



## Who We Are

Point West Credit Union is more than a financial institution. Rooted in our mission, we strive to build a people-centered financial ecosystem grounded in justice, equity, and inclusion. Founded in 1934 to serve Multnomah County employees, we've grown into a community-focused credit union that champions diversity, equity, and access.

## Our Mission

We believe that everyone—regardless of income, immigration status, or background—deserves access to safe, affordable financial services. We strive to be a trusted financial partner for underserved communities, helping members build credit, start businesses, buy homes, and achieve their financial goals.

Our Core Values:

- **Equity:** We serve those who have been excluded from traditional banking.
- **Access:** We offer products and services tailored to diverse needs, including ITIN lending and bilingual support.
- **Community:** We partner with local organizations to uplift and invest in the neighborhoods we serve.

*Our mission is to make financial wellness possible for everyone, especially those who've been told 'no' elsewhere.*



## Juntos Avanzamos

Point West earned the Juntos Avanzamos (Together, We Advance) designation in 2016, building on a legacy that includes mergers with the NAACP Credit Union and Hacienda Community Credit Union. These milestones reflect our deep roots in serving communities of color and our ongoing mission of "Banking Without Borders." Juntos Avanzamos is more than a title—it's a promise. It signifies that Point West is a trusted financial partner for Hispanic families, offering:

- Bilingual services
- Culturally relevant financial education
- Lending to ITIN holders
- Community outreach and support

*Where you were born should not determine how you live.*



## CDFI Certified

A Community Development Financial Institution (CDFI)—is a designation awarded by the U.S. Treasury that recognizes our mission to serve low- and moderate-income communities with affordable, inclusive financial services. CDFI certification empowers Point West to uplift Hispanic and immigrant communities. As a Community Development Financial Institution (CDFI), we:

- Provide loans to moderate- and low-income individuals
- Support immigrant entrepreneurs
- Offer micro-lending and Individual Development Accounts (IDAs)

*Financial equity is not for a select few. We welcome all people, especially those who have been turned down elsewhere.*



## Stories That Inspire

Meet **Jose**, a Latino entrepreneur who found support and opportunity through Point West. His journey from Peru to Portland is a testament to the power of inclusive banking.

Scan to see Jose's story



[bit.ly/4kJK563](https://bit.ly/4kJK563)

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