



## HOW TO GIVE YOUR COMMUNITY A BOOST



Blue Federal Credit Union



## Our Speakers



**Kim Alexander**  
Executive Vice President.  
Blue FCU



**Laura Fowler**  
Executive Director, The  
Blue Foundation

## About Blue FCU

- Cheyenne, WY
- Approx. \$2.1B in assets
- Over 141,000 members
- 382 FTEs
- 27 branches

We are a Community Builder



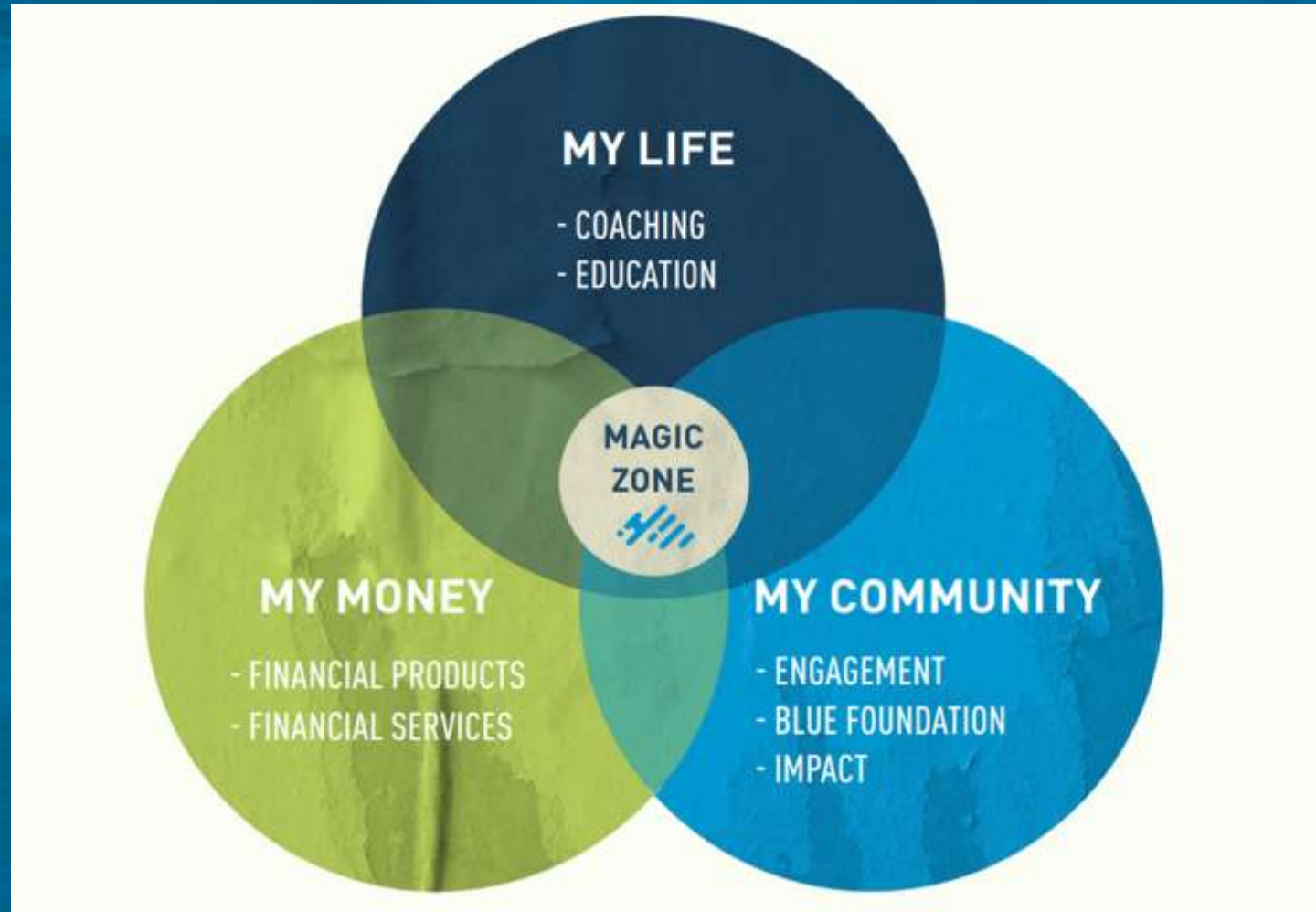
[Belong](#) ▾ [Bank](#) ▾ [Borrow](#) ▾ [Credit Cards](#) ▾ [Plan](#) ▾ [Manage](#) ▾

[Log In](#)



[Home](#) - [Belong](#) - [About Blue](#)

