

– CORE VALUES –



People First

We foster a culture of collaboration, respect, kindness, and support. We believe in uplifting our members, employees, and the communities we serve, creating meaningful relationships built on trust and mutual growth.



Member Empowerment

We are committed to partnering with our members on their financial well-being; providing the tools, guidance, and support they need – when they need it. We prioritize education, transparency, security, and reliability, ensuring our members feel valued and confident in their ability to achieve their financial goals.



Team-Oriented Culture

We believe in the power of teamwork and showing up with purpose. We support a fun, engaging workplace that prioritizes open communication, inclusivity, and professional development. We believe in building a culture where everyone is valued and inspired to make a meaningful impact.



Innovation & Continual Improvement

We embrace a mindset of honest evaluation and innovative forward-thinking, continually seeking new ways to enhance our members' experience and improve our services. We recognize this advancement is only possible because of the generations of hardworking men and women who came before us, whose efforts we proudly build upon.



Community Commitment

We are dedicated to making a positive impact in the communities we serve. Through strong partnerships and a focus on shared growth, we work together to build stronger, more resilient communities.

Vision

To be the Financial Center of Choice

Motto

Placing People at the Heart of Every Decision

Purpose / Mission

Our purpose is to enrich the lives of our members, employees, and the communities we serve by building trust, financial empowerment, and placing people at the heart of every decision we make.