

Point West Credit Union's Statement of Commitment



“Building lifelong relationships one member at a time”

As a member-owned, not-for-profit financial cooperative, Point West Credit Union is committed to our members and the communities we serve. We uphold our fundamental responsibility to serve all people within our field of membership. We treat all people with respect and dignity and offer honest, service, without prejudice, to all people at all times. We offer the best value in products and services to all socioeconomic and demographic segments of our field of membership. We continually reach out to those who are in need of financial services.

We monitor and communicate our service in a meaningful way so members, potential members, legislators, regulators, and the community at large will understand and appreciate the unique role a member-owned financial cooperative plays in their lives.

Throughout Point West Credit Union's strategic plan, we will put forth every effort to enable our members to become financially self-sufficient and successful. We place high importance on consumer education and the teaching of financial thrift.

The Statement of Commitment is consistent with our credit union principles of *"Not for profit, not for charity, but for service"* and our philosophy of *"People helping people."* This statement represents good business practices to ensure the financial strength of our credit union.

Our Credit Union History

Point West Credit Union, the third oldest in Oregon, was chartered by the State of Oregon prior to the existence of federal chartering statutes. In 1932, seven Multnomah County workers pooled their resources and created Multco Employees' Credit Union. They each contributed \$5.25 to found their credit union. Five dollars went for the initial savings deposit and a quarter was earmarked for membership fees. Now, after more than seventy years of continuous operation, that \$36.75 startup investment has grown substantially into a modern full-service financial service provider with over 12,800 members and over \$110 million in assets.

The story of Point West today is centered on members, community, growth and change. As a not-for-profit business, the credit union is committed to serving its members. The field of membership has expanded over the years, however, the employees of county and city governments, located in Multnomah, Clackamas, Washington and Yamhill counties still represent a significant portion of the membership.



In March of 2005, Point West merged with Hacienda Community Credit Union, a low-income credit union with a predominately Latino field

of membership. This was the beginning of significant change for Point West. The credit union was not only faced with an evolutionary process regarding their business culture, but also with the integration of a new business culture.

Point West Credit Union has a stable core of competent, experienced and dedicated volunteers and employees. Our volunteers represent a cross-section of the existing membership and bring a valuable variety of professional experience and perspectives to their positions. Likewise, our employees bring a strong mixture of expertise and experience to running Point West's operations. The board and leadership team believe that Point West is only as good as the people who direct, manage and maintain its operations. Based on that premise, we are dedicated to attracting, training, and retaining competent and dedicated volunteers and employees.

Our Commitment to Service of Members

Point West Credit Union is committed to serving members by offering services above and beyond the standard line of products and services. These services are focused on convenience and member service. Point West will always offer the best value in products and services.

Our Vision:

*Point West Credit Union is a **financially strong**, stable not-for-profit financial services cooperative serving our members with innovative products and related technologies.*

*We will continually develop new relationships that build on our products and services and find new methods to **build wealth** for our member communities.*

*We operate solely for the benefit of our members and it is our commitment to **pursue growth** that provides the highest value to them.*

*We will provide employees with the **opportunity to excel** and grow with our members. We will be known for our outstanding member service and **social responsibility** to the communities we serve.*

*Members will choose Point West Credit Union because of our **reputation** for quality, service and value.*

Our Mission:

“Building lifelong relationships one member at a time.”

Core Values:

- Fun is fundamental
- Continuous learning is essential.
- Every individual's contribution is crucial to our success.
- We honor and embrace diversity.
- We commit to honesty, integrity, and respect in all we do.
- Every relationship is important to us.
- We hold our financial stewardship as an honored trust.
- We count on each other to be capable and competent.
- Participation in our community is important to us.

Services:

- ♦ Insurance and Investment Services
- ♦ Internet Banking
- ♦ Youth Accounts/Max D. Posit Kids Club
- ♦ Notary Service
- ♦ Point West Points
- ♦ First Time Home Buyer Program
- ♦ Payroll Deduction
- ♦ Visa Credit Cards
- ♦ Wire Transfers
- ♦ Checking Services
- ♦ Payday Loan Alternative
- ♦ First Time Auto Buyer Program
- ♦ Fresh Start Checking Accounts
- ♦ Member Business Services
- ♦ 30 electronic calculators
- ♦ Online Bill Pay
- ♦ Speedyline: 24/7 Phone Teller
- ♦ Direct Dealer Financing through Credit Union Direct Lending (CUDL)
- ♦ Direct Deposit
- ♦ First Mortgages & Home Loans
- ♦ Deposit Accounts
- ♦ Balance Financial Fitness Program
- ♦ Consumer Loans
- ♦ Individual Development Accounts (IDAs)
- ♦ Auto Loans

Our Commitment to Good Governance and Diversity

Point West Credit Union is committed to good governance and diversity and offers affordable financial products and personalized services. These services are designed to empower and improve the economic and social well being of the Latino and “underserved” communities of Multnomah, Clackamas, Washington, and Yamhill Counties. Our vision is to help bring about a financially secure future to individuals of all walks of life by providing equal accessibility to financial products and services.

