



Debra Collins, CEO | President

CEO'S CORNER

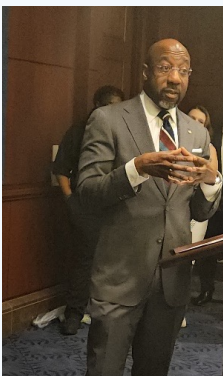
Wow, quarter one (Q1) of my first full year as your President/CEO has flown by! As we launch into our 96th anniversary year, we are thrilled about what we have accomplished and excited about what the future brings!

2024 Quarter 1 Highlights

2024 Georgia Advocacy Conference

Advocacy Conference.

The conference had quite a dynamic speaker lineup to include Georgia Department of Banking and Finance Regulatory Panel consisting of the Commissioner and Deputy Commissioner for Supervision who highlighted the exam areas of focus for 2024. LSCU also honored Georgia State Senator Jason Esteves as the 2023 Lawmaker of the Year. Georgia credit unions helped push forward on the Department of Banking and Finance modernization bill and Remote Online Notarization legislation.



Americas Credit Union 2024 Governmental Affairs Conference (GAC)

GAC was once again hosted by America's Credit Union formerly CUNA at the nation's capital. CUA was represented by me, our COO, Janice Garrett and Board member Lanita Williams. We were all very excited for the opportunity to engage and advocate for credit Unions on behalf of Credit Union of Atlanta with 6000 other credit union delegates. The Governmental Affairs Conference is an opportunity for credit unions to highlight the meaningful work we are doing to improve the financial well-being of our members and communities. We had the opportunity to meet and speak with several

of our state legislatures and or their aides to include; Senator Raphael Warnock, Representative Lucy Mc Bath, Representative David Scott, Representative Hank Johnson and Representative Nikema Williams. The legislatures were receptive and supportive of our discussions supporting our key advocacy priorities.

Staff Annual Training Day

Our annual training day was held on Monday February 19th, 2024 (President's Day). Our facilitator was Ms. Juliet Hall, an award-winning published author and creator of **OWN YOUR OPPORTUNITIES**. The training



topic for this year was: **Reset, Recalibrate, Renew: Bringing Your Personal Best in 2024**. We had a fantastic, informed, and exhilarating day focusing on self-development!

Community Events

Housing and Economic Resource Summit

The credit union team was invited to attend the Housing and Economic Resource Summit sponsored by "Partners for Economic Empowerment" (D&E, 100 Black Men of South Metro Atlanta and BA Champion) at Benjamin Banneker High school.



The summit offered opportunities to various economic resources to gain direct access to crucial information, from rental and affordable housing resources to various economic aids tailored to fulfill your family's needs.

Key Discussions & Insights were: Credit Restoration, Mortgage and Rental Assistance, Prospective Homebuyers, Down Payment Assistance, Lenders & Housing Counselors, Youth Mentorship Program, and Free Legal and Social Service Programs.

Gideons Housing Task Force Housing Fair (GHTF)

The credit union team is a proud partner of the Gideons Task force and proudly represented the Credit Union of Atlanta at the Gideons Housing Task Force Fair.

The Task Force is focused on ensuring that all low-moderate income families with children in public school in the Gideons enrollment zone/Pittsburgh and Adair Park will have access to the Enterprise Community Partner's full housing "bundle, for upward mobility; "Housing Stability, Quality, Affordability as well as Neighborhood Context, and Housing that builds assets and wealth. The goal of the housing bundle is to promote thriving families and neighborhood sustainability and stewardship.

New Technology

If you have visited the branch member service platform in the past 30 days, you have probably used our new member sign in system. "Better Lobby" is a comprehensive visitor management solution designed to enhance the experience of credit union members, improve sales effectiveness, and optimize employee utilization. We are excited to have added this system to elevate our goal of providing our members with excellent quality service.

Branch Refresh

A new LED Panel lighting system was installed throughout the branch providing better visibility and a fresh bright look. In addition, a door to the hallway entrance of the executive wing was installed showcasing our "Beacon of Excellence in the Community" vision.

CEO Corner *(continued)*

What's New on the Horizon?

- 2024 Annual Meeting, April 22, 2024, Atlanta Metropolitan State College
- Scholarship Opportunities
- Community Events
- Auto Expo
- Financial Literacy workshops

As always, the Credit Union staff, board of directors and I thank you for giving us the opportunity to serve and assist you. Our goal is to get it right the first time and to be your first choice for all of your financial needs. We are committed to building strong relationships based on trust and providing you with an elevated level of excellent member service.

I look forward to meeting and greeting you during your branch visits, and don't forget to grab a treat before you leave and go about your day!

Credit Union of Atlanta "A Beacon of Excellence in the Community."



SAVE THE DATE FOR CUA'S 2024 ANNUAL MEETING!

All credit union members are invited to join us online for our Annual Meeting on April 22nd! You will be able to hear about our financial performance, accomplishments, and our plans for the upcoming year. We will also announce the results of the election for our Board of Directors and the 2024 Board of Directors Memorial Scholarship winners.

WHAT: CUA's Annual Meeting

WHEN: Monday, April 22, 2024

TIME: 6:00 p.m.

Mark your calendar, stay tuned to www.cuatlanta.org for log-in details, and plan to join us online on April 22nd!



