Presentation for:

CUNA MUTUAL GROUP

Network of Latino Credit Unions & Professionals
Who are we?

NLCUP is a group of Credit Union professionals with practical experience and passion for serving the Latino Community.
Vision

“To empower the Latino Community to build family wealth, develop economic opportunity, and secure financial stability…”
Mission

“To serve and empower the Latino Community with financial and development services…”
Objectives

1. Promote the Credit Union model and Credit Union membership to the Latino community.

2. Serve as a principal advocate for financial services and economic opportunity in the Latino community.

3. Encourage financial education and asset-building within the Latino Community.
Objectives

4. Provide access to affordable financial products and services for Latino families.

5. Sponsor and develop professional Latino leadership and representation at all levels within the Credit Union system.

6. Develop an internal network of Credit Union institutions to support economic development in Latino Communities.
<table>
<thead>
<tr>
<th>Founding Charter Members</th>
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</thead>
<tbody>
<tr>
<td>ACCESO CUSO</td>
</tr>
<tr>
<td>America First CU</td>
</tr>
<tr>
<td>Arrowhead FCU</td>
</tr>
<tr>
<td>Bethex FCU</td>
</tr>
<tr>
<td>Border FCU</td>
</tr>
<tr>
<td>District Government Emp. FCU</td>
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<tr>
<td>El Futuro</td>
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<tr>
<td>El Paso Affordable Housing CUSO</td>
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<tr>
<td>GECU</td>
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<tr>
<td>Maryland &amp; DC CU Association</td>
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<td>Truliant FCU</td>
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</tbody>
</table>
# Founding Charter Members

- Lower East Side Peoples CU - Manhattan, NY
- Latino Community FCU - Durham, NC
- Rockland FCU - Rockland, NY
- OAS Staff FCU - Washington, DC
- Self Help CU - Durham, NC
- West Texas CU - El Paso, TX
- Water & Power Community CU - Los Angeles, CA
- Orange County CU - Santa Ana, CA
- IDB-IIC FCU - Washington, DC
- PAHO FCU - Washington, DC
- The Golden 1 FCU - Sacramento, CA
Board Members

- Carlos Calderon, OAS Staff FCU, DC
- Pablo DeFilippi, Lower East Side Peoples CU, NY
- Larry Garcia, El Paso Affordable Housing CUSO, TX
- Luis Caballero, West Texas CU, TX
- Carla Decker, District Government Employees FCU, DC
- Maria Martinez, Border FCU, TX
- Luis Pastor, Latino Community CU, NC
- Raul Picket, El Futuro CU, CA
- Carl Stewart, Water and Power Community CU, CA
- Javier Tejeda, CUNA Mutual Group, FL
- John Herrera, Self Help, NC
- Leticia Mata, Orange County’s CU, CA
Supporters

- National Federation of Community Development CUs
- National Credit Union Foundation (NCUF)
- Fannie Mae
- Consumer Federation of America
- Coopera Consulting
Potential Market

- **NLCUP’s target market is:**
  - Latino Community
  - Latino Credit Union Professionals
  - Any Credit Union, CU League or CU organization.
  - Any entity whose objective is to serve the Latino Community.
Today there are approximately 87 Million CU members representing 30% of the total population of United States.

The Latino segment represents 15% of the USA population, which should constitute approximately 13 Million Members.
Latino Participation in CU

This table represents some CU with the majority of Latino participation.

<table>
<thead>
<tr>
<th>Credit Union Name</th>
<th>Total Members</th>
<th>% of Latino Membership</th>
<th>Total Latino Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Border FCU</td>
<td>20,217</td>
<td>90%</td>
<td>18,195</td>
</tr>
<tr>
<td>ACCESO CUSO</td>
<td>500</td>
<td>90%</td>
<td>450</td>
</tr>
<tr>
<td>El Futuro</td>
<td>3,500</td>
<td>82%</td>
<td>2,870</td>
</tr>
<tr>
<td>El Paso Teachers FCU</td>
<td>60,445</td>
<td>82%</td>
<td>49,565</td>
</tr>
<tr>
<td>First Light FCU</td>
<td>89,121</td>
<td>50%</td>
<td>44,561</td>
</tr>
<tr>
<td>GECU</td>
<td>272,483</td>
<td>83%</td>
<td>226,161</td>
</tr>
<tr>
<td>Golden One FCU</td>
<td>683,029</td>
<td>84%</td>
<td>573,744</td>
</tr>
</tbody>
</table>
Latino Participation in CU
Second Table

