



## Partnering With Our Communities

### Mission

*“Through financial support and in-kind contributions to worthwhile organizations, and by participating in community activities and events, Boulder Valley Credit Union endeavors to be an active partner in the communities in which we operate, and make a positive impact to our members in those communities.”*

Boulder Valley Credit Union (BVCU) supports and is committed to the deep-rooted credit union philosophy of “people helping people” through financial, in-kind, and volunteer support. BVCU’s community outreach focuses on financial education, social responsibility and improving the quality of life for our members through building close relationships with local and national organizations, the tireless volunteer work of our employees, and our direct involvement with our communities.

The following organizations and programs exemplify the values that BVCU holds in high regard, and we believe underscore our contributions to our members and our communities. BVCU participates in and supports the following programs, events and activities. Credit Union staff members volunteer their time to ensure success by building long-standing relationships.

### Official BVCU Sponsorships and Community Outreach Programs

#### **Children’s Hospital** – Denver, Colorado Credit Union for Kids sponsor

The Children’s Hospital, Denver is the leader in providing the best healthcare outcomes for children of all ages and stages of growth. The hospital is one of the top ten children’s hospitals in the nation. The Children’s Hospital Heart Institute is an international leader in pediatric cardiac care. It is one of only eight stand-alone pediatric research centers in the nation and one of the fastest-growing pediatric cardiac programs in the country. Since 1990, Boulder Valley Credit Union is a “Credit Union for Kids” sponsor and has raised more than \$13,000 through the “Link Up” and “Dress Down” fundraising programs and has provided volunteers in a variety of ways.

**Boulder Community Hospital** – Founded in 1922 as a community-owned and operated not-for-profit hospital, Boulder Community Hospital is known for its outstanding cardiology and advanced neurology services. BVCU has provided volunteer support for the Hospital’s Silent Auction since 2004, which raises money for hospital equipment or facility enhancements.

### Educational Support

#### **Boulder Valley School District** – Boulder, Colorado

The Boulder Valley School District remains one of the top-rated school districts in Colorado and the nation serving over 24,000 students from diverse backgrounds and economic levels. The district challenges students to achieve their academic, creative, and physical potential in order to become responsible, contributing citizens. BVCU believes in lifelong learning and providing students the opportunity to learn about financial literacy. The following are some of the many programs and activities within the district that BVCU supports and/or is involved in.

### **Impact on Education – Boulder Valley School District’s Foundation**

- **Grant programs** – “Classroom Grants” has been awarding teachers funds to implement creative classroom projects for the past 21 years. This past year, \$84,665 was raised that funded 154 projects in 47 schools. BVCU has contributed over \$10,000 to the program since 1989.
- **Crayons to Calculators** – Historically, over 4,000 BVSD students routinely begin school without adequate school supplies. Through this collaborative school supply drive, over \$60,000 worth of supplies were distributed to schools last year, helping over 2,000 students from low-income families.

**BVSD’s Banking and Accounting Technology Class** - For the past 6 years, BVCU has provided contributions to support this class and hosted 7 internships within our branch offices. Interns display enthusiasm and the willingness to excel. BVCU has hired 60% of its interns after their graduation from the program for full or part time jobs. We have also participated as judges in their annual competitions for 10-key skills; mock interviews, job shadowing, and other involvement as well as sponsored participants in the National VICA conference.

**Classroom Presentations** – For the past 20 years, BVCU has provided financial education presentations to all grade levels on a variety of financial topics. “Give kids money and they’ll be able to spend it! Teach kids about managing money and they’ll be able to live financially independent for life.” BVCU conducts approximately 40 classroom presentations annually reaching over 1,000 students.

**Student Leadership** – Since 2000, BVCU has provided mentors for the Student Leadership Programs at Fairview, Boulder and Broomfield High Schools. This program offers students the opportunities to develop their leadership skills, become involved in community service, and learn about their community.

**Boulder Valley School District Student Advisory Committee** – Since 2005, BVCU has been involved with the Student Advisory Committees of Boulder High, Arapahoe Ridge and Boulder Tec.

**Boulder Valley School District Retirement Banquet** – Since its inception in 2001, BVCU has been the sponsor of the coveted evening event developed by the BVSD Superintendent. The ceremony recognizes educators and administrators for their distinguished contributions to the district and more importantly, the quality education provided to the students. BVCU has donated more than \$54,000 since 2001.

