

**/ inclusiv /**

Juntos   
Avanzamos™

# JUNTOS AVANZAMOS

HISPANIC HERITAGE MONTH 2019

## CELEBRATIONS

# INCLUSIV CELEBRATES HISPANIC HERITAGE MONTH

Inclusiv is celebrating Hispanic Heritage Month by announcing the expansion of the Juntos Avanzamos initiative. The network is now 100 credit unions strong! This milestone reflects our industry's recognition of the importance of financial inclusion for all. The official announcement of the expansion of the Juntos Avanzamos network will be made at the Inclusiv Conference in Los Angeles, CA on September 17, 2019.

The celebration doesn't stop there. During September and October, Inclusiv will welcome five new credit unions to the Juntos Avanzamos family during Hispanic Heritage Month! Premier America CU, in Chatsworth, California, Pasadena Service FCU in Pasadena, California and Tucoemas FCU in Visalia, California will celebrate their Proclamations as part of the events associated with the Inclusiv Conference. Alive CU in Jacksonville, Florida, Cy-fair CU in Houston, Texas and TTCU FCU in Tulsa, Oklahoma will celebrate their respective Proclamation Ceremonies in October.

This surge in proclamations is part of the rapid expansion of the Juntos Avanzamos program nationwide. Fifteen credit unions have received the prestigious designation so far this year, and Inclusiv has been on the road to celebrate with them. Earlier this year, Hope FCU in Arkansas and Tennessee, Downey FCU in Downey, California, Guardians CU in West Palm Beach, Florida, and Greylock FCU in Pittsfield, Massachusetts celebrated their Juntos Avanzamos Proclamation Ceremonies with elected officials, staff and hundreds of member owners.

The 100 Juntos Avanzamos credit unions serve over 7 million members at 847 locations in the US and Puerto Rico.

Find updates on Juntos Avanzamos credit unions, Proclamation Ceremonies, and our growing partner network at [www.inclusiv.org/juntosavanzamos](http://www.inclusiv.org/juntosavanzamos).



Guardian Credit Union celebrating their Juntos Avanzamos designation in May 2019

# 100 CREDIT UNIONS STRONG

## ARIZONA

MARISOL FCU PHOENIX, AZ  
VANTAGE WEST CU, TEMPE, AZ

## ARKANSAS

HOPE FCU, LITTLE ROCK, AR

## CALIFORNIA

ALLUS CU, SALINAS, CA  
COMMUNITY FIRST CU, UKIAH, CA  
DOWNEY FEDERAL CREDIT UNION, DOWNEY, CA  
KINECTA FCU, MANHATTAN, CA  
PASADENA SERVICE FCU, PASADENA, CA  
PREMIER AMERICA CU, CHATSWORTH, CA  
SANTA CRUZ COMMUNITY CU, SANTA CRUZ, CA  
SCE FCU, IRWINDALE, CA  
SELF-HELP FCU, OAKLAND, CA  
STRATA FCU, BAKERSFIELD, CA  
TRAVIS CU, VACAVILLE, CA  
TUCOEMAS FCU, VISALIA, CA  
VENTURA COUNTY CU, VENTURA, CA

## COLORADO

FITZSIMONS CU, AURORA, CO  
COLORADO CU, ARVADA, CO

## CONNECTICUT

MEMBERS CU, COS COB, CT  
NUTMEG STATE FINANCIAL CU, ROCKY HILL, CT

## FLORIDA

ALIVE CU, JACKSONVILLE, FL  
JETSTREAM FCU, MIAMI LAKES, FL  
MANATEE COMMUNITY FCU, BRADENTON, FL  
MPS CU, MIAMI, FL  
SELF-HELP FCU, APOPKA, FL  
SUNCOAST CU, TAMPA, FL  
TAMPA BAY FCU, TAMPA FL