Acceptance of Matricula Consular

The Matricula Consulate Identification Card is accepted by Point West Credit Union as an acceptable form of identification to establish membership. The Matricula Consulate ID is issued in the United States by the Mexican Consulate to Mexican Nationals residing in United States. By accepting the Matricula Card, Point West is able to reach a larger number of individuals who otherwise would not be able to establish a banking relationship with a financial institution because of lack of identification.

- Bilingual Staff
- Bilingual Marketing Materials
- Bilingual Member Contact Center
- Bilingual Website
- In-house Spanish courses for employees
- Educational Seminars
- Diversity staff training
- Bilingual Online Banking
- Equal Opportunity Employer
- ITIN Program
- Alternative Payday Lending Program
- Balance Financial Fitness Program
- Fresh Start Checking Program



Community Education Seminar for First-Time Home Buyers

In order to be able to help a greater portion of the Latino community, Point West Credit Union opens accounts for individuals who do not have and may not qualify for a Social Security Number. In exchange for a Social Security Number, a member can simply open an account with the use of an Individual Tax Identification Number (ITIN), which is issued by the Internal Revenue Service.

Our Commitment to Financial Education & Literacy

Point West Credit Union is committed to promoting financial education and financial literacy and does so through offering various free programs geared towards the community, the youth, and employees. These programs are often open to members and nonmembers.

Programs and Seminars

- Financial Counseling
- Financial Planning
- Comprehensive web site that incorporates financial resources and financial management tools
- IRA Educational Pamphlets
- Member Newsletter
- Annual Membership Meeting
- Youth Accounts/Max D. Posit Kids Club
- Ongoing Community Education Seminars.
Seminar topics include: Checking Account Basics, Electronic Services, Budgeting, Understanding Credit, Your Credit Report, and Fraud & Identity Theft.



Kids Club Mascot Max D. Posit poses for a picture with a new friend during the credit union's 73rd Annual Meeting.

Point West educates members and potential members on a variety of subjects through monthly seminars. These educational seminars help all attendees better understand how to make informed decisions, develop realistic spending plans, and understand the credit process. Our goal is to offer three 1-hour seminars each month of the year.

Our Commitment to our Community & the Credit Union Movement

Point West Credit Union is committed to the community and the Credit Union Movement, taking pride in being good citizens and active members of the community. You will see Point West staff participating in events all around the Portland-metro area. Point West not only provides monetary support but also many hours of volunteering.

Credit Union Movement Activities

- Project Zip Code
- Project Participation - CULAC
- Credit Union National Association (CUNA) Governmental Affairs Conference Participant
- Credit Union Association of Oregon Credit Union Day at the Capital Participant
- President/CEO- Oregon Credit Union Foundation Board
- President/CEO- Credit Union Association of Oregon Financial Literacy Committee
- VP- Credit Union Association of Oregon International Development Committee
- VP- Oregon Chapter of Jump\$tart
- VP- Mt. Hood Chapter Board
- Branch Manager – Credit Union Workers’ Association (CUWA) Board
- National Credit Union Foundation Community Investment Fund (CIF) Participant
- World Council of Credit Unions Supporter

Community Based Outreach and Activities

- American Red Cross
- Northwest Medical Teams
- Cystic Fibrosis Foundation
- Race for the Cure
- Children’s Miracle Network Fundraising/Credit Unions for Kids
- Community Grants/Sponsorship Program



Point West celebrates with a BBQ during Member Appreciation Week.



President/CEO, Robert Barzler poses with 2005 PSU Chicano/Latino Scholarship sponsored by Point West.

- Member Scholarship Program for Graduating High School Seniors
- Portland State University Chicano/Latino Scholarship Program Sponsor
- Portland Hispanic Metro Chamber of Commerce Member & Scholarship Sponsor
- Oregon Council for Hispanic Advancement Scholarship Sponsor
- MercyCorps Northwest Partner (IDA Accounts)
- Oregon Catholic Charities Partner
- Portland Housing Center Partner
- Latino Home Buying Initiative Partner
- Centro Cultural Partner (Computer Literacy Program)
- Portland Guadalajara Sister City Association Cinco de Mayo Sponsor
- Start Making A Reader Today (S.M.A.R.T) Program Volunteer



Point West sponsored location elementary school food drive.

We will always be challenged and stretched by growth and cutting edge technology; however improving the financial lives of our members is why we are here.

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