



St. Louis Community CU
FOUNDATION

ANNUAL REPORT

2013

CU Foundation Chairperson's 2013 Report

Alice Crowe has a quote about life that I find especially motivational: “10 percent is what life brings you; 90 percent is what you do with it.”

Throughout my career, my work and volunteer efforts have centered around helping people make the 90 percent of their lives positive. As the Divisional Director for Career & Technical Education with the St. Louis Public Schools, it was about moving young people forward to be as fully prepared as possible both for high school graduation and then for college and their careers. Putting on my current volunteer hat, I am now deeply engaged in the St. Louis Community CU Foundation because many, many people want to make their lives positive, but cannot get the break they need to make that happen. I know the CU Foundation is helping to make a difference.

It could be taking one of our many classes in, for example, budgeting, establishing credit or looking for a job. Or it could be an adult receiving a scholarship to complete college. Or it could be engaging in counseling to avoid payday lending. The possibilities are endless. Our goal is to help low-to-moderate income persons take control of their lives financially. When this happens, the potential for themselves, their families and children are boundless. In education, I saw how children emulate what they learn at home. Financial literacy and good money and credit practices can be learned the same way.

2013 was a productive year for the CU Foundation. We contributed over \$10,000 to the St. Louis community, reached over 3,000 individuals in classes and awarded two \$2,500 Janice Mosby education scholarships. My only wish is that we could do even more to meet the needs of our community as the challenges in today's economy are great. I also acknowledge that our staff has accomplished so much and that we need additional financial resources to expand even faster.

To the credit of our outstanding staff, we have some stimulating and forward-thinking initiatives on the drawing board for 2014. Just as the CU Excel Center® was a first of its kind undertaking in our community, our upcoming plans will claim national attention.

On behalf of our Foundation Board, thank you for your current and continued support as we reach out to as many people as possible, helping them accomplish in their lives what will be positive for them and those they love.

In appreciation,



Susan E. Katzman
Chairperson

CU Excel Center Impact

Since 2012, the CU Excel Center has served as a trusted source for consumer information, financial literacy, and life skills education – all free to the community. It doesn't stop there. With the goal of improving the financial and personal lives of individuals and families, we continually provide valuable programming to fit the needs of our community.

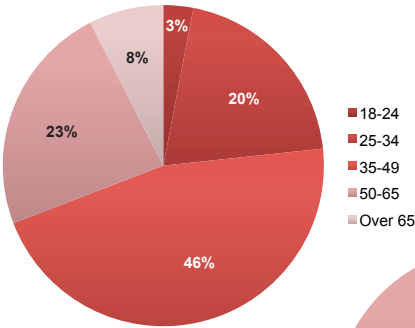
How we educate



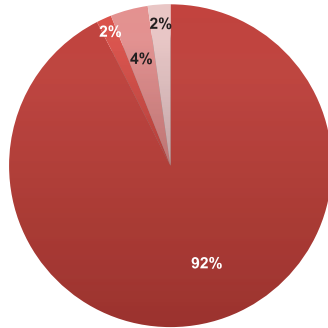
Facts:

- Nearly 2,500 reached through financial literacy, life skills education, and community outreach
- Pre- and post-testing show a 53% increase in class attendees' basic financial literacy knowledge from the time individuals stepped through our doors and when they leave the CU Excel Center
- More than 500 individuals and families reached through community engagement events

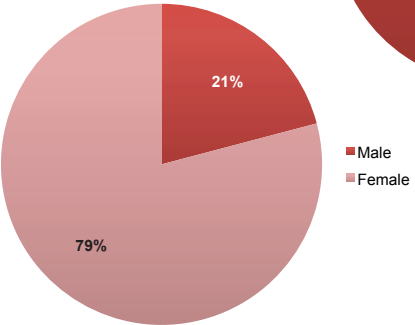
Who we serve



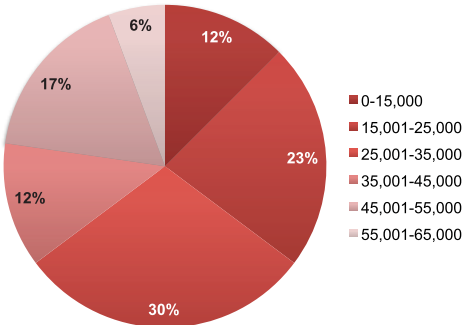
Age



Race



Gender



Income

- 46% of individuals who use our services are between the ages of 35-49
- 79% of the population we reach is female
- 92% of the populations we serve are African-American
- 77% of the population we serve has a household income of less than \$45,000 per year

