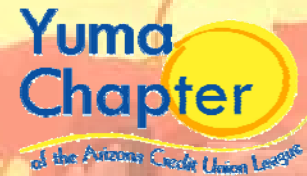


CHAPTERNEWS

November 2009



The 411 on Micro Lending

By Regina Carey, Chapter VP, Director of Training and Education

What is Microcredit or Micro lending?

Microcredit is a financial innovation that is generally considered to have originated with the Grameen Bank in Bangladesh. In that country, it has successfully enabled extremely impoverished people to engage in self-employment projects that allow them to generate an income and, in many cases, begin to build wealth and exit poverty.

What's the point? Why should we participate in micro lending?

Microcredit is the extension of very small loans (microloans) to those in poverty designed to spur entrepreneurship. These individuals lack collateral, steady employment and a verifiable credit history and therefore cannot meet even the most minimal qualifications to gain access to traditional credit. Microcredit is a part of microfinance, which is the provision of a wider range of financial services to the very poor.

Why are credit unions involved?

Credit Union's have a long history of serving the underserved and helping those less fortunate. We have a social responsibility to spread financial education and help people become financial independent. The World Council of Credit Unions (WOCCU) is dedicated to combating poverty through access to financial services. They take part in micro lending programs in countries such as Uganda, Mexico, Afghanistan, Colombia, Ethiopia, Kenya and many other poor countries.

How can I help?

You don't have to be wealthy or live in a third world country to become involved in micro lending. Simply log into one of these sites:

www.kiva.org, www.trickleup.org, or www.grameenfoundation.org.

For as little as \$15 you can help a woman in a 3rd world country start her own business. Your donation makes a global impact. It helps break the cycle of poverty for the world's poorest people.

Thank You!

From the Children

A big thank you to everyone who donated an unwrapped children's toy to the Yuma Chapter's Toy Drive.

The toys we received will be given to the children at the Crossroads Mission. Crossroads Mission has been receiving a record number of families at their facility.

If you would still like to donate a gift, you can! Just forward them to Lourdes Solis.



Spotlight from grameenfoundation.org

Ibu Yusnaini, Indonesia

When Ibu Yusnaini and her husband moved to Aceh 15 years ago, she opened a small stand in front of her house where she sold traditional Indonesian meals: *lontong* (rice cakes served in a coconut gravy) in the morning, and *baksa* (a meatball soup) in the afternoons. However, the December 2004 tsunami claimed the lives of Ibu Yusnaini's sister, brother-in-law, and all of the couple's seven children. Ibu Yusnaini's family home and food stand also sustained severe damage.

Luckily, a friend told her about Yayasan Mirtra Dhuafa (YAMIDA), an area microfinance institution. In January 2006, Ibu Yusnaini took out a \$100 loan to purchase more materials and equipment, like larger pots and plates, for her food stand. These items would allow her to produce more food faster. Since taking out this loan, her income has increased from \$3 to \$4 per day. With her next loan, Ibu Yusnaini hopes to expand her business and prepare more dishes to sell. Someday, she wishes to own her own small restaurant.



Chapter Volunteer Spotlight

By Monica Vasquez, Chapter Secretary, Accounting Assistant

This issue's Chapter volunteer in the spotlight is **Gladis Angulo, Compliance/BSA Assistant**. Gladis has been part of the Credit Union for a little over a year now & has already gotten involved!

Gladis first found out about the Yuma Chapter during one of the Chapter's all staff Wednesday update meetings. She became very interested in working with the Chapter to spread the Credit Union Movement Message. She feels the Credit Union Movement falls hand in hand with being an employee of a Credit Union.



Gladis and Jill Sloncen, wife of AEA FCU Board Member Bob Sloncen, at the 2009 Chapter Golf Tournament.

After that meeting, she spoke with Miriam Limon, Yuma Chapter President, and she began attending the Chapter's monthly meetings to



Gladis posing for the camera while Marilyn acts as the safe driver.



