



2015
annual report



MISSION

Create stronger communities where our members live and work through collaborative partnerships and by investing in innovative solutions to improve education, health, social and economic outcomes.

VISION

Realizing the full potential of the communities we work within.



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Letter from Nusenda Credit Union President and CEO

Terry Laudick



Nusenda Credit Union, your member-owned, not-for-profit cooperative, is proud to be a leader in New Mexico in supporting our community. In being the largest locally-owned credit union in the state, we take our commitment to giving back to our community seriously. We have developed programs that provide opportunity to small business, college students, employers, employees, high school students, parents, and teachers. In 2015, it became clear to us that our ongoing support for the arts, education, financial capabilities, healthcare, the environment and community services along with the programs we have developed should be formalized under the direction of a foundation.

Nusenda Foundation's vision is to realize the full potential of the communities we work within. We will work towards this goal by working to remove the barriers that prevent people from starting a business, prevent a student from getting a college degree, or that prevent people from getting healthcare. Our innovative programs are helping New Mexicans across the State. These programs were cited as Nusenda Credit Union was awarded the "Most Innovative Community-Based Banking Organization" and "Innovation in Societal and Community Impact" Awards at the 2015 Global Banking Innovation Awards hosted by BAI-Infosys Finacle.

Beyond developing our own programs, the Foundation also works collaboratively with other nonprofits to fund programs that do exemplary work in our community. Collectively these relationships help us have even greater impact in New Mexico. In addition, the Foundation works with national and international foundations to leverage funding to create, implement and expand programs in New Mexico.

Our commitment to our community has always been unwavering. The creation of the Foundation extends our commitment to future generations.

A handwritten signature in blue ink that reads "Terry Laudick". The signature is fluid and cursive.

President and CEO

Making a Difference.

Since its beginning in 1936, Nusenda Credit Union has operated under a fundamental principle: do well, so that we can do good. This principle has fueled the credit union's growth from its nine founding members to over 150,000 member-owners. The credit union returns the benefits of this shared participation and success by doing good for you and doing good for the community.

In 2015, Nusenda Credit Union created Nusenda Foundation. The Foundation was created to focus on developing and expanding programs that benefit marginalized populations and work to create a healthy economy that benefits everyone. The Foundation strives to be collaborative in nature working with nonprofit organizations to create greater collective impact. Nusenda has developed programs that range from partnerships with select employer groups that provide lending options for small business, to programs that provide emergency funding for college students, to financial capability training that is created for each audience to meet their specific needs.

Nusenda Foundation is also responsible for overseeing large grants into our community to provide resources for entrepreneurs, education, public entity innovation and community development. The work of the Foundation is closely tied to Nusenda Credit Union and its board of directors are Nusenda Credit Union employees.

“Do well, so that we can do good.”

Terry Laudick,
President and CEO
Nusenda Credit Union



Attracting National Philanthropic SUPPORT

In 2014, Albuquerque received a multi-year, investment by Living Cities, a collaborative of the nation's 22 largest foundations, in support of Innovate ABQ with the goal of job creation and development of economic opportunities. Nusenda Credit Union's commitment to Innovate ABQ played an integral part in receiving the Living Cities investment.

Nusenda's Senior Vice President Robin Brule, a loaned executive to the City of Albuquerque and serves as the Chief Strategist for this initiative, leads the partnership with Living Cities, and was also instrumental in a \$1.2 million grant given to Albuquerque by Bloomberg Philanthropies later in 2014.

The Foundation works diligently to identify national philanthropic partners to extend its reach with its programs and collaborate with other entities to identify ways to create a healthier economy and community.

OUR PROGRAMS in the COMMUNITY.

Co-Op Capital provides a new access point to capital for entrepreneurs that are unable to secure traditional or alternative financing due to lack of credit or collateral. This collaborative loan program with co-ops, membership organizations or associations relies on the trusted relationships of membership organizations to approve business loans. The funding approval is not based on credit worthiness or required collateral, but on relationships within the organization. The organization backs the loan and Nusenda provides the origination, servicing and credit reporting.

