



San Mateo Credit Union

**A RELATIONSHIP
THAT MAKES A DIFFERENCE**

A Partnership with San Mateo Credit Union:

- Adds value to your employee benefits package
- Helps attract and retain high-caliber staff
- Offers products and services your staff wants and needs
- Boosts job satisfaction and productivity
- Enhances employee loyalty
- Provides on-site financial education
- Focuses on personalized attention
- Absolutely free to implement

Whether your business is large or small, San Mateo Credit Union can assist you in helping your employees achieve their financial objectives.

The Credit Union Story

The founding purpose of credit unions, dating back to 19th century Europe, was to enable people to pool their money and make loans to each other. From their origins, credit unions were created not for profit, but to serve members as credit cooperatives.

Their history began in England, although Germany was the first home of credit unions as we know them today. During the crop failure and famine of 1846, a single individual organized a cooperatively owned mill and bakery that sold bread to its members at significant savings. This communal notion quickly gained momentum, crossing the Atlantic to Canada in 1900 and expanding into the United States within a few years.

Today, more than 8,000 credit unions exist across the country, serving 85 million members with \$600 billion on deposit.

ABOUT SAN MATEO CREDIT UNION

Established in 1952, San Mateo Credit Union (SMCU) has grown over the years to keep pace with the evolving financial needs of our members. Since we first opened our doors, each year has marked an increase in both assets and membership—a clear indication of SMCU's vibrant financial health and operational strength.

SMCU ranks among the ten largest credit unions in the Bay Area, and has been named one of the Top 100 Places to Work by the *San Francisco Business Times Book of Lists* for several years running. Serving our membership well—both now and in the future—has always been the cornerstone of our service philosophy. In support of this commitment, we are dedicated to being a place Where People Are Worth More Than Money™. We also embrace the credit union principles of:

- Not for Profit, Not for Charity, but for Service
- People Helping People

THE FOLLOWING IS AN EXCERPT FROM AN E-MAIL SENT BY A NEW SMCU MEMBER TO NEARLY 1000 OF HER FELLOW EMPLOYEES AT THE SAN MATEO COUNTY HEALTH DEPARTMENT:

"I just wanted to share with you the events that occurred when I opened an account at SMCU. What a refreshing experience! Instead of the completely uncaring service I am used to from my bank, I was greeted warmly, treated like a valued member of the community, and taken care of the way I remember the neighborhood bank doing when I was a little girl. I have gone into the branch a few times since then, and continue to be greeted in a way that makes me smile.

If you haven't done so yet and are considering opening a credit union account, I hope my two cents' worth makes a difference. The welcoming atmosphere and friendly, professional staff I have met sure have made a difference for me. I doubt I will ever go back to the bank – except to close my account!

*Angel Cassidy
Adult Resource Management
San Mateo County Mental Health*

The Credit Union Difference

Credit unions differ from banks primarily in the form of greater benefits and highly personalized service. But the distinction doesn't stop there. Let's take a look at a simple overview...

BANKS	CREDIT UNIONS
Shareholders	Membership
Buying stock in a bank makes you a shareholder—the more shares you own, the more leverage you have. But since large corporations usually own the majority of shares, it's typically impossible for an individual customer to have any influence on how the bank is run.	When you join a credit union, you automatically become a shareholder and an equal owner. As such, you have a voice regarding the credit union's direction and operation.
For Profit	Not for Profit
To maximize profits for their shareholders, banks traditionally charge higher rates on loans; pay lower interest on deposit products, such as savings accounts, certificates, and money market accounts; and impose higher fees for services.	Because credit unions are not-for-profit financial cooperatives, income is returned to members in the form of lower loan rates, higher interest on deposits, the lowest possible fees, many free features, and superior service.
Competition	Cooperation
Banks generally compete with one another for your business, spending millions of dollars on advertising campaigns designed to lure you away from one institution and secure your loyalty to another.	Credit unions work together for the good of their collective memberships. Examples of this cooperative spirit are the use of CO-OP network ATMs and shared branching, allowing members to conduct financial business at many participating credit unions.
Profit-Driven Board	Member-Driven Board
The shareholders vote for the board of directors, who are paid for their services and who focus on generating financial gain for the shareholders.	The board is comprised exclusively of volunteers—elected by members and dedicated to meeting the needs of those members.
Insurance	Security
Deposits are federally insured to at least \$100,000 by the Federal Deposit Insurance Corporation (FDIC), a U.S. government agency.	Deposits are federally insured to at least \$100,000 by the National Credit Union Administration (NCUA), a U.S. government agency that boasts the healthiest of all federal deposit insurance funds.

