

# San Mateo Credit Union Grant Highlights

**Who they are:** [San Mateo Credit Union](#) is headquartered in San Mateo County, CA, south of San Francisco. In 2015, they created their marketing and community relations department in order to centralize and expand their financial education programs, business development, community events and giving efforts.

**Summary of grant:** San Mateo CU employees had been manually tracking the results from their programs & educational teachings and needed to be able to invest in a financial counseling CRM to track results qualitatively. San Mateo's goal was to use this CRM to see how their financial counseling program impacted members' savings goals, attitudes, and behaviors.

## What happened?

- There was over \$6,600 in new savings of counselees since March 2020.
- Over 37 counseling sessions were completed.
- Since January 2020, the efforts of the community relations team have yielded 262 new memberships.
- 30 counselees have completed intake forms which include answers to established financial health questions in the software.
- 4 tuition loan applications have been submitted from a local partner program that supports aspiring teachers.

## Key learnings & takeaways for credit unions:

- Organizational buy-in is essential to success. Take the time to talk about your programs & goals with your staff to make sure everyone is on the same page and fully understands what is happening.
  - Strategically address the typecasting of members who need financial counseling. Diversity in all aspects is critical.
  - Ensure member data security.
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