**Art Show Exhibits** – For the past 21 years, BVCU has hosted art exhibits on the walls at its Arapahoe Branch. These monthly exhibits feature outstanding art work from BVSD students K-12, depicting dozens of art cultures, styles, and themes. BVCU members comment on the work and appreciate that we highlight the work of our district students.

**Boulder County Kids Newspaper** – Since 1999, BVCU has been the front cover sponsor for this popular community newspaper. Boulder County Kids is a quarterly newspaper for children and families featuring articles on our environment, education and financial education, health, sports, self-esteem, and so much more. Most of the artwork featured on the newspaper’s cover, is selected from the monthly art exhibits at BVCU’s Arapahoe Branch (mentioned above). BVCU provides a \$50 cash award each quarter totaling \$1,400, to the student whose artwork is featured on the newspaper’s front cover.

### **Community Outreach**

BVCU strives to form partnerships and alliances with local business and organizations that share common goals such as community growth and social responsibility. BVCU is an active sponsor of the following Chambers of Commerce: Boulder, Louisville, and Estes Park.

### **Credit Union Harvest Run 5K Race/Walk**

Credit unions in Boulder County have join forces for the past 4 years and work cooperatively to give back to the communities they serve. When communities come together, the experience brings individuals a rewarding sense of personal worth and creates a place where people are proud to live and work. This event allows Credit Unions and the people of the community to give back by supporting Community Shares of Colorado, a non-profit organization connecting Coloradans to charities and causes they care about most for over 20 years. Community Shares of Colorado is a non-profit federation raising \$1.2 million annually for over 100 Colorado nonprofits through payroll contribution campaigns. Participating credit unions have raised over \$53,000 since its inception in 2004.

**Bike to Work Day** – Since 1996, BVCU has hosted a Breakfast Station for this special day.

### **Louisville Community**

BVCU participates in the Louisville Labor Day Parade with a credit union float, Downtown Louisville Street Fair, and the Louisville Food Fair.

### **Estes Park Community**

BVCU participates in and sponsors the Annual Rodeo, Rotary Club Duck Race, and Quota Club Easter Egg Hunt. BVCU provides sponsorships for the Estes Park School, Board of Realtors, Hospital, Learning Center and Arts Council.

## **Academic Scholarships**

Boulder Valley Credit Union awards annual scholarships to assist undergraduate students in their quest for higher education. The scholarship award is based on high school academic standing, school/community involvement, submission of an essay of up to 500 words, and financial need. Scholarship application and guidelines may be obtained online at [www.bvcu.org](http://www.bvcu.org) or by calling the credit union at 1-800-783-8850 or 303-442-8850.

## **Scholarship Information and Guidelines**

Boulder Valley Credit Union offers an annual scholarship to assist qualified members with their college/higher education expenses. Boulder Valley Credit Union will award a \$2,500 scholarship in 2008.

### **ALL of the following conditions must be met:**

- ❑ Applicant must be a member of Boulder Valley Credit Union in good standing.
- ❑ Applicant must be a Spring 2008 High School Graduate with a minimum 2.5 cumulative high school grade point average (GPA).
- ❑ Applicant must have already been accepted at a college or technical school within the United States and must begin college or technical school as a freshman in the Fall of 2008 with a minimum of 12 credit hours per quarter. Verification of acceptance must be provided with completed application.
- ❑ Applicant must submit official, sealed high school transcript (obtained from your counselor) including SAT or ACT scores.
- ❑ Applicant must have two detailed letters of reference from any of the following: teachers, counselors, school administrators, job supervisors, or coaches (no relatives please).
- ❑ Applicant must complete BVCU's official application form (below).
- ❑ Applicant must submit a typed, double-spaced essay of at least 250 words (not more than 350 words) on one of the following topics. Grammar, content, clarity, and overall presentation will be taken into consideration. (Also include a short explanation on why you are applying for this scholarship.)
  - Explain the value of credit union membership.
  - Explain how Boulder Valley Credit Union has assisted you or your family.
  - Explain how the credit union philosophy of "People Helping People" helps our communities.