## IDAHO

ICON CU, BOISE, ID  
IDAHO CENTRAL CU, CHUBBUCK, ID

## ILLINOIS

ILLIANA FCU, CALUMET CITY, IL  
NORTH SIDE COMMUNITY FCU, CHICAGO, IL  
SECOND FEDERAL, A DIVISION OF SELF-HELP,  
CHICAGO, IL

## INDIANA

FINANCIAL CENTER FIRST FCU, INDIANAPOLIS, IN  
NOTRE DAME FCU, NOTRE DAME, IN

## IOWA

ASCENTRA CU, BETTENDORF, IA  
COMMUNITY 1ST CU, CEDAR RAPIDS, IA  
DES MOINES METRO CU, DES MOINES, IA

## MARYLAND

SKYPOINT FCU, GERMANTOWN MD

## MASSACHUSETTS

METRO CU, CHELSEA, MA  
GREYLOCK FCU, PITTSFIELD, MA

## MICHIGAN

COMMUNITY PROMISE FCU, KALAMAZOO, MI

## MISSISSIPPI

HOPE FCU, JACKSON, MS

## MISSOURI

GUADALUPE CENTERS FCU, KANSAS CITY, MO  
HOLY ROSARY CU, KANSAS CITY, MO

## NEW JERSEY

1ST BERGEN FCU, HACKENSACK, NJ  
NORTH JERSEY FCU, TOTOWA, NJ

## NEW MEXICO

GUADALUPE CU, SANTE FE, NM  
RIO GRANDE CU, ALBUQUERQUE, NM

## NEW YORK

BROOKLYN COOPERATIVE, BROOKLYN, NY  
COOPERATIVE FEDERAL, SYRACUSE, NY  
GENESEE CO-OP FCU, ROCHESTER, NY  
LOWER EAST SIDE PEOPLE'S FCU, NEW YORK, NY  
NEIGHBORHOOD TRUST FCU, NEW YORK, NY  
SOUTHERN CHAUTAUQUA FCU, LAKEWOOD, NY

## OHIO

NUOVA ESPERANZA COMMUNITY CU, TOLEDO, OH

## OKLAHOMA

FAA CU, OKLAHOMA CITY, OK  
TINKER FCU, OKLAHOMA CITY, OK

## OREGON

POINT WEST CU, PORTLAND, OR

## PUERTO RICO

COOPERATIVA JESÚS OBRERO, GUAYNABO, PR

## TEXAS

AMARILLO COMMUNITY FCU, AMARILLO, TX  
BEACON FCU, LA PORTE, TX  
BORDER FCU, DEL RIO, TX  
CAPROCK FCU, LAMESA, TX  
COASTAL COMMUNITY FCU, GALVESTON, TX  
COMMUNITY RESOURCE CU, BAYTOWN, TX  
CY-FAIR CU, HOUSTON, TX  
DATCU CU, DENTON, TX  
EECU, FORT WORTH, TX  
FIRST CENTRAL CU, WACO, TX  
FIRSTLIGHT FCU, EL PASO, TX  
GECU, EL PASO, TX  
GENERATIONS FCU, SAN ANTONIO, TX  
LA JOYA AREA FCU, LA JOYA, TX  
LIFE CU, DENTON, TX  
NEIGHBORHOOD CU, DALLAS, TX  
NORTH EAST TEXAS CU, LONE STAR, TX  
ONE SOURCE FCU, EL PASO, TX  
PEOPLE'S TRUST FCU, HOUSTON, TX  
RANDOLPH-BROOKS FCU, UNIVERSAL CITY, TX  
RED RIVER FCU, TEXARKANA, TX  
RESOURCE ONE CU, DALLAS, TX  
RIVER CITY FCU, SAN ANTONIO, TX  
ROCKET FCU, MCGREGOR, TX  
SECURITY FIRST, EDINBURG, TX  
SECURITY SERVICE FCU, SAN ANTONIO, TX  
SELECT FCU, SAN ANTONIO, TX  
SHARED RESOURCES CU, PASADENA, TX  
SRCU.NETSHELL FCU, DEER PARK, TX  
SOUTHWEST 66 CU, ODESSA, TX  
SPACE CITY CU, HOUSTON, TX  
UNITY ONE FCU, FORT WORTH, TX  
VELOCITY CU, AUSTIN, TX

