



SF Fire Credit Union

JANUARY 2017

# Siren News

EXCITING YEAR AHEAD

## Message from Marla



Having just experienced my first (and what will be my only) holiday season as the interim CEO, I'm pleased to provide an update as we begin the New Year. I continue to be impressed by the employees of SF Fire Credit Union. Their dedication to providing exceptional service is the driving force behind the organization, and why we have a loyal and engaged membership. Our membership has always been, and will always be, key to the success of the Credit Union. Whether it's giving us the opportunity to meet your financial services needs or helping us raise funds for SF Firefighter's Toy Program (*see article on page 3*), we're grateful for your support.

### Looking Back at 2016

A year-in-review for any Credit Union should always include a review of its financials. While we're still in the process of "closing the books" on 2016, it appears to have been another successful year. As of November 30<sup>th</sup> (and compared to year-end of 2015), the Credit Union's assets has grown by \$70 million. More importantly, our net income for the year has exceeded \$7.7 million. Capital Reserves surpassed \$97 million, which helps to ensure that we'll be serving members for many years to come. We also completed a number of significant projects to improve the level of service we provide, or to prepare us for the key initiatives we've got planned for the coming year. We made a significant upgrade to our core operating system to improve the performance of our current Online and Mobile Banking systems, while new replacement systems are developed. We also began production of EMV chip debit cards, which offer a higher level of security and acceptance abroad.

### Key Initiatives for 2017

We have a busy year ahead, with many key initiatives planned for 2017. Highlights include several programs which have been highly anticipated by members. The re-issue of all debit cards to include EMV chip technology will begin this February, and be completed within a few months. We've been advised by our card processing partners to expect a Samsung and Android (Google) Pay launch this Summer. Having made the decision to work with an established Online and Mobile Banking provider (rather

than utilize systems which are developed in-house), we hope to launch entirely new systems by October.

### Upcoming Changes to Fees & Contact Center Hours

It's an ongoing responsibility for us to assess and balance the needs of the membership, our employees, and the Credit Union itself. After reviewing our plans for the coming year, we decided upon several changes which will be implemented in the first quarter of 2017:

**New Contact Center Hours:** To better align demand (volume of calls) with the work-life balance of employees, we will be reducing our Contact Center hours effective February 1<sup>st</sup>. The Contact Center will be available Monday – Saturday from 7AM to 8PM, and closed Sundays and major holidays.

**Changes to Fees:** We reviewed our fee schedule to ensure that our services are appropriately priced, while at the same time providing enough revenue to cover our operating expenses. Just a handful of fees will be changing on March 1<sup>st</sup> (*refer to the enclosed Fee Schedule*), with the most notable related to ATM usage. The number of monthly ATM rebates will be reduced from twelve to six. We'll also be limiting members to six free 'out-of-network' transactions per month, with a fee on each transaction performed thereafter. With over 30,000 surcharge-free, 'in-network' ATMs in the CO-OP Network and easy-to-use ATM locator tools available, we're confident members will continue to have easy access to cash at minimal or no cost (*see article on page 2*).

In closing, I'd like to remind all that the New Year will also bring a new and permanent CEO to the Credit Union. The Board of Directors has had the privilege of reviewing a large and accomplished pool of candidates, and is confident an individual well-suited to SF Fire Credit Union will be selected in the coming months. I look forward to working with that person, and helping them assume their new position.

Marla Shepard  
Interim CEO

# Understanding the Surcharge-Free CO-OP ATM Network

On March 1<sup>st</sup> the Credit Union will be implementing changes to its ATM Surcharge Rebate Program:

	CURRENT	<b>MARCH 1<sup>ST</sup>, 2017</b>
ATM Surcharge Rebates	12 Per Month	<b>6 Per Month</b>
Surcharge Rebate Amount Limit	None	<b>\$4.00 Per Rebate</b>
Out of Network* Fee	None	<b>First 6 Free Per Month; \$2.00 Thereafter</b>
(*CO-OP Network)		