# Our Innovative Business Model and Strategy Drivers

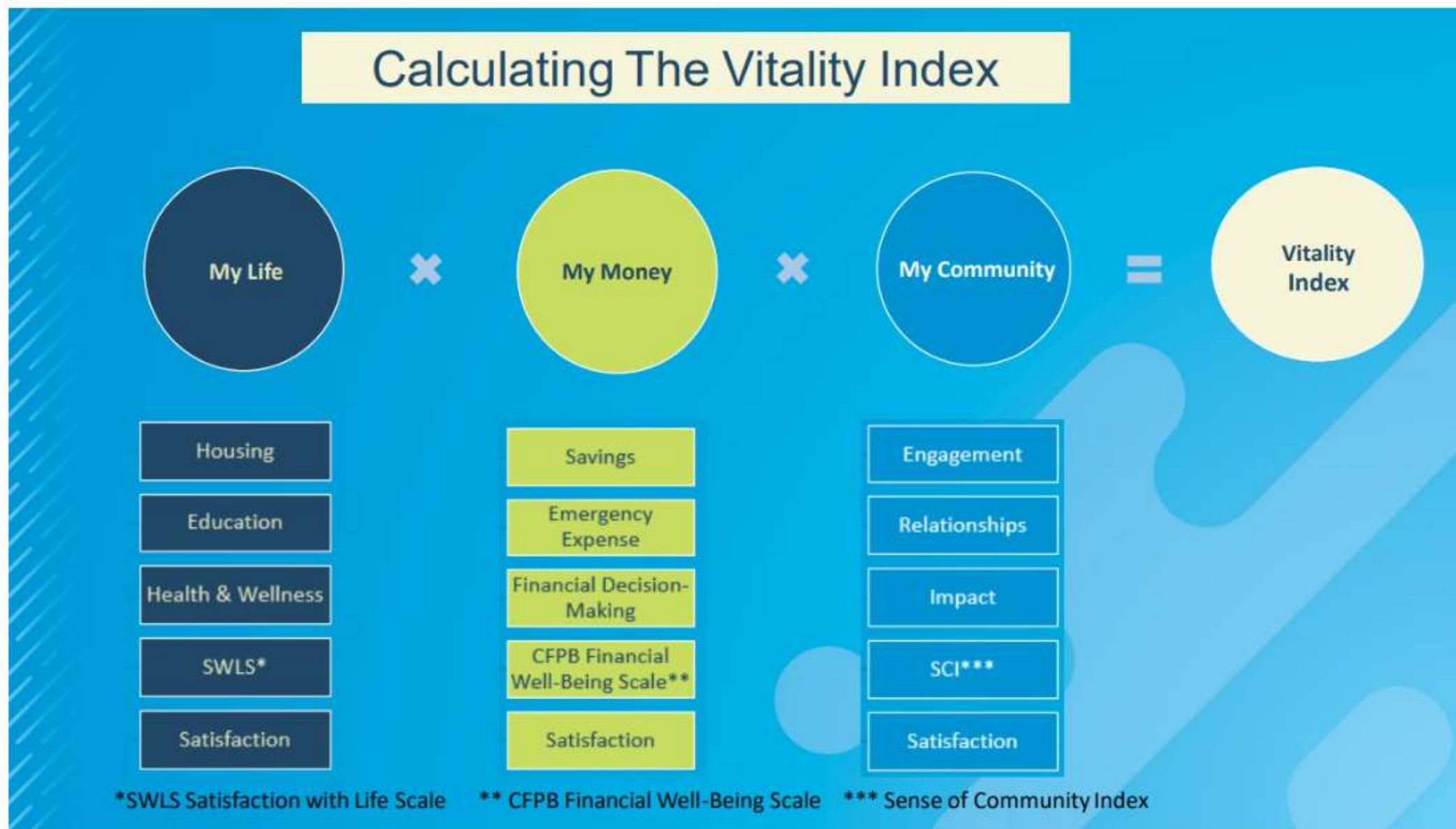


## The Challenge/Opportunity

- The Blue Foundation gives back to a lot of nonprofits directly through grants, but we asked, **How could we do more? How can we truly create an impact in our communities?**
- In 2020, the executive team decided the credit union needed to look beyond traditional KPIs and created a **Vitality Index as a new way to understand our market.**
- Now, every two years, Blue collects data that examines **members' and non-members' attitudes toward their life, their money, and their community.** As part of that process, Blue's strategy team conducted interviews with local organizations to ask about pain points.
- This collaboration led to valuable discoveries, such as the **need for a one-stop-shop family resource center** for anyone in the community. The idea was to create a centralized location that offers help for everything from housing and transportation to food insecurity and financial services.



## A New Way to Measure Impact – Blueprint 2030 & The Vitality Index



Blue FCU's Vitality Index combines a variety of factors related to life satisfaction, financial security, and an individual's involvement with the community.

# The Solution – The Boost Center by Blue

[About](#)[Contact Us](#)[Donate](#)[News](#)[Get Assistance](#)

## More Than a Community Resource Center

The Boost Center is more than just a building; it is a commitment to lifting and supporting the pillars of our community. By merging our efforts with those of established non-profits, we're focusing on improving housing stability, deepening educational development, and widening economic opportunities. This initiative is all about guiding individuals on their journey to financial independence.

