



Presentation for:



Network  
of Latino  
Credit  
Unions &  
Professionals



# Who are we?

- NLCUP is a group of Credit Union professionals with practical experience and passion for serving the Latino Community.

# Vision



“To empower the Latino Community to build family wealth, develop economic opportunity, and secure financial stability...”



# Mission

“To serve and empower the Latino Community with financial and development services...”



# Objectives

1. Promote the Credit Union model and Credit Union membership to the Latino community.
2. Serve as a principal advocate for financial services and economic opportunity in the Latino community.
3. Encourage financial education and asset-building within the Latino Community.



# Objectives

4. Provide access to affordable financial products and services for Latino families.
5. Sponsor and develop professional Latino leadership and representation at all levels within the Credit Union system.
6. Develop an internal network of Credit Union institutions to support economic development in Latino Communities.

# Founding Charter Members



- ACCESO CUSO Washington, DC
- America First CU Salt Lake City, UT
- Arrowhead FCU San Bernardino, CA
- Bethex FCU The Bronx, NY
- Border FCU Del Rio, TX
- District Government Emp. FCU Washington, DC
- El Futuro Porterville, CA
- El Paso Affordable Housing CUSO El Paso, TX
- GECU El Paso, TX
- Maryland & DC CU Association Washington, DC
- Truliant FCU Winston-Salem, NC

# Founding Charter Members



- Lower East Side Peoples CU      Manhattan, NY
- Latino Community FCU      Durham, NC
- Rockland FCU      Rockland, NY
- OAS Staff FCU      Washington, DC
- Self Help CU      Durham, NC
- West Texas CU      El Paso, TX
- Water & Power Community CU      Los Angeles, CA
- Orange County CU      Santa Ana, CA
- IDB-IIC FCU      Washington, DC
- PAHO FCU      Washington, DC
- The Golden 1 FCU      Sacramento, CA



# Board Members

- Carlos Calderon OAS Staff FCU, DC
- Pablo DeFilippi Lower East Side Peoples CU, NY
- Larry Garcia El Paso Affordable Housing CUSO, TX
- Luis Caballero West Texas CU, TX
- Carla Decker District Government Employees FCU, DC
- Maria Martinez Border FCU, TX
- Luis Pastor Latino Community CU, NC
- Raul Picket El Futuro CU, CA
- Carl Stewart Water and Power Community CU, CA
- Javier Tejeda CUNA Mutual Group, FL
- John Herrera Self Help, NC
- Leticia Mata Orange County's CU, CA



# Supporters

- National Federation of Community Development CUs
- National Credit Union Foundation (NCUF)
- Fannie Mae
- Consumer Federation of America
- Coopera Consulting