## TENNESSEE

HOPE FCU, MEMPHIS, TN

## UTAH

CITY CENTER CU, PROVO, UT

## WASHINGTON

LOWER VALLEY CU, SUNNYSIDE, WA  
SEATTLE CREDIT UNION, SEATTLE, WA

## WASHINGTON DC

DISTRICT GOVERNMENT EMPLOYEES FCU, WASHINGTON,  
DC  
OAS FCU, WASHINGTON, DC

## WISCONSIN

MARINE CU, LA CROSSE, WI  
PRIME FINANCIAL CU, CUDAHY, WI

## CEO PROFILE

# A CONVERSATION WITH RUDY PEREIRA, CEO OF PREMIER AMERICA CREDIT UNION

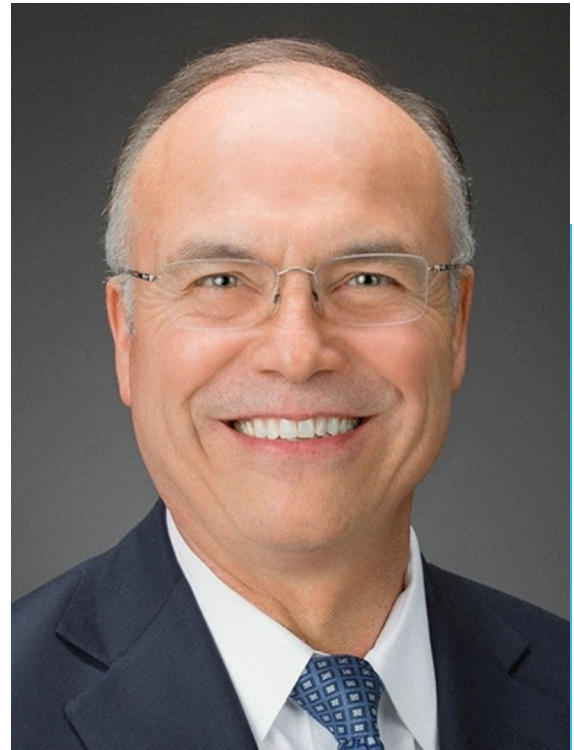


Rudy Pereira is the President and CEO of Premier America Credit Union, a member of the Inklusiv Credit Union network headquartered in Chatsworth, California, with \$2.8 billion in assets, and serving over 114,000 members. Rudy is a veteran of the credit union industry. He previously served as President/CEO at Royal Credit Union in Eau Claire, Wisconsin and has served as Senior Vice President of Operations and Technology at Alliant Credit Union in Chicago, Illinois. Prior to his career in financial services, Rudy worked at Hughes Aircraft and Hewlett-Packard. For the past two years, Premier America has been undergoing an internal transformation, expanding and refocusing their community engagement initiatives and updating their technology platforms for the benefit of an increasingly diverse membership. The credit union received their Juntos Avanzamos designation, a recognition of their commitment to serving Hispanics and immigrants in June 2019.

Inklusiv recently interviewed Rudy to learn more about Premier America, the role of credit unions in the economic revitalization of communities, and the importance of serving underserved communities and populations.

**What motivates you to do what you do?  
What are you most passionate about in your role as CEO of Premier America?**

From the beginning of my career in credit unions, our philosophy of people helping people resonated deeply. I became passionate about helping people reach their dreams, and dedicated myself to making a lasting impact. Here at Premier America, our entire team is focused on helping people reach their dreams. In fact, our core purpose is "making it easier to meet today's needs and reach tomorrow's dreams." We have the good fortune of waking up every day and knowing that what we do makes a difference in the lives of our members, their families and our



Rudy Pereira, CEO  
Premier America Credit Union

community. That's what drove me then, and what I am most passionate about today as CEO. We have to be thinking long term for our members and be constantly innovating, finding ways to make their lives easier and their dreams come true.

