



Alabama Credit Union League

Statement of Commitment to Alabama Credit Unions

This *Statement of Commitment to Alabama Credit Unions* is consistent with our League Mission to provide the environment, leadership and services to empower and help enable credit unions to fulfill their potential as unique financial institutions serving a growing family of members. The Alabama Credit Union League is committed to credit unions - to credit union members, volunteers and staff – and to the Credit Union System.

We will constantly try to uphold our fundamental responsibility to serve member credit unions. We will treat all credit unions with respect and dignity. We will develop and deliver a desirable range of products and services designed to support the needs of credit unions in the most cost-effective, time-efficient and equitable manner possible. We will support credit unions in their efforts to improve the financial well being of their members. And, we will continually, in all facets of operations, strive to demonstrate the value of League membership.

We will monitor and communicate our services to our member credit unions, so that credit union members, potential credit union members, legislators, regulators, and the community at large will better understand and appreciate the unique role that member-owned financial cooperatives and “the credit union difference” play in the lives of people everywhere. We will work to help make the credit union system stronger and more effective in protecting credit union interests.

We believe in the Credit Union Statement of Commitment to Members and its ability to help credit unions articulate their uniqueness by addressing fundamental credit union differences such as service to members, member education, democratic control, diversity, commitment to the credit union movement and other cooperative activities, and voluntary community outreach.

This Statement of Commitment to Credit Unions is our declaration to the public that we believe in credit unions. We believe in the credit union operating principles and our mottos, “Not For Profit, Not For Charity, But For Service,” and “Where People Are Worth More Than Money.” We are credit union people helping credit unions to better serve their members.

We truly believe in and practice the credit union philosophy of “People Helping People,” and recognize that credit unions embody this practice their philosophy every day.

League Service to Members

The Alabama Credit Union League and its ACUL Corporation subsidiaries have established partnerships that offer products and services that assist member credit unions in their efforts to serve their memberships.

The following programs and services that support our members include:

- Auditing Services – The ACUL Corporation Auditing Services provides cost-effective, professional audits and other financial services to League affiliated credit unions including: Supervisory Committee Audits, Interim Audits, ALM Service, OFAC Audits, ACH Audits, Account Verifications, Information Systems & Technology Audits, Opinion Audits, Special Investigations, Records Reconstruction, Change of Management Audits, and Internal Structure Evaluations at costs that are competitive with non-League equivalents. Auditing Services also hosts a website at www.aculauditingervices.com that details more about their services.
- Communications & Public Affairs– The Communications & Public Affairs department keeps member credit unions informed and updated on important news related to credit unions, and strives to promote a positive image of credit unions to the media. The department publishes the League's bi-monthly newsletter ACULETTER; the weekly President's Letter email newsletter update; maintains the www.acul.com website; promotes and supports the League's Chapters; and distributes press releases to media concerning credit union issues.
- Credit Union Business Development – Credit Union Business Development Specialists assist credit unions with a variety of services including: Facilitation of Strategic Planning Sessions; Development of Business Plans; Field of Membership Expansion; New Service Implementation; Technology and Connectivity Issues; Development of Credit Union Policies; and Training for Boards of Directors, Supervisory Committees, and Credit Committees. Credit Union Business Development Services also maintains the Credit Union Commitment To Excellence Program which focuses on assisting smaller credit unions in becoming the primary financial institution for their members, becoming financially sound and secure, and in becoming full service financial providers in both products and delivery.
- CU Lending, Inc. – CU Lending Services provides credit unions with an outlet for all of its secondary market mortgage needs. The comprehensive secondary market loan program includes: competitive rates and cost for all loan types in all states, rate-term refinances up to 95% LTV, cash-out refinances up to 90% LTV, purchase programs from 95% to 103% LTV, fixed rates, adjustable rates, jumbo loans, self-employed borrower programs, sub-prime options, and approvals within 24 to 48 hours. Secondary market loans provide a good source of income to credit unions without interest rate risk.
- Lending Services, Inc.–Lending Services includes: Centrix Financial, LLC designed to help credit unions finance automobiles to members that fall outside

the lending guidelines; The LoanLink Center formed by CUNA Mutual and APPRO Systems offering credit unions the advantage of affordable online lending service and call center available to credit union members 24 hours a day; Member's Choice Auto Care a mechanical breakdown coverage offered through the Stewart Associates Division of CUNA Mutual Group and the ACUL; OwnerGuard GAP a Guaranteed Asset Protection financial gap coverage; and Ascend United which provides consulting, audit, and training services to credit unions in the areas of delinquency management, loss prevention, and loss recovery.