*Note: applicants may contact BVCU's Public Relations Department for questions or to research answers.*

## **Additional Information**

- Applicant may be requested to interview with the selection committee
- Completed application form and all supporting materials must be received by Boulder Valley Credit Union (at any one of our 4 branches) by May 1<sup>st</sup> of the current year.
- Scholarship applications will be reviewed and awarded within 30 days.
- Review Committee may include the following: a BVCU staff or elected volunteer, a BVCU member at large, or a teacher from the Boulder Valley School District.
- The Review Committee's decisions are final.
- Scholarship funds awarded will be payable for tuition and books, and will be made payable to the college or technical school by Boulder Valley Credit Union.
- Winners agree to have name/photo published in Boulder Valley publications and website.
- Employees or elected volunteers of Boulder Valley Credit Union AND their immediate family members are not eligible.

Completed applications and supporting documentation must be delivered to a BVCU Branch office or mailed to:

Boulder Valley Credit Union  
Public Relations Department  
5505 Arapahoe Ave.  
Boulder, CO 80303

**Boulder Valley Credit Union Scholarship Application  
For Undergraduate Continuing Education  
(Applicants must meet qualification above)**

Full Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Social Security Number: \_\_\_\_\_ Date of Birth: \_\_\_\_\_ Sex: \_\_\_ Male \_\_\_ Female

Home Telephone Number: \_\_\_\_\_ Alternate Phone Number: \_\_\_\_\_

Father's Name and Occupation: \_\_\_\_\_

Mother's Name and Occupation: \_\_\_\_\_

Name of High School: \_\_\_\_\_

High School Address: \_\_\_\_\_

Date of High School Graduation: \_\_\_\_\_

College Major or Area of Study: \_\_\_\_\_

Are you a member of Boulder Valley Credit Union? \_\_\_\_\_ Yes \_\_\_\_\_ No

Are your parents (one or both) members of Boulder Valley Credit Union? \_\_\_\_\_ Yes \_\_\_\_\_ No

**On a separate sheet of paper**, please list all activities (clubs, honors, offices held, etc.) and religious, community, and sports activities.

*I certify that all information provided is truthful and complete and that withholding pertinent information or providing false information is unlawful and may lead to disqualification. It is my responsibility to notify BVCU if any changes of the above information prior to the deadline date. All applications materials will be held confidential by BVCU and become the property of BVCU. BVCU will only use your information for the purpose intended.*

Signature \_\_\_\_\_ Date \_\_\_\_\_

Parent Signature \_\_\_\_\_ Date \_\_\_\_\_

**Return application and supporting documentation to:**

Boulder Valley Credit Union  
Public Relations Department  
5505 Arapahoe Ave.  
Boulder, CO 80303

Scholarship applications must be received by May 1<sup>st</sup> of the current year.  
Direct scholarship questions to Public Relations at 303.415.3504 or [scholarship@bvku.org](mailto:scholarship@bvku.org)

## Charitable Donation Funding Criteria

Many worthwhile organizations apply for sponsorships and donations from Boulder Valley Credit Union each year. BVCU strives to be a socially responsible organization committed to serving the communities in which we operate and our members reside. Unfortunately, we cannot support all requests we receive. While these guidelines can not cover every possibility, special need, or opportunity, all requests will be evaluated on an individual basis based on the criteria below.

**To be eligible for funding from Boulder Valley Credit Union, organizations must meet one of the following criteria:**

- Be a registered 501(c) 3 organization.
- Serve a community in which Boulder Valley has a physical location or a large concentration of members.
- Be a company or organization affiliated with BVCU

**Preference will be given to requests that**

- Are located within our market areas
- Reflect the Mission and values of BVCU
- Are relevant to the majority of BVCU members
- Fulfill a recognized need and benefit the community as a whole

**The following are generally ineligible to receive contributions:**

- Organizations without 501(c)3 tax-exempt status from the IRS
- Political organizations or candidates for public office
- Organizations that discriminate by race, color, creed, gender, national origin, or sexual orientation
- Religious organizations for religious events or activities
- Requests that are sensitive, controversial, or harmful or that pose a potential conflict of interest to Boulder Valley Credit Union
- Requests for support which fall outside of the various communities in which Boulder Valley Credit Union operates
- Athletic sponsorships of individuals/teams
- Individuals or sponsorships of individuals in fundraising projects/activities (sports, pageants, etc.)
- Labor or fraternal organizations
- Colleges and universities
- Funding for operating or administrative costs

