage discussions about cultural history, natural sciences, the environment, and outdoor recreation.

PMCU partnered with LHC this year to provide their staff with a “scholarship stipend” for local nonprofits to use their services, who would not otherwise be able to afford them. Our funding got 165 low-income youth and youth of color from the greater Metro Denver area to experience a new world of connection to the environment.

At the LHC facility, they learn how to build shelter when backpacking, the intricacies of flower anatomy and the pollination cycle, and the hidden world of microorganisms in our lakes and streams that are the backbone of our ecosystem. Many of the kids that come have never set foot on a hiking trail or held a fishing rod. The time they spend at the LHC facility is crucial for their understanding that not only is there space for them in the outdoors, but they inherently belong there.



## DONATIONS, SPONSORSHIPS, AND VOLUNTEER EVENTS

NAME	EVENT TYPE
Alliance Center	Cash Donation
Colorado Argivoltaic Learning Center	Cash Donation
Colorado Rising for Communities	Cash Donation
Explorando Senderos de Boulder	Cash Donation
Eco-Cycle	Cash Donation
Sustainable Resilient Longmont	Cash Donation
Lincoln Hills Cares	Cash Donation
Second Chance Bike Shop	Cash Donation
Sustainable Living Association	Cash Donation
Sustainable Resilient Longmont	Cash Donation
Go Farms	CSA Donations
Kilt Farms	CSA Donations
Butterfly Pavilion	Donation From Waste Collection Drive
Smart Commute	Cash Donation
Carbon Valley Help Center	Donation From Waste Collection Drive
Right Relationship Boulder	Donation From Waste Collection Drive
Lincoln Hills Cares	In-Kind Donation
Drive Clean CO	Public education/networking event
Pueblo SOAR	Public education/networking event
Sustainable Resilient Longmont	Public education/networking event
League of Women Voters of Estes Park	Recycling Event
Bike to Work Day	Volunteer Event
Broomfield Open Space Cleanup	Volunteer Event
City of Thornton	Volunteer Event
Sister Carmen	Volunteer Event
<b>TOTAL: \$27,553; 45 EMPLOYEES; 136 HOURS</b>	

By recognizing and elevating the social needs of our communities regarding environmental sustainability, we are honoring reality. We are honoring that our health, our 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.

## PILLAR HIGHLIGHT – POLLUTION PREVENTION DRIVES

PMCU's sustainability work is rooted in the concept of the triple bottom line -- the understanding that true sustainability encompasses not only the well-being of the environment but also financial and social well-being. We take great care when looking at our sustainability programming to develop opportunities that benefit all aspects of this concept.

Colorado has a unique law on the books, banning the disposal of any electronics in the landfill, a policy designed to prevent the leaching of heavy and hazardous metals into our community water tables. One of the downsides of this legislation is it puts a cost burden on the consumer to pay a specialty recycler to take their E-Waste, sometimes at a very high price point. That's where PMCU comes in.

Since 2021, we have hosted regular collection drives for our members to help them reduce the cost of E-Waste disposal. At our events, we take all types of electronics for free, and the results have been phenomenal. This year, through events in Firestone and Westminster, we collected over 12,000 lbs. of broken, unused electronics, all of which were recycled by a certified vendor, ensuring the waste wasn't simply shipped overseas and landfilled.

We built off our success with collecting E-Waste, and for the first time this year, we held an event collecting Household Hazardous Waste, like paint, batteries, and fluorescent lightbulbs. This Boulder-based event brought in over 6,500 lbs. of waste that was again completely free for our members.

At both events, we furthered our commitment to the community by collecting suggested donations from the attendees for local environmentally and equity-focused nonprofits. Typically, because the members are receiving such a deal on the recycling costs, they are willing to donate to these fantastic groups. With the members' generosity this year, we supported The Carbon Valley Health Center, Right Relationship Boulder, and The Butterfly Pavilion, each for an average of \$550 per event.

These events are perfect examples of how we operate around the triple bottom line. We are benefiting the financial wellness of our members by removing a cost burden for them, we are contributing to social good by raising money through the suggested donations, and we are ultimately improving the environment by ensuring that these items don't wind up in landfills or illegally dumped in ditches which instantly improves our water quality.