<table>
<thead>
<tr>
<th>Credit Union Name</th>
<th>Total Members</th>
<th>% of Latino Membership</th>
<th>Total Latino Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>IDB-IIC</td>
<td>7,782</td>
<td>85%</td>
<td>6,615</td>
</tr>
<tr>
<td>Latino Community CU</td>
<td>50,841</td>
<td>85%</td>
<td>43,215</td>
</tr>
<tr>
<td>Mountain Star FCU</td>
<td>4,558</td>
<td>81%</td>
<td>3,692</td>
</tr>
<tr>
<td>OAS Staff FCU</td>
<td>6,000</td>
<td>85%</td>
<td>5,100</td>
</tr>
<tr>
<td>One Source FCU</td>
<td>9,590</td>
<td>80%</td>
<td>7,672</td>
</tr>
<tr>
<td>PAHO/WHO FCU</td>
<td>4,148</td>
<td>80%</td>
<td>3,318</td>
</tr>
<tr>
<td>West Texas CU</td>
<td>21,191</td>
<td>87%</td>
<td>18,436</td>
</tr>
</tbody>
</table>

Credit Unions with more than 50% of Latino Membership (Estimated Data)
## Potential Latino Market Projections

**Potential Latino Market Projections**  
(Estimated Data)

<table>
<thead>
<tr>
<th>Año</th>
<th>2007</th>
<th>2015</th>
<th>2050</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>15%</td>
<td>18%</td>
<td>25%</td>
</tr>
<tr>
<td>Total USA Population</td>
<td>318,014,067</td>
<td>337,366,000</td>
<td>434,854,000</td>
</tr>
<tr>
<td>Total CU Members</td>
<td>87,000,000</td>
<td>101,209,800</td>
<td>130,456,200</td>
</tr>
<tr>
<td>Latino CU Members</td>
<td>13,050,000</td>
<td>18,217,764</td>
<td>32,614,050</td>
</tr>
</tbody>
</table>

- By 2050 the Latino Community will represent **25%** of the USA population.
Loan Insurance

- Credit Life Insurance

- We have surveyed 10 Credit Union.

The rage of CU Latino Members who use Credit Life insurance is:

20% - 60%
Loan Insurance

- Disability Insurance (AD&D)

  - The range of Latino Members who has this insurance is:

    0% - 35%
Loan Insurance

- GAP Insurance

- The range of CU member who acquired this type of insurance is:

  0% - 30%
WHY IS THERE SUCH A WIDE RANGE??
Value Statement

“NLCUP can provide CUNA Mutual Group with the tools and knowledge to reach the Latino Community maximizing its market penetration, opportunities and closing the participation gap.”
Benefits for CUNA Mutual

- Access to practitioners’ first hand knowledge and expertise.
- Access to international Latino market.
- Access to the existing and future Latino based membership.
- Access to the largest and fastest growing minority of the USA population, the Latino Community.
Benefits for CUNA Mutual

- Access to education and training for professionals.
- Access to market research in the Latino Community.
- Access to testing ground results within the Latino Community for the implementation of new products and services.
- Access up to date and pertinent information regarding the Latino market and trends. marketing
Benefits for CUNA Mutual

- Marketing for CUNA Mutual products and services.

For example:

- Golden Harvest → (HAS)
- Remittances Program
- Insurance Program
Thank you!!!

Speakers:

Mr. Carlos Calderon
CEO
OAS Staff FCU

Mr. Pablo DeFilippi
Associate Director
Lower East Side People’s FCU