Information listed above is based solely off 2013 Center outreach efforts.

CU Excel Center Testimonials: Building Legacies



One-on-One Coaching Sessions - Wilfred M.



Changing lives is the focal point of what we do. In addition to classes and events, we also offer free one-on-one financial coaching sessions. Through these solutions-based conversations, we provide clarity to those who may need direction as they navigate the many twists and turns of their financial lives.

When Wilfred M. reached out to us, he faced what many people deal with daily: managing mounting debt. He was unsure what his next step would involve or even where to turn. One evening, after attending a home buying seminar at the CU Excel Center, he was compelled to call the CU Excel Center to set up a one-on-one coaching session.

“I had been struggling to pay my bills on time. The coaching sessions not only allowed me to get my expenses in order, but helped me become a good steward of my finances as well.”

After six months, Wilfred was able to catch up on his student loan payments and pay off some of his debt. He is looking forward to purchasing a home in the coming year.

Helping to Uplift - Shalia Ford, YWCA



To better serve the community, the CU Excel Center enlists the help of our partner organizations to provide resources and information that go beyond what we can offer alone. In addition to financial education, we deliver classes that enrich the mind, body and spirit. For the past two years, we have held a personal Empowerment Series, which included topics such as Unloading Baggage, Affirmations: Power of Spoken Word and Life Keys.

The series has served as an outlet for attendees to address a variety of personal and financial issues with the help of our valued partners.

Shalia Ford, Youth Division Director of YWCA Metro St. Louis, has reached more than 100 participants through her efforts at the CU Excel Center and has expanded our capacity to provide a diverse set of development services to the community. Her continued involvement in our outreach efforts has helped us to fill an unmet need in the lives we strive to touch.

“The CU Excel Center is a beacon of hope in the community. As a result of a partnership between the YWCA Metro St. Louis and the St. Louis Community CU Foundation, I have been afforded numerous opportunities to present empowerment workshops to people of all ages.”

—Shalia Ford

For more information on the CU Excel Center, visit www.cuexcelcenter.com.

Partnering to Empower

Reaching the Community with Carrollton Bank



In 2012, Carrollton Bank committed \$100,000 over four years to support the operation of the CU Excel Center. In addition to this investment, Carrollton Bank's management team has regularly led classes in a variety of topic areas including home buying, small business basics and budgeting. Their strategic investment in our educational services demonstrates a true understanding of the pressing needs faced by low-to-moderate income residents.

Terrence Rogers, VP of Mortgage Lending, taught home buying seminars throughout 2013. While leading these courses, he provided families with the information they need to better understand the mortgage process. Several people he instructed were able to purchase their own home!

“Terrence was wonderful. He walked me through everything. He listened to my story and treated me right. He went over my credit with me and told me what to do and what I could afford, as well as what programs I qualified for – and why I qualified for them. He was instrumental in finding the loan that fit me and I am so grateful.” —Tracy P.



“I enjoy teaching at the Center because I love helping people achieve their financial goals. There's nothing better than seeing a person buy that home, car, or do something that they have never been able to do before. Being a part of that is great.” —Terrence Rogers

In particular, Suzanne Hough, Community Development Officer, has contributed countless hours teaching classes, volunteering during events, and supporting community activities provided at the CU Excel Center. To recognize her exemplary efforts, she was honored with our inaugural Partner of the Year Award.

