

MEMBERSHIP MATTERS

MEMBER NEWSLETTER



Justin Morris, President and Chief Strategy Officer

We are proud to announce the promotion of Justin Morris to President and Chief Strategy Officer. Morris will lead Service One's Executive Team and report to Rebecca Stone, Service One's CEO.

Throughout his career at Service One Credit Union, Morris has held various roles in operations, accounting, compliance, and risk management. He has been instrumental in shaping the strategic direction of the credit union, transforming finance from a financial reporting and compliance function into a strategic business partner focused on long-term value creation and risk management. He has also implemented numerous initiatives that enhance efficiency and deliver a positive member experience at the credit union.

Purpose

Service to
Others

Mission

To be our community's
preferred financial partner.

Vision

To understand and meet our
members' and community's
needs to help them prosper.

Kids' Corner

Financial Literacy Month

Every April we celebrate Financial Literacy Month! For Financial Literacy Month, we focus on empowering kids to save for their futures and get them excited to learn about financial literacy. Last year for Financial Literacy Month, we gave away two bikes and a Chromebook. Any child who opened a Young Savers Account was entered into a drawing. The winners were:



Casen Donan, age 3
Bike Under 9



Mason Gardon, age 13
Bike above 9



Ella Carver, age 9
Chromebook

It's never too early to build your financial story! Open your child a Young Savers Account today to get them started on their financial journey!



WKU student, Laila,
playing Dollars & Scholars

Dollars & Scholars Win up to **\$200 Cash** in our Trivia Game!

We're having so much fun with WKU and SKYCTC students playing our new game show "Dollars & Scholars." Each month one lucky student chosen at random walking on campus will have the chance to win up to \$200 by answering trivia questions. If you're on campus, be on the lookout for Service One, you may walk away with some cash! You can watch full episodes of Dollars & Scholars on our TikTok and catch some clips on our Facebook and Instagram pages. (See last page for social links)

Financial Counselors

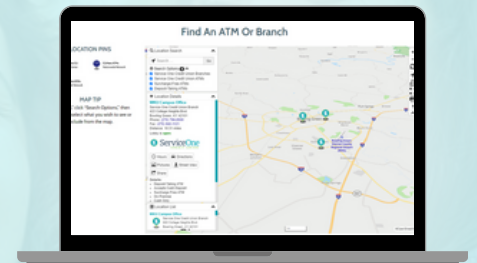
We have Certified Financial Counselors on staff to help you get on track with your financial goals. To take advantage of this judgment-free service, call [270-599-0525](tel:270-599-0525) or visit socu.com/credit-help to learn more or schedule an appointment.

Round Up Savings

Looking for an easy way to boost your savings? Change the way you save with our Round Up Savings Program! Purchases made with your SOCU debit card will round up to the nearest dollar and funds will automatically be transferred to your savings account! Opt in at socu.com/savings

Have You Seen Our New Website?

We have updated our website to have improved navigation and improved ATM and branch searches to give our members a whole new (and easier) digital experience! Check it out using the QR code on the back.



Which Checking Account is Right for You?

Learn more about the checking accounts we offer on our website. Scan the QR code on the back!

Choice Plus

- ✓ \$50.00 to open
- ✓ 1.00% APY*
- ✓ Discounts on Installment Loan Rates*
- ✓ Identity Theft Recovery*
- ✓ Dark Web Monitoring*
- ✓ E-Statement Required*
- ✓ Credit Monitoring*
- ✓ Mobile Phone Coverage*
- ✓ Free Checks at Opening*
- ✓ Savings on Travel, Dining, Shopping*
- ✓ \$8.00 Maintenance Fee

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**APY=Annual Percentage Yield. Terms & conditions apply, for details contact an associate or visit socu.com/checking*

City of Scottsville Skate Park Donation



In November, Service One donated \$5,300 to the City of Scottsville for a new fence around the skatepark! We recognize the positive impact these spaces have on the well-being of our community's youth. With the construction of the fence, Service One and the City of Scottsville aim to enhance safety, security, and ensure a more enjoyable experience for the community's youth.

"I VERY MUCH APPRECIATE THE PARTNERSHIP THE CITY OF SCOTTSVILLE HAS FORMED WITH SERVICE ONE TO MAKE THE CITY SKATE PARK A REALITY. SERVICE ONE'S CONTRIBUTION OF FUNDING THE FENCE WILL ENSURE THE SAFETY AND SECURITY OF THE PARK FOR MANY YEARS TO COME.

AGAIN, THANK YOU SERVICE ONE FOR BEING A VALUABLE COMMUNITY PARTNER HERE IN SCOTTSVILLE, KY."

-- DAVID BURCH, MAYOR OF SCOTTSVILLE

2023 Community Initiatives

Sharing + Caring Community Outreach

2023 was a great year! At Service One our purpose is "Service to Others," and we take that very seriously. Over the course of 2023, we volunteered for and donated to over 20 local organizations!

Do you have a need for volunteers? We'd love to help! Reach out to our Sharing and Caring Committee at [socu.com/outreach!](https://socu.com/outreach)



Socials & Zogo



Scan for our socials, Zogo download, and more!



Zogo is a gamified financial literacy app that rewards you for learning about financial literacy! Earn gift cards to your favorite store by playing the games on your mobile device. Use code **SOCU1963** to join the fun! Available for free on the App Store and Google Play Store!

Upcoming Closings

February 19: President's Day



Scan QR Code to view a full list of 2024 Holiday Closings