# Potential Market

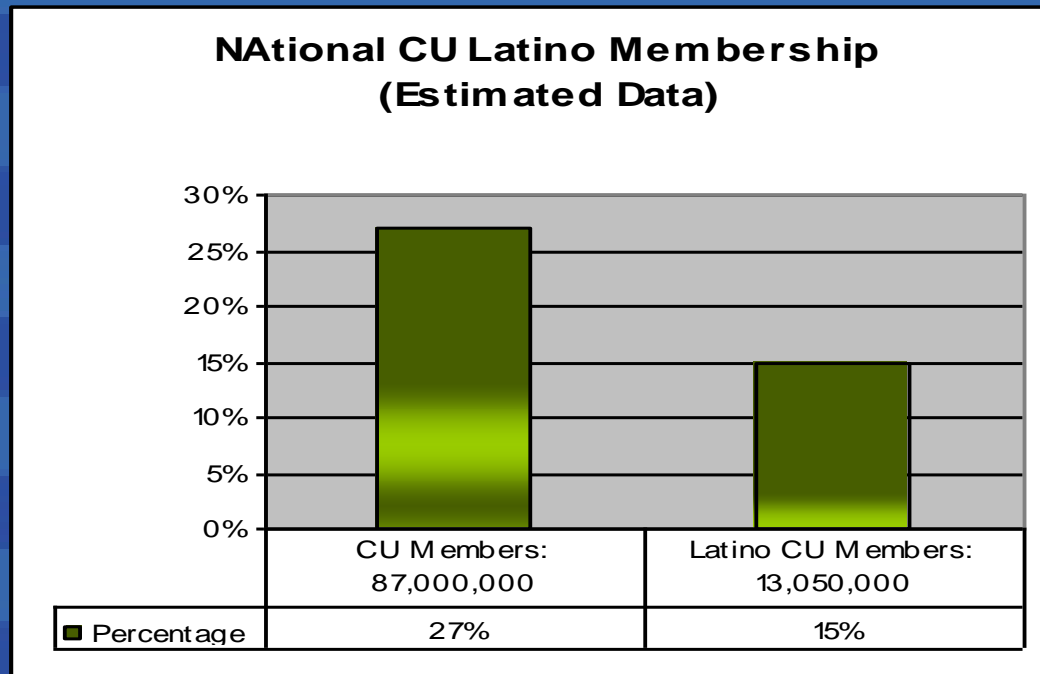


- **NLCUP's target market is:**
  - Latino Community
  - Latino Credit Union Professionals
  - Any Credit Union, CU League or CU organization.
  - Any entity whose objective is to serve the Latino Community.



# National CU Membership

- Today there are approximately 87 Million CU members representing 30% of the total population of United States.
- The Latino segment represents 15 % of the USA population, which should constitute approximately 13 Million Members.



# Latino Participation in CU



- This table represents some CU with the majority of Latino participation.

Credit Unions with more than 50% of Latino Membership (Estimated Data)			
Credit Union Name	Total Members	% of Latino Membership	Total Latino Membership
Border FCU	20,217	90%	18,195
ACCESO CUSO	500	90%	450
El Futuro	3,500	82%	2,870
El Paso Teachers FCU	60,445	82%	49,565
First Light FCU	89,121	50%	44,561
GECU	272,483	83%	226,161
Golden One FCU	683,029	84%	573,744

# Latino Participation in CU

## Second Table



Credit Unions with more than 50% of Latino Membership (Estimated Data)			
Credit Union Name	Total Members	% of Latino Membership	Total Latino Membership
IDB-IIC	7,782	85%	6,615
Latino Community CU	50,841	85%	43,215
Mountain Star FCU	4,558	81%	3,692
OAS Staff FCU	6,000	85%	5,100
One Source FCU	9,590	80%	7,672
PAHO/WHO FCU	4,148	80%	3,318
West Texas CU	21,191	87%	18,436

# Potential Market: Latino Community



## Potential Latino Market Projections (Estimated Data)

Año	2007	2015	2050
Percentage	15%	18%	25%
Total USA Population	318,014,067	337,366,000	434,854,000
Total CU Members	87,000,000	101,209,800	130,456,200
Latino CU Members	13,050,000	18,217,764	32,614,050

- By 2050 the Latino Community will represent **25%** of the USA population



# Loan Insurance

- **Credit Life Insurance**

- We have surveyed 10 Credit Union.

The range of CU Latino Members who use Credit Life insurance is:

20% - 60%



# Loan Insurance

- **Disability Insurance (AD&D)**

- The range of Latino Members who has this insurance is:

0% - 35%

# Loan Insurance



- GAP Insurance

- The range of CU member who acquired this type of insurance is:

0% - 30%

**WHY IS THERE SUCH  
A WIDE RANGE??**



# Value Statement

“NLCUP can Provide CUNA Mutual Group with the tools and de knowledge to reach the Latino Community maximizing its market penetration, opportunities and closing the participation gap.”

# Benefits for CUNA Mutual



- Access to practitioners' first hand knowledge and expertise.
- Access to **international** Latino market.
- Access to the existing and future Latino based membership.
- Access to the largest and fastest growing minority of the USA population, the Latino Community.

# Benefits for CUNA Mutual



- Access to education and training for professionals.
- Access to market research in the Latino Community.
- Access to testing ground results within the Latino Community for the implementation of new products and services.
- Access up to date and pertinent information regarding the Latino market and trends.  
marketing

# Benefits for CUNA Mutual



- Marketing for CUNA Mutual products and services.

For example:

- Golden Harvest → (HAS)
- Remittances Program
- Insurance Program

# Thank you!!!

## Speakers:

**Mr. Carlos Calderon**  
CEO  
OAS Staff FCU

**Mr. Pablo DeFilippi**  
Associate Director  
Lower East Side People's FCU

