



## New at the Federation - March 2018

### Welcome New Members!



**St. Augustine  
Presbyterian FCU**  
Bronx, NY



**Natco CU**  
Richmond, IN

### Federation Launches [Juntosavanzamos.org](http://JuntosAvanzamos.org)

Earlier this month, the Federation launched [juntosavanzamos.org](http://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 79 Juntos Avanzamos credit unions in 20 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: [www.cdcu.coop/ja-website](http://www.cdcu.coop/ja-website).



### Juntos Avanzamos Celebrates Site Launch and Financial Education Week at Mexican Consulate in New York City



The Federation and many of our Juntos Avanzamos members and partners celebrated the launch of [juntosavanzamos.org](http://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 and 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!



## Registration for the 2018 Annual Conference is now open!

Join us this October for the largest gathering of credit unions with a mission of community development and financial inclusion in the country, with plenaries and sessions that focus on empowering unbanked and underbanked consumers. **Registration and conference details available at [www.cvent.com/d/5tqz27](http://www.cvent.com/d/5tqz27).**



**2018 Annual Conference  
Wyndham Grand |Clearwater, FL  
October 23 - 24, 2018**

## Cathie Mahon Talks Financial Inclusion at Aspen Institute Summit on Inequality & Opportunity

Federation President/CEO Cathie Mahon participated in the Aspen Institute's 2018 Opportunity Summit, a one-day gathering of 400+ policy makers, civic leaders, social entrepreneurs, philanthropists, and practitioners from all over the country, dedicated to dialogue about economic inequality and the widening opportunity gap in the U.S.



Speaking at a panel titled "Can We Innovate Our Way to Inclusion?", Cathie discussed how credit unions have the opportunity to not just allow low-income people access to safe and affordable financial services, but also to be a mechanism to build individual and community wealth. She was joined by panelists Marla Blow of FS Card Inc., Steve Grant of Prudential Workplace Solutions Group and Franz Paasche of PayPal; and moderator Ida Rademacher, head of Aspen's Financial Security Program.

A recording of the Summit livestream is available here: <http://as.pn/2018opportunitysummit> (Cathie's panel discussion begins approximately at the 3:36:30 mark).

## Federation Leads U.S. Delegation to British CU Annual Conference



The Federation led a delegation of member credit unions to present at the Association of British Credit Unions Limited (ABCUL) 2018 Annual Conference in Manchester earlier this month. It was a great opportunity to share and compare credit union experiences from both sides of the pond on the topics of

financial inclusion and community development. Joining Federation President/CEO Cathie Mahon and SVP Pablo DeFilippi were representatives from One Detroit CU, Lower East Side People's FCU, Texas Community FCU, Opportunities CU, Manatee Community FCU and New Orleans Firemen's FCU. The delegation also had an opportunity to spend a few days doing site visits of credit unions in London. Thank you to our British hosts!

While in the UK, Cathie and Pablo spoke with *Co-operative News* about some of the opportunities and challenges facing CDCUs in the United States. Read their interviews [here](#).

## New Resource for CDFIs: Consumer Finance Marketing Toolkit

This month, Opportunity Finance Network released the CDFI Consumer Marketing Library toolkit, a dynamic online resource designed to help CDFIs strengthen how they market their consumer-focused products and services. Based on surveys of consumers, interviews with CDFIs, and pilot testing with three CDFIs, the toolkit includes customizable marketing materials that reflect a new value proposition intended to attract new clients and explain what you do. The toolkit provides a variety of materials -- such as messaging, sample flyers, media scripts, video templates and more -- that all CDFIs will be able to use, customize with their own logos, images and taglines, and adapt to their markets.



Below is a list of helpful links to jump-start your engagement with the toolkit.

- The Toolkit can be accessed for free by any CDFI at [www.cdficonnect.org/marketing](http://www.cdficonnect.org/marketing)
- Join an ongoing discussion with peers or post your ideas to the site's [Inspiration page](#) (login to OFN's CDFI Connect Community required-this login is free as well)
- If you were not able to participate in our webinar on the toolkit, you can view it [here](#)

## Career Opportunities

Seeking qualified candidates with a passion for financial inclusion for the following position openings:

### Career Opportunities at the Federation

- Senior Vice President of Lending (NYC)

### Career Opportunities at Federation Member Credit Unions

- Lower East Side People's FCU - Chief Executive Officer (New York City)

Job descriptions and application instructions are [available at the Federation Career Center](#).



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