

Project Differentiation
RiverWood Credit Union
Statement of Commitment to Members
June 2002

As a member-owned, not-for-profit financial cooperative, RiverWood 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 under served in our field of membership. And we will continually, in all facets of operations, demonstrate the value of membership in RiverWood 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 RiverWood 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

RiverWood 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. No Fee Sharedraft accts
2. Electronic Transfer Acct - for sub prime share draft accounts
3. Shares - low minimum balance
4. Christmas Club
5. IRA
6. Loans at low rates
7. Payroll Deduction
8. Financial Counseling & Budgeting (internal and Consumer Credit Counseling Alliance)
9. Small signature loans for first time borrowers
10. Opened Lending for member convenience
11. ACH transfer (in & out)

New Services Planned for the Coming Year:

1. Money Market Accounts
2. On-site ATM
3. Internet Loan Application
4. Internet 24/7 account access

Section II: Member Education

RiverWood 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. Monthly statement stuffers on variety of education material for members.
2. Sponsoring teacher for Financial Education in School training
3. Annual membership Meeting
4. Partnered with two other credit unions to provide a student-run credit union in the high school.
5. Work with area school to recruit student to work program students
6. Provide sharedraft tools and supplies to for middle & high school teachers for class room activities.
7. NEFE program supplied to business teachers in high school.
8. Home Buyers Seminar
9. Web-site info link on Youth and Home & Family finance.
10. Credit Union publishes quarterly newsletter to discuss current issues, rates, new services and other various information.
11. When member has financial concerns with their credit, the credit union can help by granting loans when possible and can also offer advice about ways to work about solving credit problems.

New Programs Planned for the Coming Year:

1. Senior High Credit Union operational in fall 2002.
2. Home Buyers Seminar in 2002 or 2003
3. Member educational night for Student Loans

Section III: Involvement/Governance

RiverWood 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. Annual meeting in accessible to accommodate the majority of the members
2. The nominating committee actively seeks wider member representation on credit union board and committee.
3. CU provides training for Board of Directors and other volunteer committee members
4. Educate the Board, staff and members of the uniqueness of credit union. Specifically, the uniqueness of volunteer leadership roles in the community.

New Programs Planned for the Coming Year:

1. Look at alternative ways to increase voting participation by members
2. Member survey for feedback on our credit union, our programs and areas that need focus

Section IV: Diversity

RiverWood 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. Seek out volunteers that reflect the diversity of membership
2. Survey membership for demographics of household income to ensure programs and services that meet their needs.

3. Internal training and promotion that can lead to advance career opportunities, regardless of race, gender or ethnic background.

New Programs Planned for the Coming Year:

1. Youth savings club

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

RiverWood 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, RiverWood 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. President of Credit Union is currently serving on League Board of Directors.
2. President of Credit Union also is a Chapter Officer.
3. President of Credit Union is a mentor for local smaller credit union.
4. Staff is encouraged to attend Chapter Meetings
5. State participation in GAC
6. Attend local political rallies.

...And other Cooperative Activities:

8. Partnership with local schools for educational purposes
9. Staff & volunteers is encouraged to support local, state and federal PACs.

New Programs Planned for the Coming Year:

1. Attend National GAC

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, RiverWood 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. Sponsor team for Relay for Life
2. Participate in Relay for Life
3. Participate in local MDA Bowl-a-thon with SEG Fire Department
4. Participate in sponsorship for local Youth Sports
5. Credit Union & staff donate to CMN
6. Provide avenue for membership to contribute to CMN
7. Serves in local community service organizations
8. Serve on local Capitol Improvement Committee
9. Serve on the Police and Fire Commission
10. Many Board Members serve on various committees and fund raising activities in the community
11. Allow staff to take time off for volunteer activities

New Public Service Activities Planned for the Coming Year:

1. Sponsor seminar for public to discourage use of high-rate pawn shops, payday Lenders and rent-to-own stores
2. Have a blood drive at Credit Union
3. Stress-Free afternoon at the credit union