

Alternatives Federal Credit Union Members Quarterly



Jan Norman at IthacaMade. Photo by The Visual Team

Table of contents

- 01 [ApplePay is coming](#)
- 02 [Annual Meeting highlights](#)
- 03 [Business Loan Connection](#)
- 04 [Community Support Accounts](#)
- 05 [Consumer lending: Back on Track loans](#)
- 06 [Member spotlight: Karen Zeiders](#)
- 07 [Community IMPACT: Women's Build](#)
- 08 [A+ kids](#)

Upcoming events

October

- 10 Money Matters: Credit Reports
- 15 Business CENTS: Coffee Talk
- 16 Member Appreciation: Harvest festival
- 29 Ebay for Small Business

November

- 2 Money Wise
- 14 Money Matters: Money Management 101
- 19 Business CENTS: Coffee Talk
- 20 Member Appreciation: Giving thanks and philanthropy

December

- 12 Money Matters: Food Shopping/Local Resource
- 17 Business CENTS: Coffee Talk

Member Appreciation all month:
Celebrating diversity and
holiday markets

Details and how to participate are online at alternatives.org.

Artist of the month

October

Elaine Derby
elainederby.com

November

Yvonne Fisher

December

Selima Goddard

A special thank you to
our last quarter
Artists of the Month:

Brian DeYoung,
Patti Witten
(Sway2this.com)
and **Evan Williams**
(evanwilliams.com)

01 ApplePay is coming

Get ready to use your Alternatives Federal Credit Union debit card to make purchases with ApplePay™. Please watch the alternatives.org for updates.

Apple, the Apple logo, iPhone and iPad are trademarks of Apple Inc., registered in the U.S. and other countries. Apple Pay and Touch ID are trademarks of Apple Inc.

02 Annual Meeting highlights

Alternatives Federal Credit Union and the Alternatives Fund of Ithaca held their Annual Meeting on June 17, 2015 in the Space at GreenStar. Attendees enjoyed a delicious breakfast of locally produced food and a program that included presentations from Alternatives' officers, presentation of awards and a panel discussion on financial empowerment featuring Samantha Castillo-Davis, Kirby Edmonds and Jeff Furman. The results of Alternatives' Board Elections were announced. Diane Cohen, Yvette Rubio, Alison Christie and Daryl Anderson were elected to three year terms. Gvozden Dokic was elected to a one year term. Voting for your Board of Directors is one of the defining features of membership in your financial cooperative. We appreciate all of those who voted.

Awards were presented to outstanding leaders in volunteerism and entrepreneurship. Peter McCracken was named Volunteer of the Year. Peter completed two terms on the credit union's board, and continues to serve on the board of our 501(c)3 affiliate Alternatives Impact. Mrs. Denise Lee of the Cayuga Heights Elementary School was recognized as Student Credit Union Volunteer of the Year. Mrs. Lee inspired the audience with her story of dedication to providing opportunity for young people to save. Finally, Emmy's Organics was named the recipient of the Jeff Furman Award for Social Responsibility in Business. Emmy's is a member business that has garnered national acclaim by spreading the good word about healthy snacking as well as environmental responsibility.

Examples of this can be seen in the organic and non-GMO ingredients Emmy's sources, their usage of renewable energy and in the way they give back to our community.

The theme of this year's meeting and annual report was "All Together Now", reflecting both Alternatives' positive impact and its selection as Community Credit Union of the Year as well as the need for people to collaborate across divides to address issues of economic opportunity. The annual report is available in our branch and online. We thank all of the members in attendance that made the annual meeting such a success.

03 Business Loan Connection

Business Loan Connection is a new partnership between Alternatives and Cooperative Federal Credit Union that will expand access to small and micro business financing throughout 11 counties in central and upstate New York. The initiative features a website, BusinessLoanConnection.org, with an online business loan application portal. Depending on loan size and business location, applicants may receive a loan from Alternatives or from Cooperative Federal, or the credit unions may work together to jointly finance the business.

"Deploying more resources to small businesses, especially those in economically distressed areas, helps to create and preserve jobs in our communities," explained Ron Ehrenreich, Treasurer and CEO of Cooperative Federal. "Business Loan Connection will allow us to reach more businesses that can benefit from our services, and to continue meeting their financial needs as they grow and expand."

