



October 13, 2010

To whom it may concern,

I would like to express my support for the work of Shay Olivarria, founder of Bigger Than Your Block. I hired Shay in 2009 to assist SCE Federal Credit Union with our ever-increasing demand for financial literacy programs, and she has been a fantastic partner for our credit union.

Not only is Shay a knowledgeable and enthusiastic instructor, but she is truly passionate about her mission to share financial literacy education with others. She expertly incorporates fun and excitement into her workshops, and quickly develops rapport with her audience. Even more valuable is the fact that her own life experiences allow her to quickly relate to widely diverse groups – whether she’s working with urban youth or professional adult groups, she “fits in” equally well. She is always energetic, well-versed, and well-prepared.

Shay has been a great partner for SCE FCU because we can rely on her to represent us well in our community. She knows and believes in credit unions, and supports the credit union movement both personally and professionally. I enjoy working with her, and I highly recommend her often to others within the credit union industry. Should you have any detailed questions about Shay’s work or experience with SCE FCU, I would be happy to speak to you directly. You can reach me at 800.866.6474 x2321.

Warm regards,

A handwritten signature in black ink, appearing to read 'Abby Ulm', written in a cursive style.

Abby Ulm
Manager of Foundation Services