**Which of Premier America's programs or services has the most impact?**

I'm excited about our strong community focus. Premier America is headquartered in the San Fernando Valley, a vibrant and thriving community, and serves the Valley, Ventura County and Houston, Texas. Our communities have grown quickly, attracting people from around the world. This diversity is one of our greatest strengths, and we commit to serving our community through inclusive solutions. It's a natural fit for us.

# CEO PROFILE: RUDY PEREIRA

## **How does Premier America benefit the Hispanic community?**

If you look at the communities we serve, Hispanics account for 47.4% of all people in our field of membership. Understanding that, our credit union can make a real difference in the Hispanic community. This means having the right mix of solutions to help create opportunity for our members, and offering financial education and wellness programs. We're engaging with community partners and local universities, and realigning our Foundation to focus on large capital projects that can make a significant impact. Our credit union is evolving rapidly. Our team is growing with it, and our Board is very supportive of the direction and focus.

## **What are your goals in terms of your outreach to Hispanics and Immigrants?**

At the end of the day, my goal is for Premier America Credit Union to be recognized as a highly inclusive credit union providing friendly and respectful service; where all people have access to excellent service and great solutions that help them meet today's needs and reach tomorrow's dreams; and where we work hand in hand with our community to build a brighter future for everyone who lives there.

## **What would you say is the best strategy to educate Board members and internal stakeholders about the importance of serving the Hispanic Community?**

You have to believe that the Hispanic community is part of the whole community. Don't treat it like something special or foreign. Hispanics are more than a segment - they're part of who we are as a whole. Once you have leadership engaged, then it comes down to data. Leverage data to show that Hispanic consumers are the fastest growing economic force today. You can be in denial of many things, but you can't deny data.

## **Do you believe it makes sense for credit unions to serve financially underserved communities and consumers?**

Yes, of course! Credit unions are rooted in serving the underserved. It's in our DNA. We go back to the Seven Cooperative Principles and start with Concern for the Community. "While focusing on member needs, cooperatives work for the sustainable development of communities, including people of modest means, through policies developed and accepted by the members." The central values of equality, equity and mutual collaboration are about people working for one another and together to achieve a better life for themselves and the community.

## **What's the impact of Juntos Avanzamos for Premier America and for the industry?**

There is a movement taking place today in our industry, communities and country. Hispanics and immigrants from around the world are influencing our future and having a positive impact. We're fueling growth and leading change. We've seen this in the west for some time, and we'll continue to see the importance of our immigrant community to our economy. Juntos Avanzamos is well positioned to help lead change. The deep expertise Juntos Avanzamos brings can help credit unions across the country understand the movement, navigate change successfully and thrive.

PUERTO RICO

# CREDICENTRO COOP, PUERTO RICO FCU & COOP ZENO GANDÍA RECEIVE CDFI CERTIFICATION

Please join us in congratulating Inclusiv credit unions CrediCentro Coop, Puerto Rico Federal Credit Union and Coop Zeno Gandia for the important achievement of CDFI certification. The number of cooperativas that are CDFI certified on the island of Puerto Rico now stands at four, with several more cooperativas scheduled to become certified soon. Certification will allow Puerto Rican credit unions to compete for public and private funding to increase their community impact and bring much needed economic activity to the island.

After Hurricane Maria, Inclusiv hosted three on-the-ground training sessions to build awareness of CDFI certification, and the Fund's resources that are available for financial cooperatives to scale their impact. The most recent training brought together 141 financial cooperative leaders from 55 cooperativas and 30 community development experts. Twenty-nine cooperativas participated in a TA Grant workshop facilitated by Amber Bell from the CDFI Fund, with support from Alejandra Seluja, one of Inclusiv's CDFI consultants.

