

# No more logo soup

thoughtful activation through the eyes of a corporate funder

Angela Brown, VP Marketing, First West Credit Union

Susan Byrom, Executive Director, First West Foundation



**FIRSTWEST**  
CREDIT UNION

**enVision**  
FINANCIAL  
A DIVISION OF FIRST WEST CREDIT UNION

 **Valley First**  
A DIVISION OF FIRST WEST CREDIT UNION

 **Enderby  
& District**  
FINANCIAL  
A DIVISION OF FIRST WEST CREDIT UNION

**IslandSavings**  
A DIVISION OF FIRST WEST CREDIT UNION





# #10 - Deadlines



# #9 – Cultivate your funders



# #8 – Sponsorship



# #7 – Be open to change



# #6 – Sector exclusivity





# #5 – Partner potential



# #4 – Strategic alignment



# #3 – Multi year funding



# #2 – Exit strategies



# #1 – Ask for what you need



The logo for First West Credit Union features the words "FIRST WEST" in a large, blue, serif font. A blue, stylized wave graphic is positioned above the letter "W". Below "FIRST WEST", the words "CREDIT UNION" are written in a smaller, blue, sans-serif font.

**FIRST WEST**  
CREDIT UNION