## SPEAKING EVENTS & OTHER

NAME	EVENT TYPE
Boulder County MRF & HHW Tour	Recycling center tour
Broomfield Community Foundation	Speaking Event
Biz West Net Zero Cities & Confluence Summit	Speaking Event
Longmont Bike Repair Event	Bike Repair Drive

## POLLUTION PREVENTION DRIVES

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

# TOTAL IMPACT

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**6**  
EMPLOYEES



**20**  
HOURS  
VOLUNTEERED



**\$47,639**

# 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

Lafayette Oatmeal Festival

Boulder Economic Forecast

Carbon Valley Casino Night

BizWest Economic Forecast

Front Range Comm College

CO Home and Garden Show

Firestone Recycle Drive

Pueblo Steelworks Museum Induction Gala

Arvada Chamber Annual Dinner

Erie Branch Opening

Broomfield Mardi Gras

Carbon Valley Bingo Night

Longmont Chamber Gala

GenghisCon

Firestone Chamber After Hours

Boulder Celebration of Leadership

PACC Annual Meeting

OUT Front Marketing Summit

Foothills Zonta's Zing Annual Gala

Carbon Valley Award Dinner

FBLA Statewide Conference

Boulder County Household Hazardous Waste Collection

Monarch Little League Opening Day

Carbon Valley Chamber Egg Hunt

Thornton Dol Ramu Movie Sponsor

LWVBC Stand Up for Democracy

Arvada State of the City

Castle Rock Chamber

Longmont Earth Day

Pueblo Earth Day

Workforce Center

TGTHR Night Out

IOE Impact Awards

## PILLAR HIGHLIGHT: LGBTQ OUTREACH

This event, held at the Butterfly Pavilion, brought Credit unions are founded on one simple principle: people helping people. With that humble phrase, a world of possibilities and opportunities for support springs forward, challenging PMCU to be innovative in our understanding of what our community actually looks like and what their material needs are. We realized this vision in 2023 through our unflinching support of Colorado's LGBTQ Community.

The LGBTQ Community and financial institutions have a fraught history. A 2022 US Bank Survey showed that 52% of Queer and Trans respondents struggled to get a mortgage approved and are generally at a greater risk of financial stress, poverty, and homelessness than their non-LGBTQ friends. Many barriers exist socially as well when folks attempt to change their name and pronouns within a banking system, creating a stressful, potentially hostile space for the Trans Community when navigating the banking world.

These are only some examples that showed PMCU the importance of showing up for the LGBTQ Community and doing so with authenticity to begin building trust and introducing ourselves as a force for good. In 2023, we started this process by forming an internal Employee Resource Group (ERG) of self-identifying members of the LGBTQ Community and allies, which has grown to represent over 6% of the total company. We used this mobilized and energized group to attend community events throughout the year.

Between LGBTQ business networking events and pride festivals, our presence was seen and felt by over 16,000 people in 2023, from the foothills of Boulder County to the prairies of Pueblo. Our time spent at these events was an immediate

success, shown not only by the joy existing members had when seeing us at their events for the first time but also by our employees, who had a chance to represent their passions, their inner lives, and their communities with their co-workers, without fear of retribution. We are grateful for the contributions the LGBTQ Community has made to PMCU and our work and look forward to further connecting with the community in new and meaningful ways.

It should be noted that this support and visibility was not simply philanthropic; it resulted in the most successful new membership generation we have had at any events this year. We created 142 new leads, at least 5 new memberships with 16 deposit shares, and 2 new business accounts across all the LGBTQ Community events, with Boulder Pride specifically being the single most successful membership event all year with at least 4 confirmed new memberships. We were only one of three financial institutions with a physical presence at the event that hosted over 5,000 people, with whom we had many productive and authentic conversations. Below are the specific events we had a presence at, their attendance, and our lead generations.

Out Front Magazine Summit – 6 new leads – 50 Attendees  
Boulder Pride – 55 new leads – 5,000 Attendance  
Longmont Pride – 36 new leads – 5,000 Attendance  
Lafayette Pride – 500 Attendance  
Erie Pride – 7 new leads – 1,000 Attendance  
Pueblo Pride – 44 new leads – 5,000 Attendance



<b>BRANCH (RETAIL) COMMUNITY EVENTS AND SPONSORSHIPS</b>
Estes Park Duck Race
BVSD Retirement Dinner
Westminster Branch Opening
Erie Town Fair
Westminster Awards Gala
PMCU Celebration of Giving
Arvada Awards
PACC Cornhole
Walk MS
Employee Transportation Fair
Dairy Arts Center Annual PEEK Gala
CHPA Award Ceremony
Westminster Block Party
ThorntonFest
Boulder PRIDE
Longmont Chamber's Nonprofit Summit
Latino Chamber Boulder County's Career Fair
Lafayette PRIDE
Westminster E-Waste
City of Longmont's Juneteenth
Free RPG Day
Pueblo's Fiesta Day Pageant
Bike To Work Day
LGBTQ 40 Under 40
Longmont PRIDE
Lafayette/Louisville Chamber Picnic
Taste of Arvada
Erie Balloon Festival
Hyland Hills Golf

