

Inspire growth through mission-driven initiatives.

SERVE COMMUNITIES • DIFFERENTIATE YOUR CREDIT UNION • DRIVE PREFERENCE

Today, purpose means much more than traditional philanthropy. More than ever, studies show, it means ensuring social impact is at the center of your business strategy. The CO-OP Purpose Program helps credit unions achieve this through a dynamic portfolio of impactful partnerships across a variety of purpose-driven organizations designed to help people achieve financial empowerment. CO-OP Purpose allows you to leverage the scale of our relationships with leaders who share our people-helping-people mission, helping you differentiate your business, drive preference, and positively impact your bottom line.

CO-OP Purpose Programs Include:

Credit Unions + Yoobi Classroom Initiative

- Partnership with Yoobi, a socially driven school-supply company
- Matches school- and office-supply purchases by credit unions and their members with a donation of supplies to underprivileged schools, along with financial literacy kits to help them succeed

CU Network + Library Network Coaching Program

- Brings financial literacy to a trusted community hub—the local library
- Enables credit unions and libraries to partner in helping improve community members' financial well-being through a turnkey financial literacy curriculum
- A winning concept from the THINK Prize 15 competition

CO-OP Miracle MatchSM

- \$1 million matching program funded annually by CO-OP
- Matches credit union fundraisers for Children's Miracle Network Hospitals
- Also matches in-product donations made by members using solutions including Sprig[®] by CO-OP, Member Rewards by CO-OP and Charitable Giving at the ATM
- Provides financial relief to families facing the impact of childhood illnesses

For more information on how you can participate in one or more partnerships in the CO-OP Purpose Program, visit CO-OPfs.org

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Be There. Be More.

