

Credit unions have worked hard to keep pace with the rapid changes in the financial world. Despite these changes, the core values of credit unions remain the same: service to members through cooperative ownership. That makes them unique in the financial world – and an asset to your financial life!

Federally-insured credit unions are backed by the full faith and credit of the federal government. Look for this symbol of safety at your credit union!

Your savings federally insured to at least \$250,000  
and backed by the full faith and credit of the United States Government

# NCUA

National Credit Union Administration, a U.S. Government Agency



Presented by the National Association of Federal Credit Unions, an independent trade association representing federally chartered credit unions nationwide.

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# THE CREDIT UNION ADVANTAGE



**Understanding what makes  
credit unions unique in the  
financial world**

# A CREDIT UNION MEMBER IS MORE THAN A CUSTOMER!

If you are one of the over 93 million Americans who are credit union members, you belong to an institution that is unique in the financial world. While there are some similarities between credit unions and banks, certain features are unique to credit unions:

- **Cooperative Ownership** – No one person or organization owns a credit union. It is owned and governed by its member-owners. As a one vote per member cooperative, it exists solely to provide members with affordable, convenient financial services.
- **Not-for-profit** – Because credit unions are member-owned cooperatives, credit union earnings are not held as reserves, but are returned to members in the form of lower rates on loans, higher returns on savings, lower fees and better service.

- **Volunteer Driven** – The active involvement of member-owners is the cornerstone of the credit union philosophy. A credit union's policy-making Board of Directors and many of its committees are made up of individuals elected by the members – virtually all of them unpaid. Credit union member-owners have a direct say in the workings of their cooperative because each of them has a vote.

## TAX EXEMPT FOR GOOD REASON

Congress has recognized the unique nature of credit unions since 1937, when it granted them tax-exempt status. Congress understood then, as now, that credit unions exist solely to serve members... and not to create a profit for stockholders.

*Tell a friend... relative... co-worker*

## Here Are Ten Reasons to Join a Credit Union!

Volunteer driven... not-for-profit... cooperatively owned – three qualities that make credit unions unique. They translate into real benefits for members, too. Join a credit union and you may enjoy:

1. Lower minimum balances
2. Better rates of return on savings
3. No or low-fee checking accounts and ATMs
4. Lower interest rates on credit cards and loans
5. Accounts are insured by the U.S. government – up to \$250,000 per member for deposit accounts, and up to \$250,000 for traditional and Roth IRAs
6. Competitive rates and terms on mortgages and home equity loans
7. Credit counseling
8. A voice in your credit union's operations (member-owned)
9. "Once a member, always a member" lifetime membership policy
10. Community outreach and service