- CU-Vote – CU-Vote is a credit union consumer advocacy council created in 1999 to compliment the League's advocacy efforts through its goals of 1) Education/Communication, 2) Training, 3) Political Involvement, and 4) Research. CU-Vote is dedicated to providing ongoing support of the credit union movement and its members through public awareness and political education efforts. CU-Vote also hosts a web site at www.cuvote.org.
- Educational Services – Educational Services provides cost-effective, state-of-the-art educational programs to all segments of the Alabama credit union movement – managers, volunteers, and staff. In addition to Development Conference, Annual Meeting and Education Day, and Supervisory Committee Conference, Educational Services provides: Self-study Certificate Programs for staff and volunteers; SRCUS Management School and Directors' Conference; IRA Training; and seminars, webinars, and workshops on management, ALM, regulatory compliance, bankruptcy, lending and much more.
- EPL, Inc. – EPL, Inc. is a full-service provider of data processing services, systems and technology exclusively for credit unions. EPL offers a browser-based total solution for credit unions with i-Power software. i-Power includes modules for all aspects of credit union operations including: teller, lending, branch management, member services, collections, general ledger, and marketing. EPL also offers additional credit union solutions with remote access via Internet service processing, Internet banking, self-service kiosks, telephone voice response, loan-by-phone, and bill payment and presentment.
- Financial Marketing Group – Financial Marketing Group (FMG) houses customized creative development and production supervision for print ads, broadcast spots, media buying, direct mail, newsletters, brochures, flyers, annual reports, logo design, publicity campaigns and media relations. FMG has also established key strategic alliances with selected organizations who have extensive expertise and experience in providing services to the financial industry. FMG now has become the exclusive distributor of these companies and their products to the credit union movement. These include credit union branding, positioning, employee training, CRM software, target audience direct mail (with credit score option) list brokerage, and establishing cross selling/cross training enhanced service culture. FMG also hosts a web site www.fmg4u.com that details more about its services.
- Financial Services – Financial Services provides credit unions with a variety of products and services that allow them to meet the needs of credit union

members without incurring expensive development costs. These services include: Debit and Credit card programs, ATM hardware supplies and support, and Credit Scoring Systems. Financial Services also has numerous strategic alliances designed to provide credit unions with added services.

- Governmental Affairs – The Governmental Affairs department is responsible for representing credit unions at the State House and in Washington, as well as before state and federal regulatory agencies. Governmental Affairs activities include: monitoring legislation affecting credit unions on both the state and national levels, coordinating the efforts of the Alabama Credit Union Legislative Action Council (ACULAC), organizing credit union support of lobbying efforts, serving as a liaison with CUNA's Washington staff, publishing regulatory and legislative alerts, and promoting credit union interests on the state and national levels to the Alabama State Legislature, ACUA, NCUA, and Congress.
- Human Resource Services – The League's investment in HRValue Group, LLC allows Alabama credit unions to take advantage of valuable HR Services through this newly formed company. Human Resource Services for credit unions are now available through HRValue Group, LLC; which will assist in developing high performance HR functions within the credit union. Each element of the HR System can be designed to maximize quality of human capital throughout the credit union. Benchmarking of where the credit union is using key measures of human resource investment can be accomplished. The goal is to align HR systems and employee behavior to the mission, goals and functional success of the credit union.
- Shared Services Centers - Shared Services Centers offer credit unions convenient access to financial services through the Credit Union Service Center Network (CUSC, Inc). The network is owned by participating credit unions and managed by the League. CUSC provides participating credit unions with extended weekday hours, 32 service outlets in Alabama and over 800 locations nationwide.

Member Education

The Alabama Credit Union League is committed to education and training for our member credit unions. Educational programs are essential to credit union growth, and the League will continue to strive to provide quality educational services to meet credit unions changing needs.