We understand the importance of having access to cash, and encourage members to take advantage of the FREE and EASY ways to withdraw money with your Debit Card:



## 30,000 Surcharge-Free ATMs in the CO-OP Network

Credit Unions across the United States have joined forces to create the vast CO-OP Network of over 30,000 ATMs nationwide. These 'In-Network' ATMs provide easy and free access to ATMs for cash withdrawals which are:

- ✓ SURCHARGE FREE
- ✓ IN-NETWORK

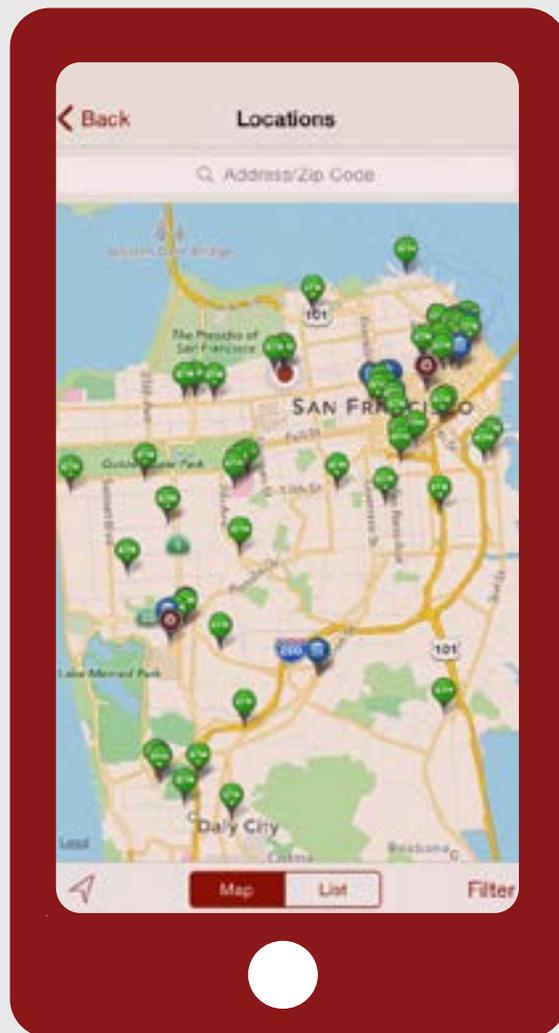


## Free Point-of-Purchase Cash Back at Retailers

The 'Cash Back' option when making purchases with your Debit Card at retailers is another free and easy way to access cash. Simply choose the DEBIT transaction option (which requires the use of your PIN) as opposed to the CREDIT option (which requires a signature).

## Easy to Use ATM Locator Tools

✓ WEBSITE & MOBILE BANKING



# NEW CONTACT CENTER HOURS

Effective February 1<sup>st</sup>, 2017

**Monday - Saturday 7:00AM to 8:00PM**  
**Sunday Closed**

THANK YOU

## Another Great Year Working with the SF Firefighters Toy Program

As our long-time members are aware, we work with the SF Firefighters Toy Program each year to raise funds to help purchase toys for the children in need in our community. We are not able to do this without the generosity of our members, and the active and retired members of the San Francisco Fire Department.

### SANTA CLAUS AND SPECIAL GUESTS

We were lucky to again have Santa (**retired SFFD firefighter Bob Cuff**) at all four of our branches, ready to greet children (young and old), and take photos. Our friends from **Engines 1, 10, 15, and 19** also came out to the branches to join in on the fun, and add some local SF Firefighter flare to our members' photos, and their own.

### FUNDRAISER AND BAKE SALE RESULTS

It's always a joy to have Santa and his firefighter friends at the branch, but our employees also love baking homemade goodies for our Bake Sale each year. This year our sale grossed close to \$800! A big thanks to our employees for using their baking skills for a great cause, and to those who purchased items.

### WANT TO LEARN MORE ABOUT THE TOY PROGRAM?

The SF Firefighters Toy Program works year-round to prepare for the busy holiday season, and gives toys to over 40,000 kids in our community. To get involved, or to learn more about how you or your company can get involved, visit [www.sffirefightertoys.org](http://www.sffirefightertoys.org) or follow them on Facebook for updates.



