



# Expanding the Credit Union Service Mission to End Poverty

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# UNFCUFoundation

- Founded in 2014 as a non profit 501(c)(3) public charity, and launched in 2015 with the mission to sustain the path out of poverty through healthcare and education for women and children.
- Aligns with the UN Sustainable Development Goals
- Supports grassroots projects led by the United Nations/agencies/funds/programmes, NGOs, and charitable organizations in developing countries and NYC.
- Overseen by an independent board of directors who work with an advisory council comprised of volunteers with specialized expertise in a variety of disciplines to evaluate grant requests and project sponsorships

# Cause selection criteria

- The Board of Directors uses the following criteria to evaluate different projects and organizations:
  - Alignment with the UN Sustainable Development Goals
  - Strong track record over at least a three-year period or an extended pilot period
  - Sustainability with access to additional support
  - Ability to track the impact of the project or organization through reporting of results

## Our impact

The causes supported by the UNFCU Foundation in 2015 are enabling:

- Education for refugee girls in Ethiopia and students in Tanzania
- Social reintegration of obstetric fistula patients in Nigeria
- Life skills training programs for women in Afghanistan
- Relief efforts in Nepal following the earthquakes in 2015
- Primary healthcare for vulnerable citizens in New York City
- Youth development programs in New York City and Nairobi, Kenya



# Our impact in 2016

- Supported 12 causes that benefitted more than 10,000 women and children
- Shared ideas with women's empowerment advocates at CSW60
- Received more than 60 grant applications in 2017
- Organized webinars on ending poverty through education and financial empowerment for several hundred members and outside supporters
- Working with the UN to provide relief to Haiti in the aftermath of Hurricane Matthew
- Conducted numerous fundraising activities – golf events, bowling, run/walk
- Hosting a reception on 1 December at the Waterfall Mansion & Gallery; will present our 2016 Women's Empowerment Award to Ms. Ritu Sharma, author, advocate, founder and former president of *Women Thrive Worldwide*.

# Lessons learned

- Take the time to fully vet projects and find partners that share your vision
- Organize site visits to connect with projects
- Maintain communication with your members and staff on progress/developments
- Continue to raise awareness among networks and seek champions
- Gain involvement and commitment from individuals with networks who will also provide resources and support your cause