

Optimizing Value from Existing Relationships: How Holy Rosary Strengthened Its Member Offering and Unlocked Deposit Growth with ModernFi

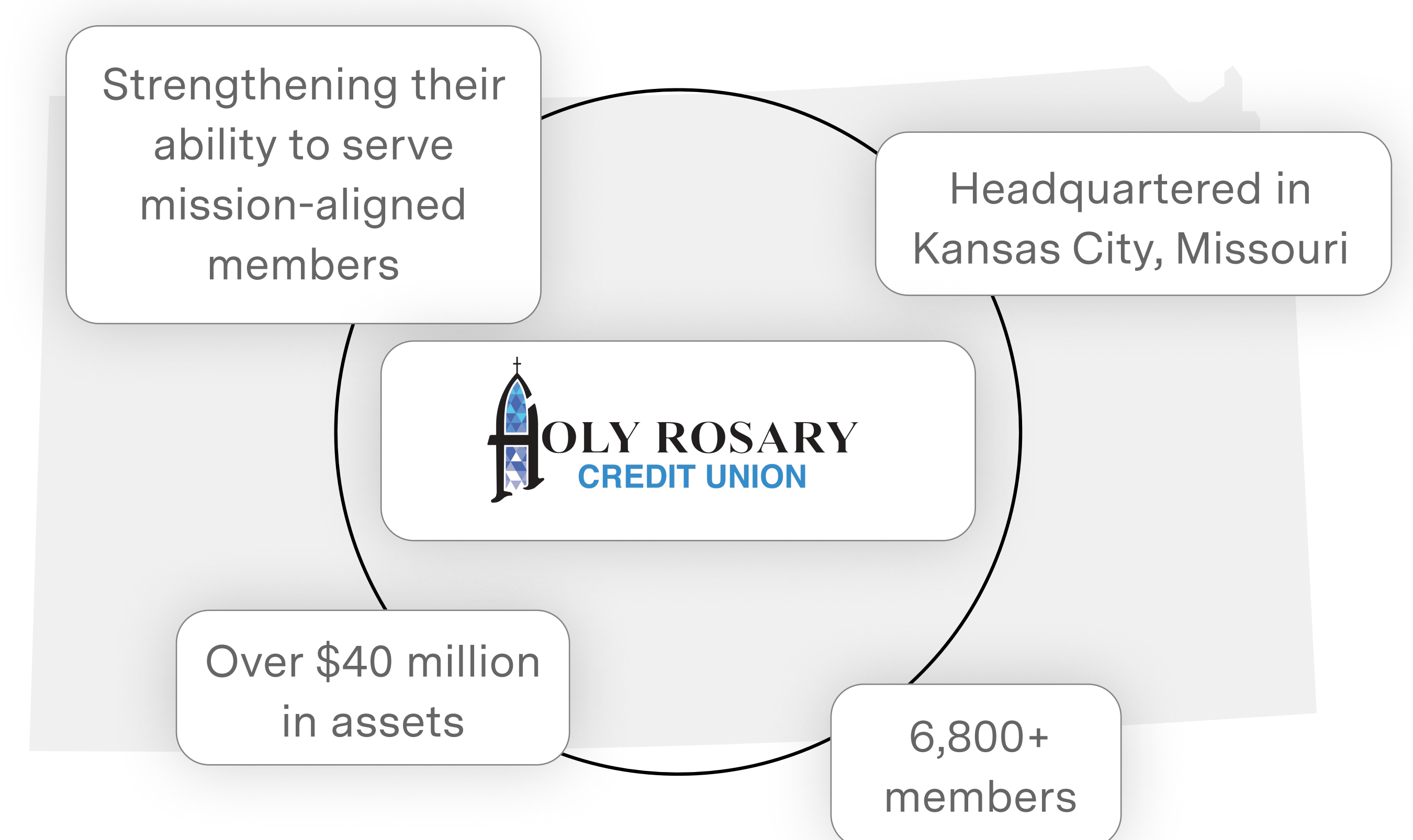
Deepened member
relationship from **\$250K
to \$10M**

20% deposit growth
through a single member
and relationship

Activation **within four
weeks**, enabling scalable
growth

About Holy Rosary Credit Union

Holy Rosary Credit Union (HRCU), headquartered in Kansas City, Missouri, serves faith-based and underserved communities through a mission-first approach focused on economic justice and community development. With four branches and a small team, the credit union has built close relationships with churches, nonprofits, and aligned organizations. As those relationships expanded, the credit union needed new tools to help members keep deposits local, secure, and contributing to a mission-driven credit union.



The Challenge: Trusted Relationships, Untapped Potential

Even with strong ties and shared values, HRCU could not accommodate large deposits beyond the \$250,000 NCUA limit. Members who wanted to support the credit union by consolidating balances needed full insurance coverage to do so with confidence.

To continue growing its impact, the credit union needed a way to serve large-value members, strengthen existing relationships, and bring in more deposits without increasing operational complexity.

“It’s great to go to mission-driven organizations and say, ‘Here’s how you can help without a cost to you,’” said CEO Carole Wight. “Now we have a way to put their deposits to work in the community.”

The Solution: Mission-Driven Partnership, and Scalable Infrastructure

To solve this challenge, Holy Rosary partnered with ModernFi CUSO. What began as a platform engagement quickly developed into a collaborative partnership built on communication, support, and strategic alignment.

Together, the teams focused on giving HRCU the tools, training, and insurance infrastructure needed to confidently serve larger depositors, retain funds, and deepen member relationships, all without adding operational complexity.

-  Access to millions in aggregate insurance across network credit unions*
-  Prospecting and presentation support to help secure large-deposit opportunities
-  Responsive, hands-on enablement and marketing for onboarding, training, and ongoing strategy

“We’re a small credit union, and ModernFi provided a platform for us to own the full deposits relationships with organizations whose mission align with ours,” said Carole. “I’m very grateful for the partnership and support in serving large members that were previously out of reach.”

From Relationship to Results: Activation in Weeks

One of HRCU’s longstanding nonprofit member relationships had expressed desire to increase deposits for years, but insurance limitations always stood in the way.

With Extended Insurance Accounts in place, the credit union could finally meet the member’s needs with full coverage and competitive yield. A \$10M account was opened within four weeks of initial outreach, representing over 20% deposit growth through a single member and account.

“It was never about just opening another account,” Carole said. “It was about giving them a way to support our mission safely and completely.”

Looking Ahead: Mission-Aligned Growth

With one major opportunity converted, HRCU is already engaging with additional members about deposit growth. ModernFi continues to support the team through training, onboarding, and strategic guidance to ensure every conversation is confident and every opportunity is equipped for success.



Carole Wight
CEO, HRCU

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“If you have strong community relationships but no way to hold large deposits you should explore ModernFi,” Carole said. “It lets you turn those relationships into growth, with support every step of the way.”

Learn more about how ModernFi CUSO can support you and your members

modernfi.com/cuso