SF FIRE CREDIT UNION  
**FIREFIGHTERS CORNER**

DEADLINE: FEBRUARY 1<sup>ST</sup>, 2017

## THE ARTHUR F. MCINTYRE SCHOLARSHIP

Every year, the scholarship program awards \$2,500 each to two high school-level and two college-level students. To apply, visit [www.sffirecu.org](http://www.sffirecu.org).

- Student must be a member of SF Fire Credit Union in good standing.
- Current grade point average of 2.5 or higher.
- Enrolled as a full-time student in an accredited university, college, community college, or high school.

## 66<sup>th</sup> ALL MEMBERS INVITED Annual Meeting of the Members of SF Fire Credit Union

### WHEN

Monday, February 20, 2017  
(President's Day) at 9:30am

### WHERE

Spanish Cultural Center  
2850 Alemany Blvd (Patio Español)  
San Francisco, CA 94112

- ☆ Ample Free Parking
- ☆ Complimentary Breakfast

This event is for Credit Union Members only.

Please RSVP by February 15<sup>th</sup>, 2017 via postcard,  
online at [www.sffirecu.org](http://www.sffirecu.org) or by  
calling 1.888.499.FIRE(3473)

SF Fire Credit Union



The Graduating Class of 51 Firefighters (Including 11 Firefighter Paramedics)  
San Francisco Fire Department, 120<sup>th</sup> Class

## BRANCHES CLOSED

NEW YEAR'S DAY (OBSERVED), JAN 2<sup>ND</sup>  
MARTIN LUTHER KING, JR. DAY, JAN 16<sup>TH</sup>  
PRESIDENTS DAY, FEB 20<sup>TH</sup>

## IMPORTANT INFORMATION

### California Branch

3201 California Street, SF, CA 94118-1903

### Mint Plaza Branch

12 Mint Plaza, SF, CA 94103

### Stonestown Branch

565 Buckingham Way, SF, CA 94132-1904

### Pacifica Branch (Cashless)

1220 Linda Mar Blvd., Pacifica, CA 94044-4264

### Branch Hours

Monday - Friday 8:30 a.m. - 6:00 p.m.  
Saturday 8:30 a.m. - 3:00 p.m.

### Current Contact Center & Web Chat Hours

7 Days a Week 6:00 a.m. - 10:00 p.m.

### New Contact Center & Web Chat Hours Effective February 1<sup>st</sup>, 2017

Monday - Saturday 7:00 a.m. - 8:00 p.m.  
Sundays Closed

### Telephone

(415) 674-4800 1 (888) 499-FIRE (3473)

### Apply for a Loan

By Phone: 1 (888) 499-FIRE (3473)  
Online: [www.sffirecu.org](http://www.sffirecu.org)

### Online and Mobile Services at [www.sffirecu.org](http://www.sffirecu.org)

Online and Mobile Banking with  
free Bill Pay, free check deposits and free  
Account-to-Account Transfers

### Credit Union Branch Holidays

Monday, January 2<sup>nd</sup> - New Year's Day (Observed)  
Monday, January 16<sup>th</sup> - MLK Jr. Day  
Monday, February 20<sup>th</sup> - Presidents' Day

*The Branches will be closed, however the  
Contact Center / Web Chat will be open  
during its regular hours.*

### SF Fire Credit Union's Service Guarantee

*SF Fire Credit Union upholds a tradition of  
excellence and strives to provide exceptional  
service. We guarantee courtesy, accuracy and  
promptness at all times. If we do not meet  
these standards in any way, let us know. We  
will apologize, correct the issue and credit  
your account \$10, no questions asked.*



American Share Insurance

Your deposits  
are insured  
to \$250,000  
per account.

This institution is not federally insured, and if the institution fails, the Federal Government does not guarantee that depositors will get back their money. Accounts with this institution are not insured by any state government.