Gladis, far left, with Marilyn, Alex, and Regina at the 2009 Chapter Annual Meeting.

get involved with fundraising and community education. Gladis had this to say about the Yuma Chapter: "Our motto, people helping people is what Credits Unions and the movement mean to me. I think helping the community with more affordable financial services is our first goal, but helping the community with other services is much more of a movement. At this Chapter I believe that helping the local schools with supplies is more of a movement than anything financial services can do." Her favorite event with the chapter so far has been the 1st Annual Golf Tournament held in 2009. "Knowing that the funds we raised that day would go to the community is a great feeling. We truly are people helping people!"

Gladis hopes to be able to volunteer more often and is especially excited to attend one of the upcoming Adopt-a-Grade functions. "I hope to be able to go to the schools in the future to see the students and teachers faces in person when we deliver supplies and goodies to them. Just seeing the pictures from last events, knowing that as a group we can make things happen, is just a great feeling!"

Thank you Gladis for volunteering your time with the Chapter!

We truly appreciate you!

Adopt-a-Grade 2009

By Marilyn Castillo, Chapter Director, Training Specialist

We received a total of four nomination letters for Yuma Chapters Adopt-a-Grade program. The school that was elected was H. L. Suverkrup Elementary School. There are two sixth grade classes: 2 teachers and 60 students. The Yuma Chapter delivered the first gift to the teachers and students of H.L.S. The Gift consisted of a folder, notebook, dry erase marker, and a pencil. The teachers each received a box of paper. Two DVD/VCR Players were donated to the classes. Friends at the Arizona Credit Union League donated one of the DVD/VCR player. The other was donated by our very own Accounting Department. We will be delivering Halloween candy grams to the students the week of Halloween. We'll keep you posted...until next time!



Introducing the 09-10 Adopt-a-Grade Kids!

Did You Know...

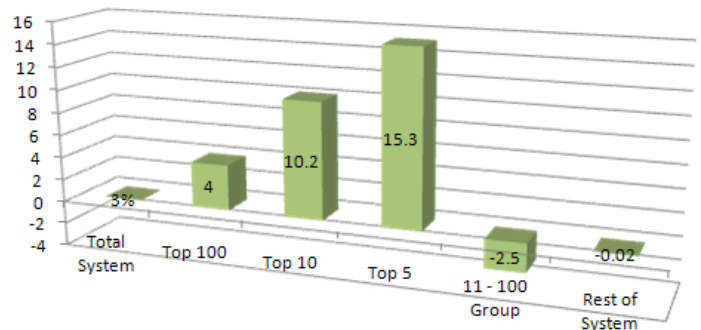
By Elizabeth Sainz, Chapter Director, Teller

In October we celebrated International Credit Union Day. What you might not have known is that Canada has 497 credit unions, which in 2009 totaled combined assets close to \$127.7 billion. With my research I came across Canada's top 100 largest credit unions. Canada is growing. From what the system report shows they have had a 3.5 percent over a year end. After six months the largest 100 credit unions reported assets of almost \$104.6 billion. A combination between three groups of large credit unions allowed other credit unions to join the top 100 group at the second quarter, which have created a growth for these other credit unions. Report shows that these other credit unions have had 81.9 percent of accounts increase in the country.

As it might appear the largest 10 credit unions have been modified to some extent, the impact it has had is significant. This merger of the three credit unions not only occurred on the first day of the Alberta financial system report, but this union has also resulted in a jump in both growth and control of total system assets of this group.

I presented these three credit unions in my presentation which are Servus Credit Union, Community Credit Union, and Common Wealth Credit Union. With this merger numbers show a 42 percent increase compared to six months ago at 39 percent. Their total assets alone for the three credit unions are \$53.6 billion which is an increase of \$5 billion.

