



PSA NETWORK HOST SPOTLIGHT

F.Y. Eye is proud to welcome Brooklyn Cooperative as the newest Host member of the PSA Network, NYC's community-driven media cooperative that reaches diverse populations in trusted spaces all around the City. Brooklyn Cooperative is the first Federal Credit Union to join the community media cooperative, and we are thrilled to join forces with an organization that builds wealth by offering fair and affordable financial services. As we do across the PSA Network, we look forward to connecting their community members with critical information about a range of valuable programs and services. Two digital billboards are now located at their Bushwick and Bedford-Stuyvesant sites, where they will reach populations ranging from Caribbean Americans, to Central and South American Immigrants, to a multi-ethnic mix of young next generation New Yorkers.

Brooklyn Cooperative was founded 20 years ago out of the Central Brooklyn community's need for more accessible and affordable banking. They offer financial services and programs tailored to meet the needs of all community members, regardless of their socioeconomic background. Offerings extend beyond traditional savings and checking accounts to include free individualized services like credit building programs, free tax prep, foreclosure prevention, and end of life planning.

“We aim to create opportunities for individuals who have been excluded from the financial system,” says Azra, Director of Outreach and Partnerships. “Our goal is to help build and preserve wealth for the members of our community.”

Azra explained that they are excited to take advantage of the opportunity to share out information with other mission-driven organizations, build new connections, and display other nonprofit messages to their communities. Over the past year, Brooklyn Coop spent a lot of energy transitioning to remote services. Now, they are eager to explore new ways to engage their community; and joining the PSA Network is a great way to do so.

About F.Y. Eye

[F.Y. Eye](#) is a New York-based and focused full-service nonprofit advertising group that works exclusively with other nonprofits, social enterprises, and government agencies to build public awareness about the wealth of social, civic, educational, legal, financial and health-related resources available to New Yorkers in need. F.Y. Eye achieves this mission by creating and disseminating PSAs that generate attention and action on issues of public concern. Their cornerstone program is the [digital PSA NetworkTM](#), an ecosystem of over 100 screens located in high-traffic nonprofits throughout New York, built specifically to promote critical advocacy messages and community programs. Additionally, they oversee the [Impact Artist Collective](#), a community of creative people who use their skills for the public good. For more information, please visit <https://www.fyeye.org>.