



VISION

Our vision is to **exemplify the power of the cooperative spirit** by:

- **Empowering** members to achieve their financial dreams.
- **Being** the best place for our employees to realize their potential.
- **Serving** as a leader for positive change in our communities.
- **Transforming** the landscape for our credit union partners.
- **Modeling** the highest standards of financial integrity.
- **Living** our values every day.

MISSION

Our mission is to **champion the cooperative spirit**, where:

- **Members** receive personal, flexible service that elevates their financial well-being.
- **Employees** enjoy meaningful opportunities for significant growth and career development.
- **Communities** gain impactful resources that broaden economic opportunities for all.
- **Partners** thrive as we achieve our collaborative goals.

VALUES

We are committed to and actively practice:

Positive Empowerment

We are vibrant, energetic, and enthusiastic. We invest in and educate our colleagues and members to be competent, capable, and self-reliant. We know why our roles matter and how we create positive impact. We trust each other to do our very best. We celebrate each other and our successes.

Compassionate Relationships

We view our colleagues and members as family. We listen to, respect, and empathize with others, no matter their circumstances or challenges. We actively pursue what is best for others. We change lives and communities for the better.

Transformative Service

We set the bar in our industry for service excellence. We meet people where they are in life, and then we inspire them to define and achieve long-term goals and dreams. We demonstrate integrity and earn trust by being consistent in our processes, communications, and actions.

Collaborative Innovation

We anticipate and embrace change, constantly searching for creative, forward-thinking solutions. We encourage open discussion, consider all perspectives, and act with unity. We work together to deliver innovative, high-quality results.