Greetings,

The word impact means something different to each of us in the context of our families, our neighborhoods, and communities. For credit unions, having a positive impact means more than just providing top-notch financial services and products — it means ensuring your members and communities thrive.

Our role at the Northwest Credit Union Foundation is to champion, expand, and accelerate your credit union’s hard work to foster the financial well-being of your members and the vitality of the communities you serve. We do this by leveraging resources — both from within and outside the credit union space—and by keeping our finger on the pulse of community and social issues that affect credit unions and their members.

In the pages of this report, you’ll find exciting examples of the kind of work we are honored to do, hand in hand, with Northwest credit unions. Working in tandem with you, our amazing credit union partners, and our wonderful Foundation Board of Directors, we’re tackling complex and significant issues, including expanding financial services in rural communities, driving workforce housing creation, and matching student savings to help with college costs.

The work you do to support your members and communities is part of the “People Helping People” philosophy that’s in your credit union DNA. That was clear this year when so many of you collaborated as part of Northwest credit unions’ Diversity, Equity, and Inclusion Task Force, convened by the Northwest Credit Union Association and the Foundation. The actionable recommendations that came from that inspiring process are ready to guide any credit union, no matter where they are in their DEI journey. It’s also reflected in the stories that Northwest credit unions shared through the Community Impact Reporting Tool — demonstrating your commitment to serving your members and furthering the Credit Union Difference in your communities.

Thank you! Your support of this Foundation and everything you do to support your members and communities, and advance the Credit Union Movement is truly inspiring.

In deepest gratitude,

Gene Pelham
Chair

Kelly Schrader
Vice Chair

Shelli Millhuff
Secretary/Treasurer

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Jim McCarthy
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CENTRAL WILLAMETTE CREDIT UNION | Albany, Oregon

Central Willamette Credit Union is using NWCUF’s planning grant to do a demographic study of the rural areas in its expanded field of membership. This data will ensure the credit union provides tailored products and services for new rural members. Stacie Wyss-Schoenborn, President and CEO, said the Rural Access to Financial Services program is the kind of initiative the credit union has come to expect from NWCUF. “We have been able to create programming through grant programs offered by NWCUF, but more importantly, they are a partner that will assist us in any manner we need connecting us to other credit unions or to resources outside the credit union world,” said Wyss-Schoenborn. “We are grateful for all their hard work to ensure Northwest credit unions can achieve beyond the financial services we provide.”

CONNECTIONS CREDIT UNION | Pocatello, Idaho

Connections Credit Union used NWCUF’s planning grant to partner with Idaho State University’s College of Business to conduct research to better understand the financial well-being of underbanked and underserved rural communities. The impact of bank closures in the community has resulted in fewer choices for safe and affordable financial services, especially for lower income consumers. Through this research, Connections Credit Union is laying the groundwork to identify creative outreach and program opportunities to provide solutions for barriers facing underbanked residents and the communities who lack direct access to financial institutions.

OLD WEST FEDERAL CREDIT UNION | John Day, Oregon

Old West Federal Credit Union knows that their rural members have unique financial needs. Through their Farm to Table Fresh Meat Loan, Old West offered borrowers a loan to stock their freezers with locally raised meat. With NWCUF’s grant support, loans were provided at zero percent interest with no down payment required. The community rallied around this program and due to the generous partnership with a local rancher and butcher, a new freezer filled with fresh beef was donated to a local charity. Old West’s commitment to rural communities runs deep – as the credit union plans to open a branch in Enterprise, Oregon, they received a NWCUF grant to support a study of the agricultural and ranching community there to identify the services they need most.
In 2016, CapEd Credit Union, Clackamas Federal Credit Union, Fibre Federal Credit Union, and Industrial Credit Union joined with the Northwest Credit Union Foundation to offer the Matched Education Savings Account (MESA) program. Using federal dollars through the Department of Health and Human Services’ Individual Development Accounts, MESA helped to bridge the gap in education expenses for low- to moderate-income college students in Idaho, Oregon, and Washington. Through the program, participants made regular contributions to their MESA account at their credit union and received a 3-to-1 match up to $500 — unlocking up to $1,500 in matched funds to cover education expenses, including books and tuition.

This fall, the MESA program ended as federal funding for the program was not renewed. Reflecting on the past five years, NWCUF is celebrating the success of the participating credit unions in providing financial support and resources for their members who were pursuing higher education. Northwest credit unions supported 69 college students through MESA, helping them to save a total of $31,784. With matched funds included, more than $125,000 was invested in students’ higher education.

Alejandro Hernandez and Sevio Stanton are two Boise State University students who participated in the program through CapEd Credit Union based in Meridian, Idaho.

I worked to save that $500, and I ended up getting $2,000 applied to my tuition at Boise State. It certainly has helped me not to have student loans.”

-Sevio Stanton

I learned about auto and personal loans, and credit card use. I also learned about budgeting, like how to identify and manage your income and expenses. Things that you weren’t taught in high school.

-Alejandro Hernandez

Stanton, who is working on a triple major in biology, chemistry, and physics, with a minor in applied mathematics, will complete his undergraduate degree in two years and is planning to earn a Ph.D. per AP physics. Hernandez is in his third year at Boise State studying accounting and considering a double major in finance. Through MESA, he saved $500 and was able to maximize the match amount.

These are the kinds of stories Hilary Kissell, Clackamas Credit Union’s MESA Program Coordinator, loves to hear. “The MESA program helped adult students that generally have less access to tuition assistance,” said Kissell. “I am proud that Clackamas was able to improve the lives of several of our members through this amazing program.”

By partnering with the NWCUF in areas like education, Northwest credit unions can help to maximize the long-term financial health of their members and create significant positive impact in the communities they serve.
NWCUF Partners with Credit Unions to Advance Community Impact Across the Northwest

**Workforce Housing**

- **$835,000**
  - Grant dollars awarded to credit unions to increase access to housing since 2018

**Emergency Loan Program**

- **$600,000+**
  - In emergency loans disbursed to households whose incomes were impacted by COVID-19

**Disaster Relief**

- **$132,000**
  - In financial aid provided to over 130 credit union employees impacted by wildfires and ice storms

**Financial Education**

- **1,700+**
  - Students engaged in Financial Reality Fairs

Credit Union Partner Spotlight | Mid Oregon Credit Union

Like so many regions across the Northwest, Bend, Oregon is experiencing inflated housing costs, which has driven the workforce further away from their places of employment. Mid Oregon Credit Union wanted to address this urgent housing problem, and in June of 2019, the credit union was awarded a $100,000 Workforce Housing Project grant from NWCUF.

With the grant support, Mid Oregon piloted a developer-based interest subsidy Workforce Housing Loan program to increase units available to workers who fall within 60-140% of the area median income. The program allows developers to receive lower interest rates based on the affordability of their rental units, incentivizing them to provide more diverse housing.

Ultimately, the program was able to lock in 11 units at affordable rental rates for five years. Mid Oregon’s program demonstrates the strength of the credit union system to provide unique solutions to challenges facing communities in the region and NWCUF is committed to empowering the Northwest credit union network to continue to seek innovative ways to impact the community.

Thank you for your support

NWCUF is humbled to work with credit unions to empower people across Idaho, Oregon, and Washington to live healthier financial lives. This work is only possible because of our generous donors. Please consider giving today to support us in making an even greater impact.