This program has attracted the attention of national and international foundations. It is one of the strategies under development to support the work that Living Cities is doing in Albuquerque and can support accelerator programs for start-ups. This is a unique program that provides access to capital for low-income entrepreneurs that do not have access to business lending through traditional means. It also helps these entrepreneurs build a positive credit history.

Co-Op Capital



Co-Op Capital at WORK



Co-Op Food Market

**Grassroots Investing
and Micro-Assistance
Program: Growing the
Local Food System
& Strengthening the
Local Economy**

The La Montañita (LaM) FUND is a member-funded micro-lending program designed to grow the local food system and strengthen the local economy. This innovative program, in collaboration with Nusenda Credit Union, provides opportunity for members of La Montañita Food Co-op to support farms, ranches, value-added producers, and other food system endeavors and related businesses in the La Montañita food shed region, as well as non-food businesses in New Mexico that utilize the cooperative economic business model. La Montañita Co-op Members can purchase Interests (similar to investing in a mutual fund) in the LaM FUND. Proceeds from the sale of the Interests in this offering are deposited in an account with Nusenda Credit Union for use as collateral for loans made by Nusenda to local producers based on the recommendations of the LaM FUND Loan Advisory Committee. The loans are administered by Nusenda Credit Union.



McIntosh, NM

Owners:

Michael Lobaugh and Ed Lobaugh

Started in July 2007

Employee 7 seasonally

www.theoldwindmilkdairy.com

The Old Windmill Dairy is a locally owned and operated artisan goat and cow milk cheesemaker located near Estancia, NM. They have been providing their artisan goat and cow's milk cheeses to La Montañita Co-Op since 2007. Working with the Food Shed Project in 2012, an initiative which helps farmers and producers get their products to local markets, the organization became aware that Old Windmill Dairy really needed to purchase a delivery van to be able to transport their products.

Owners Michael and Ed Lobaugh had approached other traditional lenders for a business loan but had found that they did not have the collateral or necessary number of years in business to qualify for a business loan to purchase the van. In addition, typical lenders did not understand the agricultural business they were operating. Working with the LaM FUND, the Lobaughs were able to write a letter explaining what the van would allow them to do and requesting the \$28,000 necessary to purchase the van.

Building on the trusted relationship that

was grown over the last several years, the funding was approved and the new van was purchased which included their logo on the side of the van. The van has helped the Lobaugh's expand their delivery area and deliver more of their product to market. Today they distribute through La Montañita as well as directly to restaurants throughout Albuquerque and Santa Fe area. With the colorful graphics on the side of the van, their rolling billboard has also helped increase their business.

The interest rate provided to The Old Windmill Dairy was below that of the other sources they had approached and the LaM FUND has been flexible in working with the Dairy to meet their financial needs. The financial support has allowed the Dairy to continue to experience double-digit growth each year. Michael Lobaugh said the FUND's trust in their company has been extraordinary and the growth of this strong relationship has created much more than a typical vendor or lender connection – it has created a true partnership with La Montañita.

Powering Success



A first of its kind program with UNM, Powering Success improves retention and graduation rates by utilizing micro-assistance philosophy to provide emergency funds to students who are in need. The program is designed to help students that have limited access to emergency funding, incent students to finish their degree and help them build a credit history. The program goes beyond just funding assistance by also providing each participating student wrap around services that include financial capability training. Students who successfully work towards their degree may have their funding assistance forgiven. Through Spring 2016, more than \$100,000 has provided assistance to 55 students with 13 finishing their degrees and with many more successfully completing semesters towards their graduation.

This program is also attracting attention from national foundations. The Anna E. Casey Foundation has provided funding to extend this program to Central New Mexico Community College (CNM) for students who come from foster care.



