



New from Juntos Avanzamos

Welcome New Juntos Avanzamos Credit Unions!

The Juntos Avanzamos network is growing! With 14 national and league partners, the network is now made up of 83 credit unions in 23 states, Puerto Rico and the District of Columbia.



[Metro CU](#)
Chelsea, MA



[Montgomery County Employees FCU](#)
Germantown, MD



[Notre Dame FCU](#)
Notre Dame, IN



[Tampa Bay FCU](#)
Tampa, FL



[Ventura County CU](#)
Ventura County, CA

Juntos Avanzamos Northeast Region CU Roundtable



As Juntos Avanzamos continues to expand through local and regional partnerships, the Federation welcomed credit unions and partners to participate in the first northeast region

Juntos Avanzamos roundtable on June 19th in the Federation's New York offices. Participants gathered to share best practices and discuss opportunities to increase impact. We were pleased to be joined by colleagues from Ariva, Bay Ridge FCU, Bethpage FCU, Brooklyn Cooperative FCU, Consulate General of Mexico, DC CU, Lower East Side People's FCU, Members CU, Neighborhood Trust FCU, New York Credit Union Association, North Jersey FCU, Qualitas of Life Foundation, Univision Communications, Inc., and USAlliance FCU.

Grants Available for New York CUs

Among those in attendance at the Northeast Region Juntos Avanzamos Roundtable was Ron McLean of the New York Credit Union Association, who encouraged Juntos Avanzamos credit unions in New York to apply for funding through the New York Credit Union Foundation's grant program. Of particular relevance to our network are the **Smart Money Grants**, which fund credit unions' efforts to reach emerging and underrepresented markets, and **Small Credit Union Grants**, which help credit unions with up to \$100 million in assets fund initiatives to improve member service. Learn more at nycuf.org/grants-resources.

Industry Insights: Realizing Your Hispanic Financial Growth Opportunity



Findings from a recent Univision/Harris Poll study of financial attitudes and behaviors among Hispanic consumers make a strong case for the substantial growth opportunity presented to financial service providers that can successfully tap in to the Hispanic market. Some key takeaways include:

- In the U.S., 59 million people -- or 1 in 5 Americans and 1 in 4 Millennials -- are Hispanic
- Hispanic usage of financial services is increasing at double-digit rates and outpacing non-Hispanics. In fact, for auto loans over the last 5 years, Hispanics drove 74% of the growth – 3 out of every 4 new adults with an auto loan was Hispanic.
- Two-thirds of Hispanics actively seek information about financial products and services (67% vs. 56% of non-Hispanics).

[Click here for the full summary and Banking on Hispanics for Growth webinar.](#)

Upcoming Events

**Second Puerto Rico Convening:
Leveraging the CDFI Certification to**

Access External Resources

This event is a follow up to the CDFI Convening which took place February 7-8, 2018 in San Juan, organized by the Federation in collaboration with the Association of Executives of Puerto Rico (ASEC), the University of New Hampshire's Carsey School of Public Policy and the Federal Reserve Bank of New York. From June 26-27, we'll be more closely examining the external resources that may be available to cooperativas de ahorro y crédito that become CDFI certified. This will be the Federation's third trip to Puerto Rico since Hurricane Maria to work with local cooperatives to help the Island rebuild and recover.



Deep Dive: Alternative Forms of ID and Documentation Webinar

This learning opportunity is a complimentary webinar exclusively for Juntos Avanzamos credit unions. Join the Federation and Coopera for a deep dive into using alternative forms of ID and documentation, and understanding the nuances surrounding the account-opening process for foreign nationals.



Save the Date: Tuesday, September 18
(RSVP link and additional details to follow)

CDCU Mortgage Center ITIN Loans Make Homeownership Possible for Immigrant Families

A New Jersey couple (center) are proud new owners of a beautiful 3-bed, 2-bath home and the third ITIN loan as result of the cooperative efforts of North Jersey Federal Credit Union, New Jersey Community Capital and the Federation's CDCU Mortgage Center. To learn more about the Mortgage Center and ITIN lending, contact Jack Baker at jbaker@cdcucoop.



Juntos Avanzamos Expands Ventanilla Partnership



The Federation has been working with the Mexican Consulate in New York to integrate Juntos Avanzamos-designated credit unions in New York City with the Consulate's La Ventanilla De Asesoría Financiera, or "Financial Empowerment Window." Brooklyn

Cooperative, Lower East Side People's, and Neighborhood Trust credit unions are the first credit unions to participate. Plans for facilitating partnerships between Juntos Avanzamos credit unions, Mexican Consulates and community-based organizations are also underway in the Chicago area.

Self-Help FCU's Second Federal recently hosted a roundtable in Chicago, where attendees discussed the implementation and expansion of the partnership between the Ventanilla Financiera and Juntos Avanzamos designated CUs in the area. Pictured from right to left: Jorge Ortiz, VP Business Development, North Side Community FCU; Sarah Marshal, CEO, North Side Community FCU; Rudy Medina, CEO, Second Federal; Roman Ruiz, Branch Manager, Second Federal; Marisela Zambrano, Director of Business Development, Illiana Financial Credit Union; Madeline Cruz, Director of Financial Wellness, The Resurrection Project; and Anna Godinez, Financial Wellness Coordinator, The Resurrection Project. The Resurrection Project is the nonprofit that operates the Ventanilla Financiera at the Mexican Consulate of Chicago.

Federation Launches Juntosavanzamos.org

In March, the Federation launched juntosavanzamos.org, a new website that helps Hispanic consumers find resources on financial inclusion and locate a Juntos Avanzamos designated credit union. With a growing network of 83 Juntos Avanzamos credit unions in 23 states, Washington, D.C. and Puerto Rico, the addition of a bilingual, consumer-facing website helps to further extend the program's reach -- enabling Juntos Avanzamos credit unions to more easily connect with and serve Hispanic consumers across the country. Learn more: cdc.coop/ja-website.



Juntos Avanzamos Celebrates Financial Education Week at Mexican Consulate in NYC



The Federation and many of our Juntos Avanzamos members and partners celebrated the launch of juntosavanzamos.org on March 15th at the Mexican Consulate in NYC as part of the Mexican Government's Financial Education Week. Pictured left are representatives from: UsAlliance Financial, Lower East Side People's FCU, North Jersey FCU, Members CU, Qualitas of Life Foundation and the Federation. Also on hand were Ariva, Citi, NYC Dept. of Consumer Affairs, NYC Dept. of Small Business Services, Ambassador Diego Gómez Pickering and many, many more!

About Juntos Avanzamos

Juntos Avanzamos ("Together We Advance") is a designation for credit unions committed to serving and empowering Hispanic and immigrant consumers – helping them navigate the U.S. financial system and providing safe, affordable and relevant financial services. Juntos Avanzamos credit unions employ bilingual, culturally-competent staff and leadership, accept alternative forms of ID and treat all of their members with respect, regardless of immigration status. The Juntos Avanzamos network is growing quickly; it currently includes 83 credit unions in 23 states, Puerto Rico and the District of Columbia.

Learn more about Juntos Avanzamos at www.cdcu.coop/juntosavanzamos.



National Federation of Community Development Credit Unions

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