SMART STUDENTS, SMART DECISIONS.

GET YOUR 2024 MEMORIAL SCHOLARSHIP HERE!

Are you or a family member venturing off to college this fall? You can apply the 2024 Memorial Scholarship from the credit union to help pay for your education.

Credit Union of Atlanta offers five student members the opportunity to win \$2,400 in scholarships each year. We are one of the only credit unions to invite children as young as seven to participate. A grand prize of \$1,500 is awarded to a college student between the ages of 18 to 24.

Scholarships are awarded based on the evaluation of a written essay and completion of the eligibility requirements. Winners must be account holders at the time of application. Applications are due on April 12, 2024. Winners will be announced at the CUA Annual Meeting on Monday, April 22, 2024.

Make the smart decision and apply for the CUA Scholarship today at www.cuatlanta.org.

**Member restrictions apply.*

8 TIPS TO SPRING CLEAN YOUR FINANCES

A new season presents the perfect time to revisit your budget to ensure you're on track and to course correct in areas that need it. Use these tips to give your finances a spring cleaning!

- 1. Refresh your budget** – Revisit your budget to ensure you're living within your means while meeting debt obligations and savings goals. Use a spreadsheet or app to help and make tweaks as needed.
- 2. Set up bill pay** – Enroll in bill pay so you can schedule your payments to be automatically deducted on the date of your choosing. You can even set reminders to ensure you're never late.
- 3. Automate your savings** – Set up payroll deduction to automatically deposit a portion of your pay into savings.
- 4. Review insurance** – Chat with your insurance providers to see if/how you can secure lower rates on any of your policies.
- 5. Review credit report** – Visit www.annualcreditreport.com to pull and review your credit report for accuracy.
- 6. Shred old financial documents** – The IRS recommends keeping tax returns and other important documents for 7 years after you file the return. Shred anything older.

7. Shop credit cards – If you're paying too much in credit card interest, check with the credit union to see if you can save with our credit card!

8. Plan to pay off debt – Adjust your budget and commit to paying your debt. Start with the highest interest debt first and pay it off as fast as you can without neglecting your other debts. Once it is settled, move to the next highest interest debt and so on.



TIPS TO PROTECT YOUR FINANCIAL ACCOUNTS

Financial scammers are lurking around every corner trying to access your data or funds. Make sure you keep your accounts safe with these tips!

- **Routinely review your accounts** – Monitor your financial accounts regularly via online or mobile banking to ensure there are no unauthorized charges.
- **Change your passwords** – Update your passwords on financial accounts frequently using unique, hard to guess credentials.
- **Avoid public Wi-Fi** – When shopping online, make sure you're using a secure internet connection.
- **Double check all financial communication** – Be wary of common scams such as when scammers send emails posing as a financial institution and ask about your account information. Always contact the credit union (or other organization) directly to ensure that your data isn't compromised.
- **Review your credit reports** – Access your free credit report each year at AnnualCreditReport.com and review for accuracy.
- **Monitor credit** – Sign up for a credit monitoring service to get immediate alerts for activity relating to your credit history and accounts.
- **Shred old documents** – Shred any documentation with sensitive information such as account numbers, social security numbers, and personal identification numbers





WARNING SIGNS OF ELDER FINANCIAL ABUSE

Elder financial abuse is a growing threat in which scammers steal personal data and money from the elderly. Remaining aware of these warning signs can help you protect your aging loved ones from falling victim.

Warning Signs:

- Unusual activity in bank account, including large, frequent, or unexplained withdrawals.
- ATM withdrawals by an older person who has never used a debit or ATM card.
- Upgrade from a basic account to one that offers more complicated services the customer does not fully understand or need.
- Withdrawals from bank accounts or transfers between accounts the customer cannot explain.
- New “close friends” accompanying an older person to the bank.
- Sudden insufficient funds activity or unpaid bills.
- Closure of CDs or accounts without regard to penalties, uncharacteristically attempting to wire large sums, suspicious signatures on checks, or checks written as “loans” or “gifts.”
- Rerouting of financial statements away from the customer’s address.
- New powers of attorney the older person does not understand.
- A caretaker, relative, or friend who suddenly begins conducting financial transactions on behalf of an older person without proper documentation.
- Altered wills and trusts or loss of property.

If you suspect elder financial abuse of a loved one, report it to the elderly person’s financial institution, the local authorities, and the Adult Protective Services in your town as soon as possible.



PACK THE ESSENTIALS FOR YOUR NEXT GETAWAY!

Thinking ahead to your summer vacation? Make sure to pack the essentials including a vacation loan* from the credit union!

Borrow up to \$25,000

As low as 8.00% APR**

Apply at www.cuatlanta.org and start your packing list today!

**All loans subject to credit approval. Terms and conditions apply. **Annual percentage rate.*

HOLIDAY CLOSINGS

MEMORIAL DAY
Monday, May 27, 2024

JUNETEENTH
Wednesday, June 19, 2024

INDEPENDENCE DAY
Thursday, July 4, 2024

FOLLOW US! WE'RE SOCIAL.

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 @TheCUAtlanta

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 Credit Union of Atlanta



Federally insured by National Credit Union Administration
*APR = Annual Percentage Rate:
Based on credit worthiness

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