As a result of Inclusiv's trainings this year:

- 22 financial cooperativas submitted Technical Assistance Applications
- 3 financial cooperativas submitted Financial Assistance Applications

Inclusiv's membership in Puerto Rico has grown too. We are proud to have 35 cooperativas as part of the Inclusiv family of credit unions committed to financial inclusion and community development. We look forward to their integration into our organization, encouraging the exchange of knowledge and insights between cooperativas and stateside credit unions. There is a lot to learn from the resilience cooperativas have shown after economic and humanitarian disasters like Hurricane Maria.

Want to learn more about Inclusiv's initiatives in Puerto Rico? Contact Rene Vargas, Inclusiv Program Officer at [rvargasmartinez@inclusiv.org](mailto:rvargasmartinez@inclusiv.org).



Representatives of Puerto Rico's cooperativas with Annie Donovan, former CDFI Fund Director, at the Inclusiv Conference, October 2019

## OUR STORIES

# VCCU CHAMPIONS FINANCIAL INCLUSION BY PARTNERING WITH THE MIXTECO COMMUNITY

Ventura County Credit Union (VCCU) is at the forefront of financial inclusion and community development in California. They are a Juntos Avanzamos credit union headquartered in Ventura, California. VCCU serves over 77,000 members and has over \$888 million in assets.

VCCU has established several partnerships in the communities it serves, including the Mexican Consulate at Oxnard. However, the partnership with Mixteco/Indigena Community Organizing Project (MICOP) represents a stellar example of an effective partnership that promotes financial inclusion to an underserved community.

The MICOP was founded in 2001 to support and encourage the empowerment of the Oaxacan immigrant community in Ventura County. It is estimated that there are over 20,000 Mixteco indigenous immigrants in the county, mainly strawberry farmers and

agricultural workers. Even though they come from Mexico, the Mixteco's main language is not Spanish, but Mixtecan, a Mexican indigenous language.

VCCU's outreach campaign began with the purpose of helping the Mixteco have the same financial opportunities as the rest of the population. They collaborated with the MICOP as a trusted partner to provide financial literacy.

Today, the Mixteco community represents an important part of VCCU's outreach efforts. For Cynthia Romo, Community Outreach Officer at VCCU, the focus is financial literacy and relationship building, "We want to make sure the Mixteco and indigenous community has a helping hand in the process and a financial institution they can trust."



## THE OPPORTUNITY

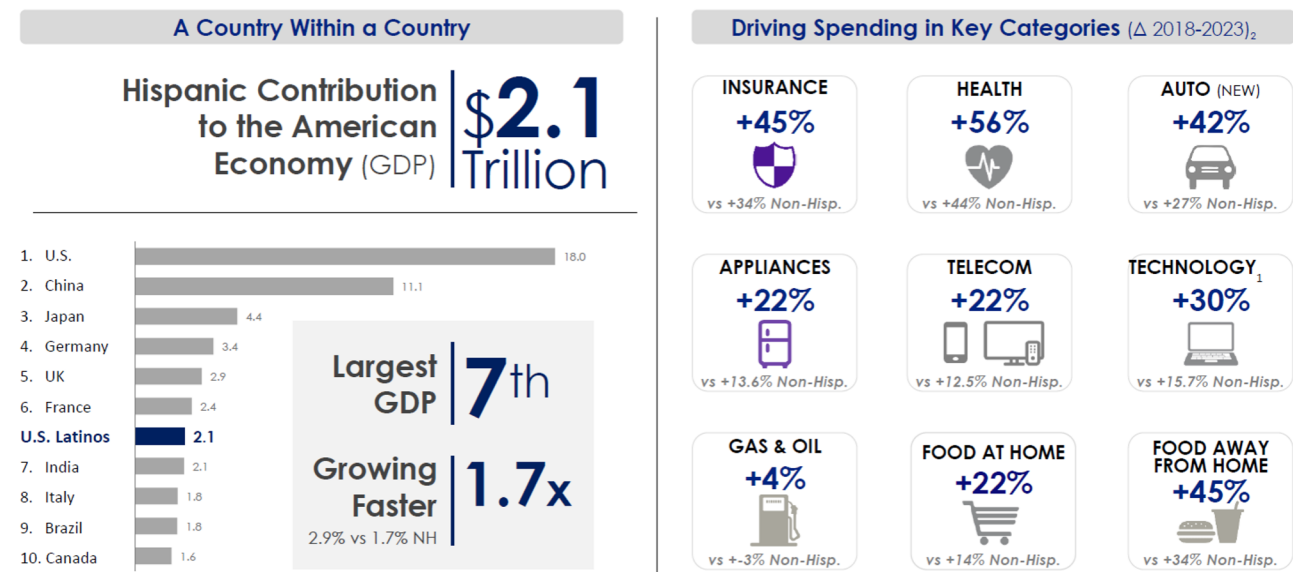
# HISPANICS ARE ENGINES OF ECONOMIC GROWTH