Business Loan Connection was developed with support from Empire State Development (ESD), New York State's economic development agency. As part of their strategy to bring financial and technical resources to "Main Streets" across our state, ESD provides grants to certified Community Development

Financial Institutions (CDFIs) that make small and micro business loans to under-capitalized businesses.

"By teaming up, Alternatives and Cooperative Federal will make an even greater impact on our regional economy than we have operating independently," said Tristram Coffin, CEO of Alternatives Federal Credit Union. "This collaboration will allow our credit unions to make small business loans at a larger scale, while retaining the local focus and personalized approach that sets us apart from larger lenders."

04 Community Support Accounts

Community Support Accounts represent an easy way to recognize and reward your favorite local non-profits. Alternatives is teaming up with local non-profits to share marketing resources and give back to the community. Ten local non-profits have signed up so far.

- Cancer Resource Center
- Civic Ensemble
- Finger Lakes ReUse Inc.
- Friendship Donations Network Inc.
- Ithaca Community Gardens
- Habitat for Humanity of Tompkins and Cortland Counties
- Ithaca Health Alliance
- Latino Civic Association
- Running to Places Theatre Company
- SPCA

Benefits of this free program to partnering non-profits include:

- One-time simple sign up
- Easy sign up for current Alternatives members to designate their accounts to your organization
- No yearly re-registration required
- Yearly donation (guarantee \$25.00 minimum)
- Free advertising within Alternatives' lobby
- Support of Alternatives mission and vision within our community

To participate or if you have a non-profit organization in mind that may benefit from becoming a CSA, please contact a Member Experience Associate at afcu@alternatives.org or (607) 273-4611.

05 Consumer lending: Back on Track loans

Your life can change in an instant when unexpected expenses such as: auto repairs, medical and dental expenses, home repairs and veterinarian bills come your way. Alternatives can help you get Back on Track.*

Alternatives requires documentation such as and invoice, receipt, or estimate of expense. Loan funds will either be made payable directly to the vendor, or to you if you have already paid the expense. If you have a loan purpose that is not listed or have questions on required documentation, please contact a Member Experience Associate at afcu@alternatives.org or (607) 273-4611.

Three easy ways to apply

1. Apply online at alternatives.org
2. Call 24/7 at (688) 529-8722
3. Get a loan application at our front desk

- Simple application process
- Maximum loan amount: \$4,000
- Maximum loan term: 48 months
- 8% APR, no matter your credit score

Alternatives offers loans at competitive rates for all credit scores. We are happy to work with you to improve your credit score. By handling small loans successfully, you can build credit to achieve larger loans and better rates. Borrowing, when used responsibly, can be a positive strategy towards greater wealth.

*Some rules and restrictions apply. For a \$4,000 loan for a term of 48 months with 8% APR, the monthly payment will be \$97.65. APR = Annual Percentage Rate. Rates, terms and conditions are subject to change and may vary based on creditworthiness, qualifications, and collateral conditions. All loans subject to approval.

06 Member spotlight: Karen Zeiders



Designing for over 30 years, Karen Zeiders has made beautification her business and quality her stamp. She is a business member at Alternatives who shares our strong community values.

Recently she expanded KZ Design to include partner Jen Wright. The design duo service big, small and everything in between and they rely on the Business Account Services at Alternatives to keep things in order.

Karen lives in a nine-home cooperative on West Hill with her spunky little companion Toufy. She takes her love of beauty outdoors in her extensive flower gardens and spends much time in her lovely kitchen creating delicious food to share with her friends and community.

karenzeiders.com

07 Community IMPACT: Women's Build

Women in Tompkins and Cortland Counties were invited to help address the need for affordable housing throughout our community during Habitat for Humanity of Tompkins and Cortland Counties' (TCHF) 5th annual Women Build Weekend event. This two-day build was part of Habitat for Humanity International's 8th annual National Women Build Week. TCHF is one of more than 300 Habitat affiliates nationwide hosting Women Build projects with support from Lowe's, Habitat's longtime partner in the event.

