

AT WYHY'S CORE IS MEMBER & COMMUNITY ADVOCACY

At WyHy, they look at managing finances differently. As a not-for-profit financial cooperative, their members are actual owners of the credit union so WyHy is always looking for ways to go above and beyond to help their member-owners achieve their dreams, no matter how big or small. But another notable component that sets WyHy apart from other financial institutions is their core value of advocacy.

“Our “We’re with you.” tagline is more than just three simple words,” says WyHy’s President/CEO Bill Willingham. “It encompasses the principles we live by to serve our members, and the community. Every day we show our members how we’re with them by helping them budget better so they can save more, get out of debt quicker and afford their goals. But we are also there for the people in Cheyenne, Casper and surrounding areas by giving back.”

Throughout 2016, WyHy donated over \$37,000 to various local charities and community organizations across Laramie and Natrona counties. WyHy’s charitable giving ranged across numerous efforts. For example, twice a month WyHy staff would pay a minimum of \$5 out of their own pocket to dress up in various themes. The total amount raised each quarter would then be donated to such causes as the Casper Animal Humane Society and Climb Wyoming.

Focused around the season of giving towards the end of 2016, WyHy tied-in charitable giving with their high yield earning SmartReturns Checking account. Based on a designated number of new checking account members, WyHy randomly selected winners to receive \$365 for them, and \$365 donated from WyHy to the charity or non-profit of the winning members’ choice. Such charities as Meals on Wheels, St. Jude Children’s Research Hospital and United Way of Laramie County benefited.

And for the past 3 years, WyHy created the Community Advocate awards where they ask the public to nominate those who are results-driven, action-orientated individuals working for the betterment of their community as a means to recognize and celebrate the “quiet heroes” among us who do so much, and ask for nothing in return. The public then voted for their favorite Community Advocate finalist, with 2 winners selected and a total of \$3,000 donated from WyHy to the winners’ charity or non-profit of choice. The winners donated to the Make a Wish of Wyoming Foundation and the Casper-based Pop in the Shop. “Thank you for helping us grant the wishes of Wyoming children battling life-threatening medical conditions” said Make-A-Wish Wyoming CEO Morgan Legerski. President/Founder of Pop in the Shop, Inc. said, “Because of your support, you have helped to change the lives of many fatherless young men through this program.”

Those are only a few of the ways WyHy gave back in 2016. WyHy sponsored and provided donations to a variety of non-profits by participating in events that supported the Boys and Girls Club, Jason’s Friends Foundation, the Pink Ribbon Run and much more.

“We believe in the “paying it forward” philosophy and work every day to be financial advocates for our members, and community advocates for the state at large,” said Willingham. “We are proud to support a variety of charitable and non-profit organizations that are wonderful examples of community advocacy and look forward to continuing our support throughout 2017 and beyond.”

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