Hispanics have become an important part of US society, culture and economy. At 61 million, Hispanics are the major minority group in the country, constituting 18% of the country's total population. In 2015, the number of Hispanic households reached 16.7 million, with \$687.8 billion in discretionary spending power. This amount represented more than one out of 10 dollars of the discretionary income in the country that year.

Hispanics will account for 78% of labor force growth from 2016-2026 and will contribute \$2.1 trillion dollars to the US GDP in that time. This vibrant community has become an engine for economic growth, driving spending in key categories such as insurance (42%), Health (56%), Auto (42%), Appliances (22%), Telecommunications (22%), and Technology (30%).

Even though Hispanics are thriving in the United States, creating economic activity and jobs, 14% of Hispanic households are reported to be unbanked, and 28.9% are reported to be underbanked. This represents an opportunity for credit unions to develop affordable and relevant products and services to engage this significant portion of the population and develop long lasting financial relationships.

To learn more about the ways your credit union can grow by serving the Hispanic Community, visit [www.inclusiv.org/initiatives/juntos-avanzamos-together-we-advance/](http://www.inclusiv.org/initiatives/juntos-avanzamos-together-we-advance/)



Source: (1) Latino Donor Collaborative, Werner Schink and David Hayes-Bautista "Latino Gross Domestic Product (GDP) Report." June 2017. (2) IHS Markit Hispanic Market Monitor, 2019 (Consumer Spending Forecast 2018-2023)



## NOTES FROM THE FIELD

# JESÚS OBRERO IS THE FIRST JUNTOS AVANZAMOS COOPERATIVA IN PUERTO RICO

Please join us in welcoming Cooperativa Jesús Obrero to the Juntos Avanzamos family of credit unions committed to serving and empowering Hispanics and Immigrants. Jesús Obrero is a member of the Inclusiv credit union network in Guaynabo, Puerto Rico with over \$80 million in assets and serving over 8,500 members. Established 59 years ago to assist the residents of the Guaynabo community, Jesús Obrero has become a pioneer in community development, as well solar and renewable energy financing in Puerto Rico. They were also one of the first credit unions in Puerto Rico to receive Technical Assistance Grant from the CDFI Fund.

Faithful to their progressive history, Jesús Obrero is the first financial cooperative in Puerto Rico to transform their policies and procedures in order to meet the Juntos Avanzamos financial inclusion network's requirements. Now, as a Juntos Avanzamos credit union, Jesús Obrero is partnering with immigrant community organizations, as well as consulates on the island, with an emphasis on the Dominican and Haitian communities.

"For decades, we have served immigrant communities, particularly from the Dominican Republic, other Caribbean islands, Central America and South America. We know that for every immigrant brother we know, there is a whole community that has been excluded

from growth opportunities and the mainstream financial system. They are invisible to our society. It is time to start opening the door to opportunities so that everyone can contribute to Puerto Rico's economy and wellbeing", said Aurelio Arroyo, Executive President of Cooperativa Jesús Obrero.

