

# TRUE NEWS

A Publication of TRUE Community Credit Union

## LETTER FROM PRESIDENT & CEO, CHRISSY SIDERS

The highlight of 2023 for me was the celebration of our 70<sup>th</sup> year of being TRUE to our members, communities, and each other. A close second for me was the opening of our Parnall Road branch in October! It is a beauty! We were able to provide three times the space, four new interactive teller machines, and a better member experience overall. Finally, to round out my top three, it is an absolute joy to partner with Parkside Credit Union, bringing TRUE branches to Westland, Livonia, and Dearborn, 50 talented employees, and an enhanced suite of products and services to our combined 80,000 members! We are so excited to grow a brighter future together in 2024. This merger is an important step in our journey to create an even stronger financial institution that will better serve your needs and those of the communities we serve.

### **While the highlights above were some of my favorites, there were other exciting things to celebrate in 2023:**

We were once again named a Top Workplace based on feedback from our amazing employees.

We were awarded a \$100,000 grant that will support outreach to credit-invisible populations.

We were awarded the Louise Herring Philosophy in Action Award demonstrating our commitment to the credit union philosophy to help better financial outlooks and increase financial education for our members.

We participated in CU Kind Day with our Parkside CU team, donating items to food pantries and animal shelters throughout our communities.

We partnered with Michigan Saves to offer a clean energy financing program for energy efficiency upgrades.

We partnered with our friends at American 1 Credit Union to raise funds for the Henry Ford Jackson Hospice Home.

We partnered with the Southern Michigan Chapter of Credit Unions to raise funds for alternative augmentative communication devices for those who have autism or struggle with language deficits or delays.

We partnered with Andy's Place and JATA to provide bus passes to residents on the pathway to successful recovery from substance abuse disorders.



*Welcome former Parkside Credit Union members! Thank you for reading the winter issue of TRUE News.*

*TRUE News contains upcoming events, current promotions, a review of the previous quarter, and more!*

*This is one way we like to keep in touch with our members, and we're excited for you to learn more about TRUE Community Credit Union and all we have to offer.*

# GROWING A BRIGHTER FUTURE TOGETHER



“As TRUECCU and Parkside merge, we don’t just combine assets, we integrate visions in a union of ideas and solutions to help our members and our communities. Helping members is so gratifying to us, and we are excited to see our work family grow and have more products to offer our members.”

*Teresa Hernandez  
+ Maria Montano*

Member Advisors



“The merger between TRUECCU and Parkside allows us to combine our talents and bring to the members and our communities the “best of the best.” I believe every team, every partner, every employee, and every member will greatly benefit from this merger.”

*Holly Hunter*

VP of Branch Experience-East

## LETTER FROM PRESIDENT & CEO, CHRISSE SIDERS, CONTINUED FROM PAGE 1

The headline for 2023 can be summed up in our vision; to partner with our members to write a life story that stretches beyond their imagination. We partnered to generate strong loan growth, physical and technological expansion, profitability, and impact. We are proud of our accomplishments, grateful for our financial strength, and humbled by the support of our members, team, and communities.

Our purpose driven team is poised and ready for 2024! Our priorities remain a focus on digital first, with even more enhancements (especially to debit and credit cards), expansion of products and services within our new and existing geographic areas, connecting members to the products and services they want and need, making it easier to do business with TRUECCU, and continuing to engage and grow our wickedly talented team. Our focus will be on our TRUE commitment; we will be TRUE to our members, TRUE to our communities, and TRUE to our team. We are all in, and promise to commit our time, talents, voices, and resources to show the TRUE difference as we partner with our members and communities alike to inspire the pursuit of a life well lived!

## NOTICE OF BOARD ELECTION AND CALL FOR NOMINEES

Petition packets will be available Monday, January 15 at 10 a.m. for anyone interested in becoming a nominee for the TRUE Community Credit Union Board of Directors.

Members interested in a board elective position may apply using the elective office application and petition forms. Please contact Stephanie Arver, Executive Administrative Specialist, via email at [sarver@TRUECCU.com](mailto:sarver@TRUECCU.com) or visit the Main Office, located at 1100 Clinton Rd. Jackson, MI 49202. Petitions must be returned no later than Monday, February 19 at 5 p.m.

# OVER \$340,000 GIVEN

With Parkside Credit Union now joined with us, we continue to make our members and communities our top priority.

In 2023, our credit unions took part in various giving opportunities through donations, sponsorships, and community initiatives:

Together we gave over \$340,000 to the communities we serve!

We are eager to see what the future of community giving holds for our combined credit unions. Here's to 2024!

## LIVING OUT A COMMITMENT OF BEING TRUE TO OUR COMMUNITY



11.06 | Blanket Making for Fleece & Thank You



11.17 | Santa's Mailboxes

## TEXT SCAMS: AVOID CLICKING LINKS IN TEXT MESSAGES!

If you get a text claiming to be from TRUE Community Credit Union, DO NOT CLICK THE LINKS and be sure to block the number.

Never input your login information into a site from a link. These links go to sites created by scammers that look like legitimate pages in order to steal your information. Only log into your accounts through our official channels: the website or mobile app.

As a reminder, TRUE Community Credit Union will never text you links or contact you to ask for any sensitive information, such as usernames, passwords, account numbers, or multifactor authentication codes.

If you suspect that you have fallen victim to fraud, please reach out to a member representative as soon as possible.



12.06 | Lights of Love

## HOLIDAY CLOSINGS

**JANUARY 15**

MARTIN LUTHER KING JR. DAY

**FEBRUARY 19**

PRESIDENT'S DAY

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FOR YOUR  
MONEY**

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*This coverage is achieved through a combination of federal insurance, provided by the National Credit Union Administration (NCUA), and private insurance from Excess Share Insurance Corporation (ESI).*

**ESI** EXCESS SHARE  
INSURANCE

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**Please submit, in writing, any letters for the Board of Directors to:**

Board of Directors  
TRUE Community Credit Union  
1100 Clinton Road, Jackson, MI 49202

[TRUEquestion@TRUECCU.com](mailto:TRUEquestion@TRUECCU.com)

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**TRUE TO OUR COMMUNITY  
IS WHO WE ARE**



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