Castle Rock Chamber's Winefest
The Importance of Empowering Women
Erie PRIDE
Louisville Health and Home Expo
Pueblo PRIDE
Tacticon
Golf 4 Vets
CU Football Luncheon
Impact on Education Gala
Thornton Barrel & Beer Festival
Women Who Light The Community
Longmont Bike Repair Event
Castle Rock ArtFest
Ars Nova Gala
Miners Day – Bevs w Burros
Miners Day
Hyland Hills Sports Center Grand Opening
Castle Rock Business Unwind
Latino Chamber Boulder County's Career Fair
BizWest 40 Under 40
Arvada Chamber's Nonprofit Summit
Colo Green Business Network Awards
Steelworks Center of the West's Open Houses
Longmont Chamber's Unity in the Community
Boulder Chamber's Meet the Newsroom
Boulder Economic Summit
Westy Fest
Longmont Green Business Program
Colo Youth Rising Summit
Estes Park Gumbo

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**BRANCH (RETAIL) COMMUNITY EVENTS AND SPONSORSHIPS**

- Taste of Westminster
- BCAP Gala
- Louisville State of the City
- Arvada Business Summit
- Broomfield Veterans Museum
- Denver South Metro Chamber's Nonprofit Summit
- Arvada Community Impact
- Castle Rock Starlighting
- Hyland Hills Winter Festival
- Lafayette Chamber's Annual Holiday Party
- South Metro Chamber Business After Hours
- Longmont Business Before Hours
- Denver Premium Outlets Events