Partnering with our members, we have developed an electronic payroll deposit program that does not adversely affect those that do not have bank accounts. Businesses use electronic payroll deposits because they are much less costly and less at risk for fraud. Typically, this means that those who are unbanked, pay fees to access their paycheck. This primarily impacts those who make the least. Our members set

up their program through Nusenda Credit Union and all employees who are unbanked received a payroll card which they are able to withdraw funds from immediately at any Nusenda Credit Union. They may also use their card as a debit card for purchases up to \$300 or to withdraw cash at our ATMs. This ensures that employees have no additional cost to access their paycheck.

PAYROLL Deposit Program

FINANCIAL Capability Training PROGRAMS

UNM University101

Partnering with UNM, Nusenda has developed a financial course that is part of the University 101 program for first-year students. It has developed the teaching manual, provides on-site training for instructors, as well as materials for the classes.

Running Start FOR CAREERS

Nusenda was one of the founding members of Mayor Richard J. Berry's Running Start for Careers program. Nusenda Credit Union hired an educator to create financial capability classes that fit the core curriculum requirements of New Mexico so that New Mexico high school students that are sophomores, juniors and seniors and may take dual credit courses that provide them both high school and college credit. Students gain the financial knowledge and skills needed to create financial plans, effectively manage their money, and become knowledgeable financial consumers in order to maximize their opportunities in education and the workforce.

Nusenda has created the Financial Career Services Exploration program as part of meeting core curriculum requirements that provides internships that place students alongside other employees to understand financial career opportunities. Many of these student interns go on to work for the credit union and pursue financial careers.

As the only financial institution participating in the program, Nusenda Credit Union helped propel the program and developed the financial services career exploration curriculum. More than 100 students have completed the course since Fall 2013, when the course was introduced.

APS Parent University

A collaborative effort with APS, the APS Parent University includes financial workshops for parents with topics that include saving for college, managing credit, purchasing a house, purchasing a car, and much more. The APS Parent University began with five participating elementary schools in 2013, and through the 2015-2016 school year has provided training for 137 parents in 26 elementary and middle schools.



COLLECTIVE Impact

Nusenda Foundation collaborates with nonprofits throughout New Mexico. The Foundation has five key areas that drive its philanthropic efforts: arts, community services and support, education, environment and wildlife, and healthcare.

Grants Awarded

Bloomberg Philanthropies \$400,000
 Living Cities \$290,000
 (total dollars awarded from 3 grants)

\$413,900

Total Dollars Distributed to the Community in 2015

Total Number of Organizations that Received Donations

64

Community Rewards 2015 \$413,900

Number of Organizations 64

Arts \$37,200

Community Services and Support \$71,700

Education \$209,000

Environment and Wildlife \$30,000

Health Care \$66,000

Organizations that received \$5,000 or greater



- | | | |
|---------------------------------------|--|----------------------------|
| A New Day | Learn to Earn | Schools |
| ABC Community Schools Partnership | Los Lunas Public Schools | Santa Fe Community College |
| Albuquerque Community Foundation | NM Museum of Natural History Explorers | Santa Fe Public Schools |
| Amy Biehl Environment Service Support | PB&J Family Services | UNM |
| APS Foundation | Popejoy Hall Performing Arts/UNM | UNMH Foundation |
| Christus St. Vincent | Presbyterian Foundation | UNM Valencia |
| CNM - Education | Rio Grande Community Farms | WESST Corp. |
| Heading Home | Rio Rancho Public | Youth Symphony Orchestra |
| Junior Achievement | | |

IMPACT Throughout New Mexico

Nusenda Foundation is committed to reinforcing programs in New Mexico that are producing measurable results in strengthening our community. The programs that we fund provide a diverse approach to improving education, community services and support, arts, wildlife, the environment and healthcare. Below we highlight just a few of the exceptional nonprofits that Nusenda Foundation supports and the compelling work they do.

Innovate ABQ!

Innovate ABQ is focused on improving innovation-based employment opportunities by fostering entrepreneurship, which will help attract a new generation of high-caliber students, faculty, researchers, innovators, and entrepreneurs. Innovate ABQ represents an unprecedented collaboration between educational systems, local and county government, and private enterprise in order to foster innovation and create job growth.