Programs that Support Member Education and Advocacy:

- ACUL Website
- ACULAC –Alabama Credit Union Legislative Action Council (ACULAC) is the League's political action committee that supports candidates who understand and support the credit union movement
- Annual Meeting
- Certification – Volunteer Achievement Program (VAP), Staff Training and Recognition Program (STAR), Certified Credit Union Executive Program (CCUE), and Management Enrichment Training (MERIT)

- Charitable Foundation—promotes the credit union philosophy of people helping people by raising funds to assist other charities, and community organizations in need of assistance
- CU-Vote –promotes information to the general public and elected officials about the unique benefits of credit union membership
- Development Conference
- Educational Workshops and Seminars
- Educational Foundation – The Educational Foundation accepts and holds funds to support and further the educational goals of the Alabama Credit Union League. Through the Foundations scholarship program, credit union volunteers and professionals have an opportunity to apply for scholarships to attend educational sessions, conferences, and meetings from the Alabama Credit Union League, CUNA, and CUNA Mutual Group
- Publications – The Communications/Public Affairs Department produces several publications intended to educate member credit unions about credit union news and events including ACULETTER, and President’s Letter.

Involvement/Governance

The Alabama Credit Union League seeks to preserve the credit union democratic principles, including demographic representation and volunteer participation in credit union activities.

Programs that support Involvement/Governance

The League Board consists of twelve Elected Board of Directors from 8 districts. The League Board maintains involvement through various committees including: Budget Committee, Audit Committee, Bylaws Committee, Governmental Affairs Committee, Expanded Governmental Affairs Committee, Personnel Committee, and the Executive Committee.

Volunteer participation is encouraged through eight different Chapters of the Alabama Credit Union League.

Diversity

The Alabama Credit Union League recognizes the value of demographic diversity in people of varying backgrounds who are involved with credit unions at all levels. Our marketplace is one where credit unions are of varying types and sizes, serving diverse fields of membership. We see our role as a provider of a framework for sharing of diverse viewpoints.

The League also values diversity in our staff as well as volunteers, and strives to bring people of diverse backgrounds and experiences into leadership and other roles in the credit union system.

Commitment to the Credit Union Community and other Cooperative Activities

The Alabama Credit Union League works to build and strengthen our unique credit union movement by actively advocating the credit union difference at all levels of government and in other public forums. We participate in local, state, and national cooperative

activities that provide leadership and support to credit union organizations. The Alabama Credit Union League will continue to strive to build and strengthen relationships with other sectors of the national cooperative movement.

Activities that Support the Credit Union Community

- Chapter Network – The League works to strengthen the network of credit unions in Alabama, by providing support to credit union chapters statewide.
- CUNA – The League works closely with CUNA in providing additional products and services to members.
- CU House – The League has invested in \$60,000 in credit union house to help maintain a credit union presence on Capitol Hill.
- CU-Vote – A credit union consume advocacy council works to educate people about the unique nature of credit unions, and the increasing benefits of credit union membership.
- FMG–Financial Marketing Group is developing for 4Q 2002 launch, a comprehensive Members Services Program designed exclusively for, and targeted to, the Hispanic community; a community which is at both once, vastly underserved and potentially lucrative as a marketplace.
- International Credit Union Day – The League recognizes International Credit Union Day and encourages member credit unions to observe this important occasion. The League also works to promote International Credit Union Day to local media and trade press.
- National Credit Union Foundation – The League supports the effort of the National Credit Union Foundation to promote and improve consumer financial independence.
- Project Differentiation – The League advocates credit union participation in Project Differentiation, and works side by side with credit unions to complete the program.
- Public relations – The League works to promote the credit union difference to local/national media outlets.
- Recognition (awards programs) – The League recognizes credit unions, their staff, and volunteers each year with awards distributed at Annual Meeting.
- WOCCU – The League has an ongoing commitment to provide support to the World Council of Credit Unions for its mission to be the world's leading advocate platform for innovation and development agency for credit unions.

Public Service/Corporate Citizenship

We recognize that practicing good corporate citizenship supports the credit union philosophy of People Helping People; furthermore, it will help raise the overall level of social and economic well being of those in our community, help to strengthen ties within the community, and better position us to reach out and serve credit union members and potential members in Alabama.

Public Service Activities

- Credit Unions For Kids – The League endorses the Credit Union For Kids program, which raises money and awareness for Children's Miracle Network. We also help to coordinate fundraising activities, and disburse the funds raised to the local Alabama Children's Hospitals including: Birmingham Children's Hospital and University of South Alabama Women's and Children's Hospital.

- Credit Union Charitable Foundation – The Charitable Foundation is designed to serve and promote the credit union philosophy of People Helping People throughout Alabama. The League coordinates donations from credit unions to the Charitable Foundation, making it possible to provide support to those in the credit union movement and the community in need of assistance.