Puerto Rico has a substantial immigrant population that has been ignored by mainstream financial institutions. It is estimated that more than 100,000 Dominicans and Haitians live and work in Puerto Rico, and thousands still make the perilous crossing between the island of La Hispaniola and Puerto Rico in search of a better life. Because of regulatory and compliance related issues, financial inclusion initiatives for Dominicans and Haitians have been limited. With the addition of Jesús Obrero to the Juntos Avanzamos family in Puerto Rico, the doors of opportunity will open for thousands of immigrants, providing access to affordable financial services and a path to asset building.

# INSIGHTS

## INCLUSIV AND UNIVISION PARTNER TO SHARE INSIGHTS WITH CDCUS

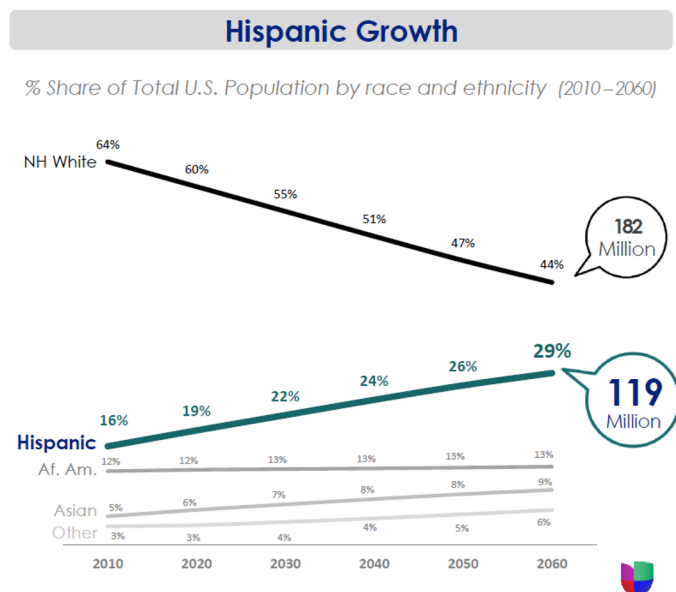
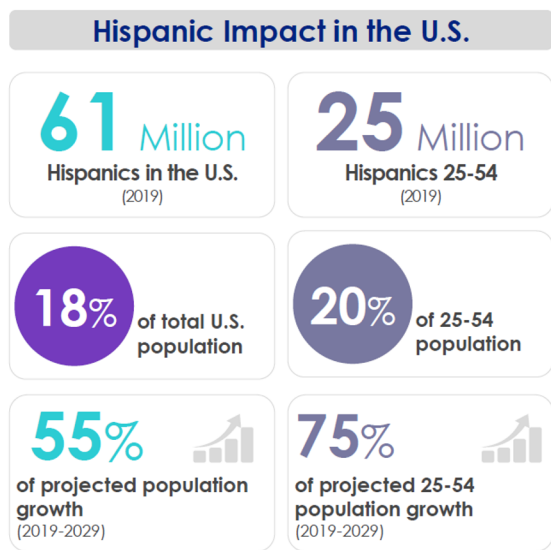
In June, Inclusiv joined forces with Univision Communications Inc., the leading multimedia company serving Hispanic America, to share research, insights and best practices with the credit union industry. Over 100 credit union executives participated in the Juntos Avanzamos learning opportunity, and had an opportunity to ask questions about a selection of research and insights presented by Univision and Inclusiv.

Juliana Gomez, Univision's Senior Director of Strategy and Insights, and Pablo DeFilippi, Inclusiv SVP of Membership and Network Engagement, presented a comprehensive picture of the economic impact of Latinos in the US, with a focus on the opportunity for

credit unions to serve the Hispanic market. The panelists discussed the economic power of Hispanics, their impact on the financial industry and consumer mindset, as well as ways to engage and win with Hispanics.