**106 EVENTS;  
553 EMPLOYEE SHIFTS;  
2,135 HOURS**



# TOTAL IMPACT



**106**  
EVENTS



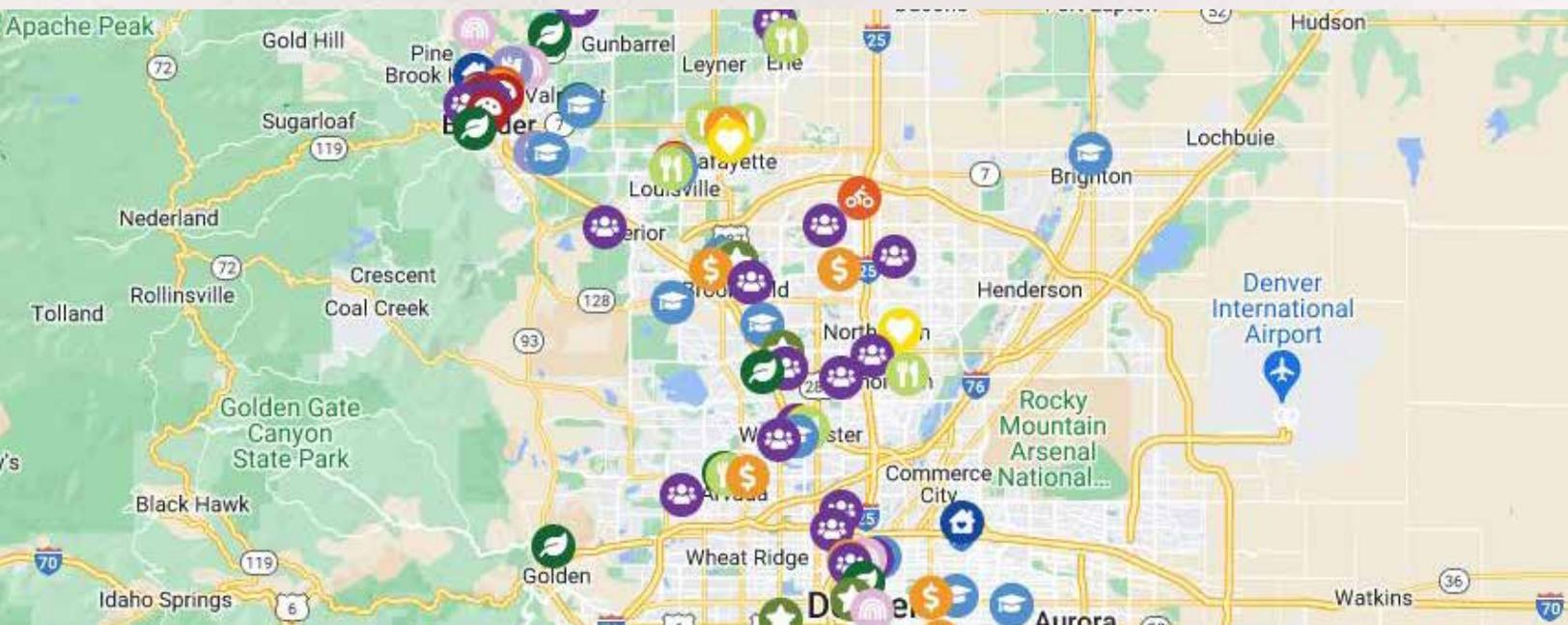
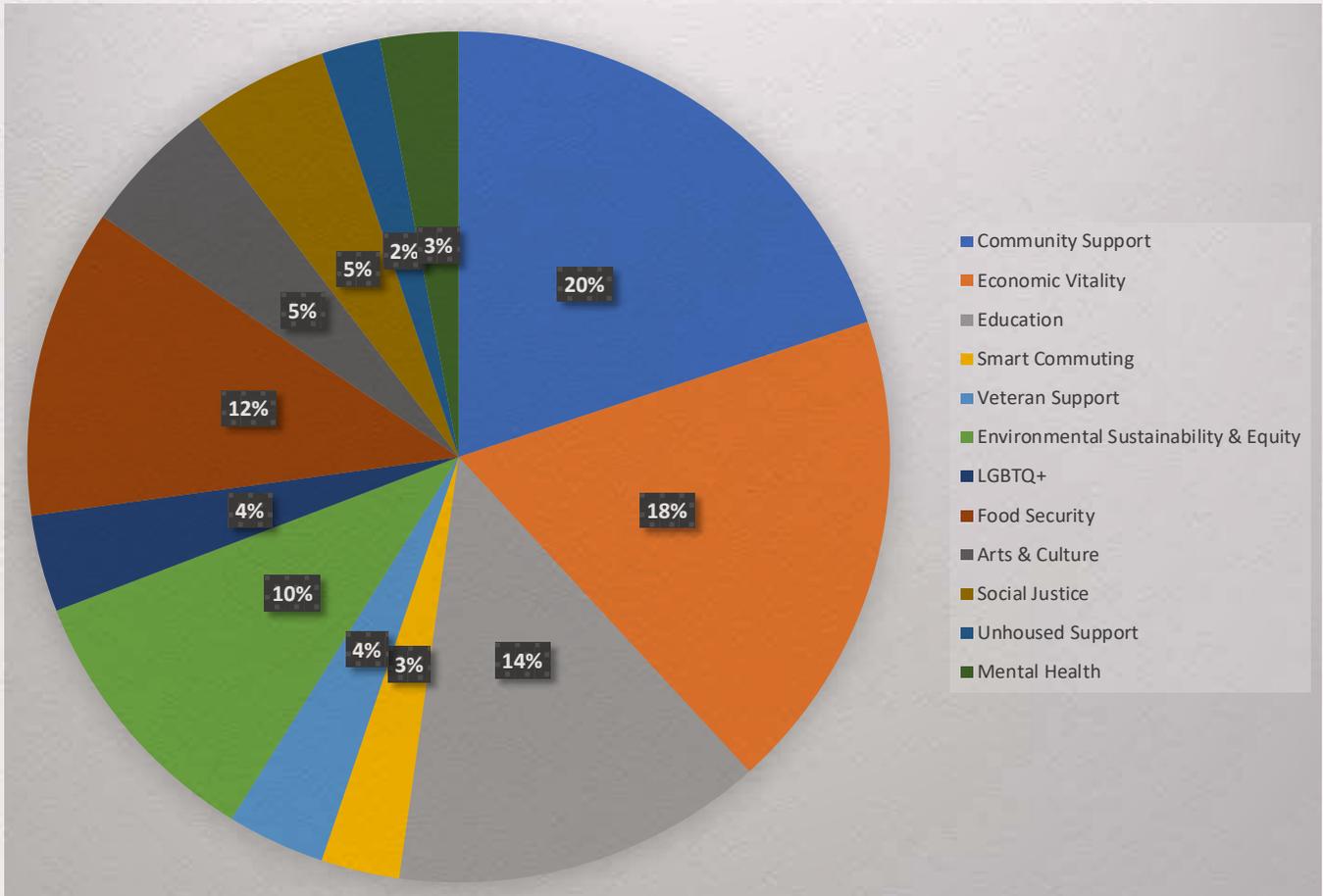
**2,135**  
HOURS  
VOLUNTEERED



**\$149,650**

# 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.



# TOTAL COMMUNITY IMPACT

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**2,846**

STAFF COMMUNITY OUTREACH  
HOURS DONATED



**\$102,598**

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



**\$30,000**

IN YOUTH SCHOLARSHIP SUPPORT



**\$25,000**

NONPROFIT GRANT SUPPORT



**\$14,858**

IN YOUTH INVESTMENT



**\$121,493**

IN CHARITABLE OUTREACH



**\$47,639**

COMMUNITY SUSTAINABILITY  
SUPPORT



**\$149,650**

IN COMMUNITY ENGAGEMENT



**\$491,239**

TOTAL FINANCIAL  
COMMUNITY OUTREACH  
SUPPORT

# THE *Artisans* OF BANKING.

KAREN BIGELOW  
COMMUNITY IMPACT  
303.657.7304



PMCU.ORG | 303.657.7000

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