On May 9th, Kim Hazelton, Alternatives Federal Credit Union, Chief Operations Officer and Women's Build Team Captain, along with our 2015 Women's Build Team: Becky Bordonaro, Amy Chapman, Mary Chapman, Carol Chernikoff, Anna Detar, Hunter Hazelton, Becki Hawley, RuthAnn (Rubi) Noe, Sullymar Pena-Vazquez, Kim Ritter and special guest, Leni Hochman shined.



"I have been involved with Habitat for Humanity for the past 10 years. It is a cause I am passionate about— sustainable housing for families in need. Habitat for Humanity builds communities and provides a stable environment in which families thrive. My first volunteer opportunity with Habitat began as a team builder. I have since participated in many builds, committees, as a Women's Build steering member, and now I serve on the Tompkins-Cortland Habitat for Humanity board. I encourage our community women to participate in the 2016 Women's Build, it is a memory that you will have for a lifetime which will inspire future community service."

—Kim Hazelton



08 A+ kids

Congratulations to our Student Credit Union Volunteer of the Year: Mrs. Denise Lee.

Mrs. Denise Lee is well known for her commitment to children. She has spent over 30 years teaching in Ithaca and is the Founder and Coordinator of the Saturday Science and Math Academy. In 2005, she took the lead in opening our first elementary school branch of the student credit union at Cayuga Heights Elementary school. In the first year Mrs. Lee helped open 87 new savings accounts for young children. Over the past 10 years she has helped children save over \$53,000 at school through small weekly deposits. Thanks, Mrs. Lee!

A special thank you to our 2014-15 Ithaca City School District (ICSD) Student Credit Union (SCU) parent, staff and student volunteers; Elementary: Enfield, Cayuga Heights, Fall Creek, Beverly J. Martin, Northeast, South Hill, Belle Sherman and Caroline. Middle/High School: Lehman Alternative Community School (live branch).

Alternatives SCU by the numbers:

- 10 branches
- \$184,667 in deposits
- 434 branch students
- 1,410 total SCU youth
- \$1,406,287 in total SCU deposits
- 83 new SCU accounts YTD

Coddington Camp Mad City Money

Volunteers from Coddington Camp and Alternatives Federal Credit Union staged a financial decisions simulation called

Mad City Money. Counselors In Training for Coddington Camp had the opportunity to play adult characters faced with major financial decisions. Participants shopped for houses, cars, childcare, food, clothes, electronics and entertainment, and the Fickle Finger of Fate bestowed financial good and bad luck. Participants credited the simulation with familiarizing them with check writing practices, and helping them understand the cost of living.

“The information gained from this program is an important tool for youth in preparing for their future. With these tools in mind they are better equipped to work hard to achieve success in life. Thank you so much for providing our youth with invaluable tools necessary for a bright future.”

—Becky Jordan

Alternatives IMPACT

Alternatives Federal Credit Union’s Community programs are supported in part by contributions to Alternatives Impact, the 501(c)3 affiliate of Alternatives Federal Credit Union.

The Free Tax Preparation Program prepared income tax returns for 2,806 community members for tax year 2014, thanks to 65 dedicated volunteers and sponsors: the IRS, the Tompkins County Legislature, the New York Credit Union Foundation, The United Way-Youth and Philanthropy Program, UAW Local 2300, and individual donors. Sciarraba-Walker & Co LLP sponsors our Business CENTS Coffee Talk series. The Tompkins Trust Company sponsors the Business CENTS Intro to Entrepreneurship series. First Niagara supports our adult financial education courses Money Wise and Money Matters. Continuing support from Assets for Independence and The Park Foundation allows us to provide matching funds and financial education to individuals saving for asset purchases in our Individual Development Account (IDA) program. Support from Housing and Urban Development supports our individual financial coaching appointments. The Johnson Community Impact Fund of the Community Foundation provides general support for all our Community Programs.

Alternatives Impact bids a fond farewell to our Development Director Mary Beth Bunge and wishes her success as she retires from Alternatives and returns to consulting and teaching. Gifts to Alternatives Impact in her honor will be gratefully accepted.

For more information about how you or your business can support Alternatives Impact, visit alternatives.org/Impact or contact Rebekah Scott, Program & Development Assistant at rscott@alternatives.org or (607) 216-3426