Nusenda Credit Union has committed \$3 million to support Innovate ABQ, bringing private support to this effort. Innovate ABQ creates an environment where students, educators, entrepreneurs, community and business leaders come together, spurring creative collaboration and shortening the cycle of business development and job creation.

Innovate ABQ is also attracting support from national foundations such as Living Cities, a collaboration of 22 of the world's largest foundations and financial institutions to build a new type of urban practice to improve the economic well-being of low-income people.



University of New Mexico

SCHOOL OF NURSING

Access to the highest quality of health care is critical to New Mexico. Nursing shortages impact communities across the state and UNM College of Nursing is working to educate the next generation of nurses.

Nusenda Foundation is proud to partner with the UNM College of Nursing by providing scholarships for nursing students. Since 2002, Nusenda has donated more than \$150,000 to the UNM College of Nursing scholarship fund. Because of the generosity of Nusenda and other donors, last year the College of Nursing was able to award more than 400 scholarships to nursing students across different disciplines. Nursing graduates are using their knowledge to develop and deliver the highest-quality health care across our state. Two-thirds of UNM's College of Nursing graduates choose to stay and practice in New Mexico. This is especially important in rural communities where nurses are oftentimes the primary care providers. The ability to provide students with the resources necessary to graduate in a timely manner helps address this vital health care issue.

The UNM College of Nursing currently has more than 500 students enrolled at the College across various degree programs. The College of Nursing offers a Bachelor of Science in Nursing and an RN-to-BSN program that allows RNs the opportunity to complete their baccalaureate degree. The College also offers a Master of Science in Nursing degree with concentrations in Nursing Education, Family Nurse Practitioner, Pediatric Nurse Practitioner, Nurse Midwifery, Adult-Gerontology Acute Care Nurse Practitioner and the Doctor of Philosophy in Nursing. The newest program being offered at the College is the Doctor of Nursing Practice with concentrations in Nurse Executive Organizational Leadership and Clinical.

Nusenda's support for the College of Nursing touches countless lives and is helping prepare future generations of nurses.

Two-thirds of UNM's College of Nursing graduates choose to stay and practice in New Mexico.



WILD Friends

Wild Friends is an award-winning, unique public service program serving students in grades 4-12 in low-income communities throughout New Mexico. The program provides hands-on civics education integrated with wildlife science to teach students about the democratic process, good citizenship skills, and wildlife conservation through involvement with the New Mexico State Legislature.

Nusenda Foundation is proud to support this educational program by providing critical funding to help pay for busses and staffing. Each year, the students vote on a wildlife topic of concern, research the issues surrounding the topic, learn about the democratic process, and help write legislation to address the issues. The students then travel to Santa Fe during the legislative session to speak with legislators about their bill or memorial, testify at committee hearings, and provide expert witness testimony for floor votes. Since 1991, the Wild Friends students have written 22 memorials and bills requesting state action on issues that affect wildlife, furthering state action more than 70 percent of the time. In the recent legislative session, the students wrote and helped to successfully pass a Senate memorial to protect declining bee populations.

Central New Mexico

COMMUNITY COLLEGE (CNM) FOUNDATION

Nusenda Foundation is proud to support CNM's Making Money Work, a dual-credit, distance-learning course that propels low- and moderate-income students into college and provides them with impactful financial literacy education.

Making Money Work is an incredibly successful program that teaches high school students financial literacy skills providing the student dual credit at both high school and the community college. The course is taught by CNM Faculty and facilitated on-site by High School instructors. During the 2015/2016 Academic Year, the program operated in 39 schools throughout the state. Making Money Work helps students to deal with complex financial decision-making, while preparing them for the future.

In 2007, Nusenda made a pledge to the CNM Foundation for the purpose of installing a wireless network at CNM facilities to improve access to both administrative and academic resources for students, staff and faculty. As a result, students find more opportunities to collaborate on class related activities and are able to access all network services, including their CNM web based e-mail, important personal and CNM wide announcements, participate in CNM groups with message boards and review their financial records, course schedules, and grades. This expanded access continues to benefit the students

and enhance the productivity of CNM's faculty and staff.