Jim Coronado and Mayola Delgado, discussed Univision's community outreach initiatives and partnership opportunities for credit unions interested in reaching this important demographic.

Interest in the webinar was high, with attendees submitting questions about financial inclusion for Hispanics. Interested in learning more about the Hispanic market? Register today for the third installment in the Juntos Avanzamos webinar series, **Serving Members Without Traditional Forms of ID**, on October 8th.



Don't miss our next webinar, **Serving Members Without Traditional Forms of ID** on October 8th, 2019 at 2:00 pm ET  
Register at: <https://attendee.gotowebinar.com/register/2092614020886072844>

## PARTNERS

# INCLUSIV, COOPERA, POLICYWORKS & FILENE HIT THE ROAD TO PROMOTE INCLUSION

Earlier this year, Filene Inclusiv, Coopera and PolicyWorks joined forces to launch a series of free interactive workshops designed to expand and promote financial inclusion in underserved communities throughout the US.

The "Accelerate Financial Inclusion in Your Community" series of workshops has focused on giving credit unions and community-oriented financial institutions tools to effectively drive financial inclusion in their communities. The workshop's principles of driving financial inclusion, reaching and serving untapped and underserved markets such as the Hispanic community, and operationalizing ITIN lending are based on a decade of Juntos Avanzamos experience, dating back to the Texas Credit Union League's creation of the program.

The workshop in New York City in July included dozens of credit union executives, who actively participated and engaged on issues such as lending, compliance, community outreach, inclusion,

and marketing to low- and moderate-income consumers.

Attendees had the opportunity to hear and ask questions from a panel of experienced Inclusiv member CDCU's. Alicia Portada, from Lower East Side Peoples Federal Credit Union, Claudia Fernandez from Brooklyn Cooperative, and Kathy L. Chartier from Members Credit Union in Connecticut, shared their experience and insights serving underserved communities.

ITIN Lending is one of the most important tools available for credit unions to promote financial inclusion. One of the main takeaways from the workshops is that there is no single strategy to serve underserved communities. Inclusion requires a holistic approach that transcend policies and front line services that encompass all aspects of a credit union's operation. Juntos Avanzamos is here to help in that transformation process!

Pictured left to right are Alicia Portada, Kathy Chartier and Claudia Fernandez



Register for the next workshop in Austin, Texas on September 24 & 25 at [www.filene.org/2019workshops](http://www.filene.org/2019workshops)

# ABOUT US

At Inclusiv, we believe that financial inclusion is a fundamental right. We dedicate ourselves to closing the gaps and removing barriers to financial opportunities for people living in distressed and underserved communities through investments in and technology solutions for member credit unions, building financial capability, and programs promoting financial inclusion. Founded in 1974, Inclusiv is headquartered in New York, NY, with offices in Madison, WI and Atlanta, GA.



Inclusiv was instrumental in establishing the CDFI Fund in 1994, is a permanent member of the national CDFI Coalition and is a certified CDFI intermediary. Today CDFI certification is an essential credential for credit unions with a focus on financial inclusion. Inclusiv is the credit union industry's best resource for learning more about certification and technical and financial assistance grants



Juntos Avanzamos (Together We Advance) designated credit unions provide Hispanic consumers safe, affordable and relevant financial services. They employ bilingual, culturally-competent staff, accept alternative forms of ID, and treat all members with dignity and respect regardless of immigration status. Inclusiv is leading the national expansion of Juntos Avanzamos in partnership with a growing number of state leagues, associations and industry partners across the country.



# CONTACT US

PABLO DEFILIPPI  
SVP, MEMBERSHIP & NETWORK  
ENGAGEMENT  
PABLO@INCLUSIV.ORG

RENE VARGAS MARTINEZ  
PROGRAM OFFICER  
RVARGASMARTINEZ@INCLUSIV.ORG