"I have been a member of San Mateo Credit Union for almost a year, and the service I regularly receive is outstanding. Whether I am on the phone with a representative or visiting a branch, I can count on knowledgeable and friendly people. They go beyond my needs to help without hesitation. I also deal with traditional banks, but San Mateo Credit Union is by far the best. In fact, I have recommended five of my friends and family for membership, and they are all extremely satisfied with the superb service."

Elsa Maxwell
Building Manager
Apple One
San Mateo

Employee Benefits

COMPREHENSIVE SERVICES

Committed to meeting a host of financial needs, SMCU helps simplify the lives of your employees and their families with products and services that include:

- Savings and checking accounts
- No-annual-fee Visa® and MasterCard®—featuring air miles, merchandise, discounts and bonuses on credit union products, and other rewards
- Certificates
- Individual retirement accounts
- Money market accounts
- Auto loans
- Complete real estate services

DIVERSIFIED INVESTMENTS

Through CUSO Financial Services, L.P. (CFS), SMCU provides a variety of investment products and services to help you build the portfolio that suits you best:

- Financial planning
- Retirement and estate planning
- College planning
- Mutual funds
- Tax-deferred annuities
- Tax-free and corporate bonds
- U.S. government securities
- Stocks
- Life insurance
- Long-term care insurance

"San Mateo Credit Union made it so easy for our organization to offer membership to our employees. At our convenience, friendly SMCU representatives facilitated on-site booths to educate our employees about their services and allowed them to sign up on the spot. They also provided us with customized SMCU informational materials to incorporate into our new-hire orientation packets."

Shawwna Maltbie
Acting Director of
Human Resources
City of Daly City

VALUE-ADDED FEATURES

SMCU's extensive offerings are enhanced with extras such as:

- SMCU OnLine with free Bill Pay
- e-Statements
- Coinstar® machines in all branches
- Members-only car sales
- Personal Auto Shopper—a free car-buying service
- BALANCE—a financial fitness program
- \$1,000 free AD&D insurance coverage

EXCEPTIONAL CONVENIENCE

Even when our members are away from home, they can accomplish a variety of credit union transactions via:

- Shared branching, allowing transactions to be conducted at more than 2,400 CU Service Centers throughout the country and around the globe
- CO-OP network ATMs, including more than 60 in San Mateo County alone

E. Thomas Garman, fellow and professor emeritus of Virginia Tech University, quotes a joint report conducted by leading academic scholars and business experts in personal finance: “Thirty million workers in America—one in four—are seriously financially distressed and dissatisfied with their personal financial situations.”

Depending on their place of employment, 30 to 80 percent of these individuals spend time worrying about their financial problems and dealing with them during business hours. Workers at all income levels are affected, and their distress leads to decreased productivity, increased absenteeism, and frequent turnover.

Because employees who are financially secure are better able to learn, change, and grow with their companies, SMCU offers workshops and seminars on topics that are critical to their economic and emotional well-being.

Information presented includes:

- 10 Steps to Financial Success
- Building a Better Budget
- Using Credit Wisely
- Raising Money-Smart Kids
- Financial First Aid
- Safeguarding against Identity Theft
- Preventing Elder Financial Abuse

“I cannot stress how helpful SMCU’s budgeting class has been for our clients. The class is presented in an uncomplicated, upbeat manner, and the information is tailored to the participants in a respectful manner. I often hear comments such as ‘It was well worth the time’ and ‘Now I have a better idea of where my money is going.’ After just a few hours, clients gain a clearer understanding of how they can better manage their personal finances. Perhaps best of all, they leave with tools that will last them a lifetime.”

Steve Hargis-Bullen
Director of Client Services
Samaritan House
San Mateo

Join SMCU Today —It's Easy!

THE REWARDS ARE IMMEDIATE.

As soon as your organization becomes a partner with San Mateo Credit Union, all of your employees are eligible for membership.

JOINING IS EASY AS 1, 2, 3.

To become part of the SMCU family, each employee simply:

1. Completes a membership application
2. Provides us with a copy of a valid driver's license
3. Pays a one-time \$10 membership fee

Perhaps the most convenient benefit of your partnership with SMCU is the opportunity for employees to join right from the workplace. We'll come to you—scheduling informative presentations and membership sign-ups at a time that suits you best. One of our business development representatives will make arrangements with your designated credit union liaison to set up these visits.

BUT IT DOESN'T STOP THERE.

In addition to on-sites and seminars, SMCU offers even more ways to keep your employees up to date on credit union events and special offers. We will work closely with your liaison to regularly remind your staff of the many advantages of SMCU membership, using communication options that include:

- Broadcast e-mails
- Paycheck stuffers
- Posters

YOU MIGHT ALSO LIKE TO KNOW...

- Once your employees join SMCU, they retain their right to membership regardless of continued employment with your company.
- All spouses, relatives, and domestic partners of an employee are eligible to join.
- All SMCU deposits are federally insured to at least \$100,000 by the National Credit Union Administration.