Comparative 2Q09 Growth Rates



Defend Our Credit Union's Card Program

By Anna Corona, Chapter Director, Somerton Branch Manager

An ongoing issue in congress right now is the interchange fee. Merchants are continuing to push a legislation that would reduce the interchange fee credit unions (financial institutions) receive when you use your debit/credit card. They are arguing that this fee is unfair and hidden. When the truth is, each time you swipe your debit card the merchant is paid immediately and the issuing financial institution (us) receives interchange. The fee is simply the merchant's fair share of the cost of this convenient payment system. The debit/credit card options are a service to the consumer, a benefit to the merchant, and a risk to us, the financial institution! This interchange is a fee credit unions rely on. This fee helps us from risks that come with

issuing the cards like losses from fraud or data breaches to having a call center available to call when your card is lost or stolen.

If the interchange fee is reduced, we will then be forced to charge for our debit card program or not offer it all! And that is not good for our members. I encourage you to write to our congressmen and senators and let them know you are opposing this legislation. And the best part, it is super easy. Just go to the following link, click on "Protect your Credit Union's Debit and Credit Card Program", and click on the arrows and send the message! It's that simple!

Get involved! Log on to: <http://capwiz.com/cuna/home/>

Credit Union Advocacy Workshop

By Miriam Limon, Yuma Chapter President, Marketing Comm. Specialist

In August, Austin DeBay with the ACUL conducted an informative session on Credit Union Advocacy. We learned how to defend the credit union difference and I would like to share some points with you:

- Credit union's charge lower fees, offer lower rates, and return more to members.
- Credit union's have limited fields of membership so they cannot solicit in the

same way banks can.

- Credit union's account for 6% of the financial market share. Banks shouldn't consider us a threat.
- The low rates and fees offered by credit union's level out the market, preventing a "monopoly" on rates and fees.



Yuma Chapter Word Search

By Claudia Silva, Chapter Director, FSR

Perk up your brain with a little word challenge. You could **WIN a \$10 Starbucks gift card!** Forward your completed word search to Miriam Limon in Marketing. Winner will be announced Nov. 20th!

J U O L P R F D E Y S A
 C U M O V E M E N T W N
 P T R D E Y G J N K M N
 S W Q A X F V H L O U U
 C N B M K M I R I A M A
 P L I M J G F F H U J L
 C D X S X D U J I M L M
 M A R I L Y N I J U O E
 N J K I H G F Y T R F E
 P N J U G F L G H Y F T
 C G T H J I U J L K F I
 G T D F H H T J I O R N
 P J G F G G E U T E D G
 H J U A F H S B T J U T
 C F R D F G T P L B H Y
 P O M O G F A R E H J U
 I O T D D H K Y G J I R
 O V G T C T E I U C H U
 M O K A G R O Y Y U V T
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 K U G R G D E Y R E R O
 Y N C A H U R U I A P N
 B T J D L O G F G G H I
 R E V E J E Y K L U G C
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|----------------|----------------|
| LITTLE GUY | LUTES TAKEOVER |
| ADOPT A GRADE | VOLUNTEER |
| CU MOVEMENT | YUMA CHAPTER |
| CU LEAGUE | MIRIAM |
| ANNUAL MEETING | REGINA |
| FUN | MARILYN |
| BWW TAKEOVER | MONICA |

A Special Invitation...

By Monica Vasquez, Chapter Secretary, Accounting Assistant

Are you wondering how you can get involved with the Credit Union Movement?

Do you just want to learn more about the mission of the Yuma Chapter?

Do you have any thoughts or ideas that would help to spread the Credit Union Message?

If this sounds like you, we invite you to attend the next Chapter Meeting where we discuss:

- » People Helping People
We are always finding ways to get involved in charitable activities and worthwhile causes
- » Community Education
"Every member counts" is a Credit Union philosophy and our members are fiercely loyal for this reason. The Chapter strives to educate the community in every way we can.
- » Employee Education
Being an employee of a CU, we are deeply involved with the Credit Union Movement. The Chapter tries to bring opportunities to each employee to get involved and take action.

We hope to see you there!



Chapter Board of Directors

			
Miriam Limon President	Regina Carey Vice President	Monica Vasquez Secretary	Marilyn Castillo Treasurer
			
Anna Corona Director	Claudia Silva Director	Liz Sainz Director	