**Click the link below to learn more about the Boost Center.**

[Learn More](#)

## A Gift to the Community & First-of-its-Kind Model

- The center opened in late **October 2024** and within the first month **connected 29 people** to one or more of 30 community partners.
- When an individual enters the center, they have a conversation with staff about their situation — **what's going on and what they need**.
- During the “get to know you” chat, a team member takes notes on what services the person might benefit from. **When a comfort level is established**, out of crisis, they move on to next steps.
- Because all clients are different, there is **no one-size-fits-all approach**. The goal is to meet that person where they are and continue to work with them once they've been matched with the right resources.
- We really want to do **financial pathways once we get our folks to a self-sufficiency level**. Picture Maslow's hierarchy, where it's food and shelter at the bottom, we have to get through that first because when you're dealing with trauma you can't even think outside of that scope. But then we want to wrap ourselves around our people so we can follow them throughout their journey.



## Financial Pathways

### Program Overview

The Financial Pathways Program is dedicated to empowering individuals with the knowledge and skills necessary to achieve financial stability and success. Through customized education, planning, personalized guidance, and practical tools, we aim to foster financial literacy, promote responsible money management, and inspire lifelong financial health. Our commitment is to provide accessible and inclusive financial education that transforms lives and strengthens the economic well-being of all participants.

### What to Expect

- ✓ A one-on-one mentor relationship that is built around your timeline and availability
- ✓ Customized program for your needs and dreams
- ✓ Advisory support beyond educational journey
- ✓ Tools and knowledge to help you realize your financial dreams

Because each program is individualized there is no standard time-period or set times, no group sessions. Just our Hero (you) and their Champion (mentor) working together. Establishing new financial skills and knowledge will take time, there may be immediate needs at first to solve for, then growth through education and mentorship.

*We hope you take time to visit with us and explore the opportunity to transition your financial journey.*

## Financial Pathways Program

- Volunteers from Blue FCU to mentor a “Hero”.
- Well defined interactions and interviews up front, that lead to a large resource of individualized trainings that can be personalized depending on the needs of the Hero.
- We like to see a minimum of 3 areas the Hero is seeking help with.
- Each volunteer is given training by Laura and Boost Center staff and Laura receives recaps from each visit.
- Each Volunteer is assigned a Financial Pathways Advisor. Typically, this is an Executive at Blue FCU that can work through specific Hero situations that might need expertise outside the Volunteer’s capacity.

## Teamwork Makes the Dream Work

- One of the biggest takeaways from the center's journey to date is the **power of collaboration**.
- Our **local organizations are starting to talk with one another**. They're starting to play in the same sandbox when they weren't before.
- Now it seems like **we're on speed dial** for several industry partners. We're getting phone calls from mental health providers, for example, saying, 'Hey, our team is working on mental health, but can you help with housing and food insecurity?'
- Today, Blue Foundation's community navigator and I sit on **three nonprofit boards**. The center also holds monthly touchpoints with several of our more than **100 community partners**.

## How You Can Help

If you're looking to make a difference, consider donating to the Boost Center. Your generosity directly supports individuals and families in our community who need a helping hand. Every contribution, no matter the size, brings hope and a brighter future to those who need it most. Together, we can lift each other up and make our community stronger.

[Donate](#)



## The Blue Foundation

The Blue Foundation is an independent 501(c)(3) nonprofit charitable organization founded to champion, fund and celebrate local nonprofit causes that keep our community and people strong, financially stable and healthy. The Blue Foundation also helps make tax-deductible charitable giving easy for you.

Additionally, Blue Federal Credit Union matches all new member donations up to 80%. Since its inception, The Blue Foundation has given over \$350,000 back to our communities.

[Learn More](#)

## Results to Date & Future Plans

- The early success of the center has the credit union's strategy team ready to shoot for the stars. However, we must **collect data in the next six to nine months to gauge how best to grow. Since November 2024, we have served over 362 individuals and partnered with over 100 community human service agencies in Laramie County, WY.**
- We would like to **expand the Boost Center across the footprint** of where Blue FCU serves.
- Right now, **95% or more of the Boost Center's funding comes from the credit union.** A key focus for the first quarter of 2025 will be **fundraising and creating a sustainable framework for long-term funding.**
- **Our ultimate goal is to bring in true funding through the community.** But we feel like first we have to **prove we're making an impact** in our community. It's a whole new world out there. You've got to get out in your community, you've got to get to know the people on the ground.

## Q&A Discussion Period



# THANK YOU FOR WATCHING



1001 Connecticut Ave NW  
Ste. 1001  
Washington, DC 20036



[callahan@callahan.com](mailto:callahan@callahan.com)  
[www.callahan.com](http://www.callahan.com)



800-446-7453