



EASIER TO SAY. EASIER TO BANK. KAUA'I GOVERNMENT EMPLOYEES FEDERAL CREDIT UNION (KGEFCU) SHORTENS ITS NAME TO KAUA'I FEDERAL CREDIT UNION

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Beginning this month, Kaua'i Government Employees Federal Credit Union (KGEFCU) will become Kaua'i Federal Credit Union (kauaicreditunion.org.)

Founded in 1947 as Kaua'i T&C (Territory and County) Federal Credit Union, the community focused credit union is fondly remembered for financing some of the island's first police cars and remains focused on its core mission: serving those who build, teach, care for and protect the island of Kaua'i.

"We've learned over the past few decades that KGEFCU can be hard to say and hard to remember," says CEO and President Monica Belz. "While government employees will always be central to our mission, we serve all of Kaua'i and everyone can be eligible to join."

Belz underlines Kaua'i Federal Credit Union's commitment to serving kupuna and legacy members while growing to include new members and strengthening services to a core base of government employees, keeping their needs at the forefront with new services and products.

Three central pillars support Kaua'i FCU's name simplification campaign:

Looking back to look forward

The credit union's long history of supporting Kaua'i is a history of supporting seniors and the island's kupuna, ensuring their needs are met with ease in an increasingly complex digital world. Kaua'i FCU celebrates the rich contribution of legacy members and shares their commitment to a model of banking that puts people over profit. Over the years, this commitment has translated to a vibrant model of 'ohana-based banking that supports Kaua'i's children, grandchildren and great-grandchildren with the products and services they need to succeed and thrive financially, starting with their first \$25 deposit.

Committed to Serving Those Who Build, Teach, Care for and Protect Kaua'i

Essential service workers including police, firefighters, teachers and lifeguards are the lifeblood of Kaua'i FCU's membership base and products and services are designed with their financial goals and needs at the core, with an understanding that their success is the cornerstone on which Kaua'i builds.

Kaua'i FCU has been nationally recognized as a strong disaster relief partner, joining forces with essential service workers to come to the aid of the North Shore in 2018 with mobile banking solutions, transporting food and supplies in dry packs on jet skis and opening the island's first North Shore credit union branch in Kilauea in 2020.

Kaua'i's historic flooding in 2018, followed by a global pandemic and more recently the Hanalei landslide, have underlined the vital importance of essential service providers and Kaua'i FCU has a history of working in partnership with the police, firefighters, EMT's and the County to deploy disaster relief quickly.

"We show up," says Business Development Office Chantal Zarbaugh. "Working together defines who we are as a financial institution."

Invested in all of Kaua'i

While government employees are central to its mission, Kaua'i FCU serves all of Kaua'i and everyone can be eligible to join. The Kilauea Branch has attracted over 700 new members and pop-up branches across the island have attracted young families to its progressive community development programs.

As a credit union and not a bank, Kaua'i FCU reinvests profits back into the community, as opposed to shareholders, with a commitment to creating a resilient, thriving local economy. It's an evolution of Kaua'i's hukilau tradition. Everyone contributes, everyone benefits. No one is left behind.

Kaua'i FCU is also Kaua'i's first credit union to become a Community Development Financial Institution (CDFI) under the US Treasury Department's CDFI program in December 2020.

"CDFI opens up a lifeline of federal funding for Kaua'i," says Belz. "This model of financing is focused on social impacts and aligns with our mission of putting people over profit."

Housing stability is a key priority for 2022. Earlier this month, Kaua'i FCU announced that \$11.5 million in rental and utility assistance has been deployed since May and 1300 Kaua'i and Ni'i'hau households assisted under Kaua'i's 2021 Coronavirus Rental and Utility Assistance (CRUA) Program. Over the course of the pandemic, this small credit union has partnered with community agencies, foundations, county, state and federal funders to deploy over \$24.2 million in rent relief, paycheck protection and small business grants.

"We are excited about the future," says CEO Belz. "We are living out our DNA as a credit union and attracting young families with our commitment to building a more diverse, equitable, and inclusive economy."

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