“Carrollton Bank's partnership with the Foundation is all about providing access to the community... access to financial education, to financial services, and ultimately to financial capacity building. For those who want to make a positive impact on people's financial lives, the Foundation is an integral partner in achieving that goal.”

—Suzanne Hough

Providing Financial Capability with Kingdom House



Scott Walker, Executive Director of Kingdom House (left) and Paul Woodruff, Executive Director of the Foundation

At its core, financial capability combines knowledge with action, increases understanding of how money works, and leads to better decisions. Through a funding opportunity provided by the Kresge Foundation, our partners at the National Federation of Community Development Credit Unions and Center for Financial Services Innovation launched the *Financial Capability Partnership Initiative*. The goal is to help underserved consumers receive quality financial services through partnerships between credit unions, non-profits, and social service agencies.

Our Foundation (in partnership with St. Louis Community Credit Union, and Kingdom House) was selected as one of the three pilot sites in the nation. We will play a critical role in this initiative by providing Kingdom House clients with group financial literacy training and one-on-one coaching, as well as referrals for appropriate credit union products. One critical piece of the initiative is to improve the measurement of our impact and explore best practices for connecting low-income clients to safe, affordable financial products. This project has the potential to reshape the way financial institutions and non-profits work with one another to expand economic opportunities for low-income individuals.

Janice Mosby Scholarship:
Enriching Lives Through Education



Ms. Janice Mosby

Educational opportunity is a central tenet of the Foundation. Since 2011, the Janice Mosby Scholarship has provided deserving, non-traditional adult students with resources they need to achieve their academic goals. The award has allowed past winners to focus on academic achievement, rather than worrying about how to pay for their education.

This year, in partnership with TIAA-CREF, the Foundation awarded two \$2,500 scholarships to Elaine S., and DeAndré H. Both students exhibited a strong determination to pursue higher education regardless of previous adversities.

“Our celebration of Janice Mosby’s legacy is a testament to her ability to go the extra mile and we are extremely excited to support it.”

—Leisha Gordon, Dir. Bank CRA Officer of TIAA-CREF

To date, we have awarded seven scholarships to students in the St. Louis community equating to \$17,500 in funding for higher education. The Janice Mosby Scholarship creates an opportunity for individuals to achieve their scholastic goals while enriching their lives.

2013 Janice Mosby Scholarship Winners



“I really appreciate this gift and opportunity to be able to quit my second job and not have to worry about tuition this past year. I couldn’t have taken classes while working seven days a week.” —Elaine S.

“The Janice Mosby Scholarship fund has been beneficial by allowing me to pay for my tuition as I continue to better myself through education. I’m grateful to have had the opportunity, for it has been a tremendous help to me.” —DeAndré H.



“Where Does Your Money Go?”
Foundation Financials 2013



Janice Mosby Scholarship



Reading Pays...Pass It On!



Black Friday Budgeting



Smarty Spooktacular



Childhood Literacy

Adult Education

Free Programming at the Center

Safe, Family-Friendly Events

Statement of Financial Condition:
For Fiscal Year Ending December 31, 2013

Assets	
Cash	145,333
Fixed Assets	22,903
Total Assets	\$168,236
Liabilities and Unrestricted Net Assets	
Payments and Other Liabilities	
Unrestricted Net Assets	168,236
Total Liabilities	\$168,236
Income	
Other Contributions and Gifts	81,575
Total Income	\$81,575
Expenses	
General Operations	81,604
Total Expenses	\$81,604
Funding Sources	
Member Donations	12,763
Corporate Donations	68,812
Total Contributions/Donations	\$81,575

Thank you to our 2013 donors!

- St. Louis Community Credit Union (SLCCU):**
Center and community education operations
- SLCCU employees & members:**
Center operations
- Carrollton Bank:**
Center operations
- TIAA-CREF:**
Center operations and Janice Mosby Scholarship
- Enterprise Holdings Foundation:**
Center operations
- Stifel Bank & Trust:**
Community events
- TheBANK of Edwardsville:**
EverFi online financial education platform



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