

## Award-Winning Impact: 1st University Credit Union Unlocks \$500K+ in Annual Benefits with Starlight

Honored with the 2025 Tekkie Award for People Helping People, 1st University and Starlight are recognized for delivering personalized, proactive financial relief that strengthens communities.

### MEMBER OUTCOMES

# \$500K

Unlocked

**Annual savings uncovered  
by members**

# 9

Regional Programs

**Government and local  
benefits activated**

### The Challenge: 1st University CU set out to become a CDFI and knew financial wellness had to be more than a buzzword.

**They started with educational resources. But they quickly realized:**

- **Knowledge wasn't enough.** Members needed real, tangible relief.
- **Most members didn't know they qualified** for government or local support.
- **Stress and uncertainty were rising** and information alone didn't ease it.
- **They needed to act fast** to support their community and meet CDFI goals.

### The Solution: Starlight

1st University turned to Starlight because unlike traditional financial wellness platforms that focus solely on education, Starlight provides a practical path to immediate financial assistance.



#### Proactive identification

Leverages member data to automatically determine program eligibility.



#### Streamlined Access

Members explore and identify specific programs and get personalized guidance.



#### Personalized Outreach

Engagement triggered by likely eligibility and household needs.



#### Simplified Applications

Step-by-step guidance through complex paperwork and bureaucratic processes.

# \$500K+ in relief

With the support of **Starlight**, 1st University Credit Union empowered its members to uncover over \$500,000 in government assistance eligibility and receiving personalized guidance, recognized with a 2025 Tekkie Award for People Helping People.

**2025  
Tekkie Award  
Winner**



**People Helping People**

**1st University  
Credit Union**

In under a year, Starlight helped members discover benefits they never knew they qualified for, unlocking over \$500K in tangible financial support.

1st University was able to go live with the solution in just two weeks, delivering immediate value to members without disrupting day-to-day operations.

The recognition of this work with the 2025 Tekkie Award further validates the power of financial institutions partnering with Starlight to strengthen community resilience.

## MEMBER OUTCOMES

**56%**

Members qualified for Waco  
Down Payment Assistance

**40%**

Members eligible for  
SNAP Food Benefits

**36%**

Members eligible for  
Earned Income Tax Credit  
& ACA subsidies



The implementation was seamless, and the engagement has been incredible. Starlight is an essential tool for any credit union looking to provide real, meaningful financial support to their members."

**SHELLEY, EVP MARKETING AND RELATIONSHIP MANAGEMENT**  
1ST UNIVERSITY CREDIT UNION

## | The Solution: **Starlight**

### ⤵ **CDFI-Aligned**

Delivered measurable, community-level impact to support certification

### ⤵ **4x higher engagement**

Achieved a 3.5% engagement rate well above industry benchmarks

### ⤵ **Zero-lift launch**

Live in 2 weeks with no IT required, plug-and-play setup, built-in marketing, and strong staff buy-in.