## Advertising Criteria

Many organizations sell advertising in support of their events or programs. Since these opportunities typically have extremely limited value as an advertising vehicle compared to other media, BVCU will apply the Charitable Donation Funding Criteria stated above in deciding whether to participate. These advertisements include:

- Advertising in event programs
- Golf tournament sponsorships
- Sponsorships of school teams and sports events
- Public school yearbook advertising
- Public school-sponsored media outlets

## Contribution Requests

Because BVCU is a not-for-profit organization and our financial resources are limited, we cannot accommodate all requests we receive. Therefore we must carefully review all appeals and grant support only to those organizations that best meet our community involvement objectives.

All proposals must be submitted on the organization's letterhead, by mail, at least 90 days in advance of the need. Requests must include:

- Concise statements about the project/event and the agency including the program's need, management, goals and a record of accomplishments
- Current roster of the agency's board of directors
- How the funds will be used
- Specific amount requested from Boulder Valley Credit Union
- If request is greater than \$500, please include:
  - Copy of most recent audited financial statements
  - List of other major sponsors
  - Proof of tax-exempt status

## Review Process

Sponsorship request will be reviewed individually based on its merit of social responsibility, positive impact on BVCU and our community, cost effectiveness, and how it parallels our mission.

Requesting organizations will receive notification of a funding decision generally within 90 days of receipt of request.

### **Mail contribution requests to:**

Boulder Valley Credit Union  
Attn: Public/Community Relations  
5505 Arapahoe Ave.  
Boulder, CO 80303

Questions? Please contact our Public Relations/Education Specialist at 303.415.3504 or [sponsorships@bvcu.org](mailto:sponsorships@bvcu.org)



## Sponsorship Request Application

All requests for sponsorship/donation funding must be on an official [Boulder Valley Credit Union Sponsorship Request Application](#). Applications must be made at least 90 days in advance of funding to be eligible for consideration. Application and materials will not be returned. Completed applications must be submitted to the **Public/Community Relations Sponsorship Committee**:

**By mail** - Boulder Valley Credit Union, ATTN: Public/Community Relations Sponsorship Committee, 5505 Arapahoe Ave. Boulder, CO 80303

**In person** - Any Boulder Valley Credit Union branch location

**Via fax** - ATTN: Public/Community Relations Sponsorship Committee at (303) 440-0838

**By email** - sponsorships@bvcu.org (electronic attachments must be in Microsoft Word or PDF)

Organization Name: \_\_\_\_\_

Event/Program Name \_\_\_\_\_

Complete Address \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone Number \_\_\_\_\_

Email address \_\_\_\_\_

Amount Requested \_\_\_\_\_ Date of Event \_\_\_\_\_ Time of Event \_\_\_\_\_

Location of the Event \_\_\_\_\_

Sponsorship Funding Deadline \_\_\_\_\_ Date of Request \_\_\_\_\_

At the sponsorship review meeting, your request will be evaluated based on the information you provide. It is important to be clear and concise about the reason for the request, how the funds will be used, and the benefits Boulder Valley Credit Union and/or its members can expect by participating. The review committee's decisions are final. Examples of exposure or coverage Boulder Valley Credit Union may ask for in return for sponsorship include, but are not limited to: *(Please check the following that apply)*

- Inclusion in applicable publicity opportunity
- Boulder Valley Credit Union's logo or advertisement in applicable printed material
- Verbal acknowledgement of Boulder Valley Credit Union at applicable function
- Boulder Valley Credit Union representation at applicable event
- Boulder Valley Credit Union banner to be displayed at applicable event
- Boulder Valley Credit Union product brochures to be displayed at applicable function venue or on audience seats at applicable event
- Boulder Valley Credit Union staff member(s) admission to applicable event for setup
- Booth/table at applicable event
- Boulder Valley Credit Union receiving naming rights at applicable event
- Boulder Valley Credit Union having first right of refusal at subsequent applicable event

If you have any questions, please call our Public Relations/Education Specialist at 303.415.3504 or 1.800.783.8850 X1504. Thank you for the opportunity to review your sponsorship request.