

# **BEST ADVANTAGE CREDIT UNION**

## **CREDIT UNION STATEMENT OF COMMITMENT TO MEMBERS**

As a member-owned, not-for-profit financial cooperative, Best Advantage Credit Union is committed to our members. We will uphold our fundamental responsibility to actively serve people within our field of membership, and as appropriate, the communities they live in. We will treat all members with respect and dignity and we will offer honest, fair deals to all members at all times. We will deliver a range of low cost products and services to the diverse economic and social make-up of our members and potential members. We will look for better ways to reach out to the un- or underserved in our field of membership. And we will continually, in all facets of operations, demonstrate the value of membership in Best Advantage Credit Union.

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

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

This Statement of Commitment to Members 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 that ensure the financial strength of our credit union on behalf of our members.

### **Section 1: Service to Members**

Best Advantage Credit Union strives to offer services designed to improve the economic and social well being of all members from all socio-economic backgrounds, including our low- and moderate-income members, and return financial value to all those who participate in our member-owned financial cooperative.

### **Current Services that Help Improve the Economic and Social Well Being of Members:**

1. Association with CCCS of Northeastern Wisconsin - Tuition payment
2. Risk-based lending pricing
3. Student loans
4. Small signature loans
5. Probationary checking accounts

**New Services Planned for the Coming Year:**

1. "Rebuilder Accounts"
2. Develop Affordable Housing Program
3. Small Saver Certificates
4. Home Banking
5. Goals for Member Penetration

**Section II: Member Education**

Best Advantage Credit Union is committed to member and consumer financial education; in addition we are committed to educating members and consumers, alike, about credit union uniqueness, philosophy, and values.

**Current Programs that Support Member Education and Advocacy:**

1. Involvement with CCCS
2. Investment Seminars
3. Home Buyer Seminars
4. High School Financial Education

**New Programs Planned for the Coming Year:**

1. More info available on our Website
2. Information at SEG's
3. Resource Library for Members
4. Work with local Press to get Financial Column
5. More educational articles in Newsletters

**Section III: Involvement/Governance**

Best Advantage Credit Union will endeavor to preserve credit union democratic principles, including demographic representation and volunteer participation in credit union activities.

**Current Programs that support Involvement/Governance:**

1. Creative – Fun – Inviting Annual Meeting
2. Board Liaison Created
3. Elected Officials are routinely invited to Credit Union Activities

**New Programs Planned for the Coming Year:**

1. More training for Board Members
2. Internal education on the uniqueness of Credit Unions and what we have to offer

**Section IV: Diversity**

Best Advantage Credit Union recognizes the value of demographic diversity in staff as well as in volunteers, and will strive to bring people of diverse backgrounds and experiences into leadership and other roles at the credit union.

**Current Programs that Promote Diversity:**

1. Nominating Committee very successful in attracting a wide variety of Board Members

**New Programs Planned for the Coming Year:**

1. More Internal training
2. Household analyzation to make sure the community needs are being met

3. Goals for community penetration

### **Section V: Commitment to the Credit Union Movement and other Cooperative Activities**

Best Advantage Credit Union will work to build and strengthen our unique credit union movement by providing financial and in-kind resources to others within the credit union community, and by actively advocating the credit union difference at all levels of government and in other appropriate public forums. In addition, Best Advantage Credit Union will participate in local, state and national cooperative activities as appropriate, and will strive to build and strengthen relationships with other sectors of the national cooperative movement.

#### **Current Activities that Support the Credit Union Movement:**

1. Staff members are on the Fox Cities Chapter of Credit Union Board of Directors
2. Letter writing campaigns
3. Support the work of other Credit Unions
4. Member of the League
5. Member of Fox Cities Chapter

#### **New Programs Planned for the Coming Year:**

1. More political involvement
2. Field trip with high school students to Madison

## **Section VI: Public Service / Corporate Citizenship**

Through direct financial support or other in-kind contributions to worthwhile local organizations, and by participating in public service activities, Best Advantage Credit Union strives to be an active partner in our community. 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 – as only credit unions can – those people in greatest need of affordable financial services.

### **Community/FOM Groups Currently Receiving Financial or Other In-Kind Support (including the support given) and Current Public Service Activities:**

1. Adopt-A-Tot toys for Christmas
2. Food Pantry Donation Site
3. Staff member volunteer time – blood drives, etc.
4. Donations to local charities & organizations are budgeted for
5. “Beat The Heat” loan promotion
6. Help promote charitable events

### **New Public Service Activities Planned for the Coming Year:**

1. More Involvement in community activities throughout the year – not only holidays