To follow the technology support, Nusenda's next Changing Lives, Building Community Fund gift supported the enhancement of the student gathering space at the heart of CNM's Main Campus. Nusenda's support is reflected in the naming of the Nusenda Student Commons between the newly constructed Student Resource Center and newly renovated state-of-the-art science lab building and healthcare training building. The beautiful quad is an important place-making destination for students to find balance in their busy work/study/family schedules. CNM Foundation's Changing Lives, Building Community Fund is used to increase the quality of education and workforce training – thereby contributing to a greater economic viability of central New Mexico.

“ Nusenda has created access and opportunity for CNM students to find success in the college environment. ”

Kathie Winograd
CNM President



Nusenda Foundation is also proud to partner with CNM on a critical way to support CNM students facing a financial hardship. Nusenda has been at the forefront of developing timely financial products that fill important resource gaps in the New Mexico community. The CNM Emergency Access Program is one such program that allows CNM's students to apply for up to \$2,000 for an emergent need. Students will repay these funds over a two-year period with the opportunity for up to half of the amount to be forgiven if they meet educational benchmarks. Additionally, this product helps to build good credit histories for students in the program. This self-sustaining fund allows students to access emergency funds quickly so students can stay in school. This fund is made possible with funds that were raised by the Nusenda Foundation and the CNM Foundation.



POPEJOY & Education OUTREACH Programs

Nusenda Foundation believes that access to performing arts are a critical component for student development. Popejoy's Schooltime Series is the largest performing arts education program in New Mexico. Nearly 60,000 students, their educators and adult chaperones attended performances of 18 different Schooltime shows in the 2014-2015 season. Popejoy Hall's education and outreach programs help make the performing arts accessible to all New Mexicans.

Nusenda Foundation's support of this program helped Popejoy distribute 3,748 free tickets to classrooms at schools with Title I populations

and \$3.00 reduced price tickets to all other students. Popejoy produces teaching guides for each of the shows offered in a season to enhance the educational value of the productions. The guides, available free of charge on the Schooltime Series website, provide background information for each show and lessons that can be incorporated directly into a classroom syllabus. Most of the shows also offer a question and answer session with the performers so students can communicate directly with the artists.

The Education and Outreach Program also invites low-income, at-risk and special needs students

to attend professional performing arts events at Popejoy. Groups who have participated in the program include Albuquerque Healthcare for the Homeless, Boys and Girls Clubs, Children's Court, and Very Special Arts New Mexico. For most students, it is their first experience with live performance and being in a theater.

Popejoy's Senior Program welcomed 1,530 seniors and their family members to 21 different Popejoy Presents productions this past season. Tickets were distributed free of charge to seniors through senior centers and meal sites, targeting low-income seniors.

NEW DAY Youth & FAMILY Services



Nusenda Foundation wants every child to have the opportunity to reach their full potential which is why they support New Day Youth & Family services which provides safety, skills, and support to youth in our community.

Thousands of youth ages 13-22 in Albuquerque are homeless, and countless more are disconnected from family and community supports. Albuquerque Public Schools Title I Project reports that there are over 3,000 homeless youth in Albuquerque. These “disconnected youth” are more likely than their peers to experience adult homelessness and enter the criminal justice system. New Day’s services help youth gain stability and keep them from becoming just a statistic.

Funds provided by Nusenda Foundation support New Day Youth & Family Services’ general operations of its programs including Safe

Home, Life Skills Academy, and Transitional Living Program.

The Safe Home program provides safe refuge for youth ages 11-17 who are experiencing homelessness. Because most young people who experience homelessness miss out on learning vital life skills that help keep them engaged in work, school and life, New Day’s Life Skills Academy is open to any young person in the community who is interested in learning a variety of life skills including stress management, financial literacy, and healthy cooking.

New Day’s Transitional Living Program (TLP) helps youth who have aged out of foster care (and those who have experienced chronic homelessness) create a positive new path with housing, security, and adult supports. The TLP program helps end adult homelessness by stopping youth homelessness in its tracks.

Community IN SCHOOLS OF NEW MEXICO

“The success of CIS in our schools means more students are equipped to learn and teachers have the time to teach.”

Dr. Joel Boyd,
Superintendent of
Santa Fe public
schools.

Nusenda Foundation is proud to support Communities in Schools of New Mexico (CIS) an independent 501(c)3 affiliate of Communities In Schools - the nation’s leading dropout prevention organization established 40 years ago. Funding from Nusenda was used to

support CIS’s Site Coordination Program which provides highly trained professional site coordinators to support student and family needs.

Currently, CIS of New Mexico works in ten of Santa Fe’s lowest performing schools - with one full-time Site Coordinator at eight schools and two full-time Site Coordinators at two schools. In addition to their dedicated staff, CIS has a strong cadre of 100 plus volunteer tutors who work tirelessly to support the academic success of our students. CIS works with over 50 youth and social service agencies to ensure the highest quality services reach our students and their families.

Research indicates that poverty related challenges (access to housing, food, clothing and medical care, family instability and trauma) play a central role in dropout and graduation rates. New Mexico has a 68.5 percent high school graduation rate (the second lowest in the United States)

and Santa Fe’s graduation rate is even lower at 64.5 percent - meaning over 30 percent of New Mexico’s young people are dropping out of school. Students whose social service and basic life needs are not met often succumb to frustration and despair leading them to drop out of school.

In 2015-2016, CIS of New Mexico served 5,134 Santa Fe students all of whom received some form of wrap-around/integrated student support. Of those, 535 students received individualized targeted and sustained case-managed interventions. Within these students: 95 percent were promoted to the next grade level; 95 percent met their behavior goals, resulting in improved behavior; 86 percent met their academic goals including improved grades, overall GPA and test scores; and 75 percent met their attendance goals.



WESST

Helping small business start or grow is an important part of a healthy community and Nusenda Foundation works to develop opportunities for small business. Founded in 1989, the Women's Economic Self-Sufficiency Team (WESST) has enjoyed a strong partnership with Nusenda. Nusenda has supported WESST's Job Creation Challenge which facilitates WESST's work with entrepreneurs to start smart and grow strong by helping small businesses employ best practices for success in their business. In 2015, Nusenda Foundation partnered with WESST to support WESST's targeted initiatives with creative entrepreneurs. With Nusenda's support, WESST's impact over the past 5 years alone has been impressive: 1,183 new jobs created, 217 new business starts who have generated more than \$325 million in revenues. This impact was created by a clientele that was 65 percent women, 65 percent low-income and 60 percent minority.

Supporting creative entrepreneurs is something WESST has engaged in

“ Nusenda has a deep understanding of what it takes to grow a healthy, vibrant community. They understand that economic prosperity is only sustainable if all residents of a community are provided opportunities to earn a decent living, educate themselves and their families and have access to good healthcare and affordable housing. Nusenda's leadership and commitment to New Mexico sets a great example for corporate philanthropy. WESST is so very grateful for its long-term community partnership with Nusenda. ”

Agnes Noonan,
President, WESST.

since the inception of the organization. Whether supporting artists in Santa Fe, furniture-makers in Albuquerque, or food artisans in Las Cruces, WESST has been a resource for creative entrepreneurs, offering one-on-one consulting, training, and microloans to entrepreneurs looking to grow their businesses.

In 2015, WESST began a new phase of support for creative entrepreneurs when it began an Etsy Craft Entrepreneurship

program, in conjunction with the Etsy handmade online marketplace. The program takes creatives and artisans through a six-week training program where they learn how to set up and manage an Etsy store, and learn the fundamentals of running a microenterprise. The Etsy program is a wonderful addition to the technical support and training WESST offers creative entrepreneurs.



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