

# CU Connection

A Publication for Members of Credit Union of Southern California  
Winter 2024



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Credit Union of  
Southern California

866.287.6225 | [CUSoCal.org](http://CUSoCal.org)



# Celebrating 70 Years: A Journey of Building Better Lives Together

As we embark on 2024, I am honored and privileged to share a momentous occasion with you—the 70<sup>th</sup> anniversary of Credit Union of Southern California (CU SoCal). This milestone is not just a celebration of seven decades, but a testament to the enduring partnership between our credit union and you, our valued Members. I am honored to reflect on the journey we have undertaken together.

We understand that when you choose to place your hard-earned money with us and conduct your financial matters through our services, it reflects a vote of confidence in our dedication to your financial well-being. This is a responsibility we do not take lightly. Our role extends beyond that of a mere financial institution; we strive to be a trusted partner on your financial journey. At the core of CU SoCal is a passion to make a positive impact in your life by offering competitive rates, innovative solutions, and a level of service that exceeds your expectations.

Your loyalty has been the driving force behind our success, and I want to express my deepest appreciation for your decision to be a part of the CU SoCal family. It's your trust that has allowed us to thrive, and we have a renewed focus on building better lives and delivering the exceptional service you deserve.

Thank you for being an integral part of our journey. We hope you join us to celebrate this milestone at our Annual Meeting on Tuesday, March 26. Please see the back cover for how you can RSVP to attend. Here's to 70 years of financial service and strength and to many more years of shared success.



Sincerely,

**Dave Gunderson**  
President/CEO



## Financial Resolutions for a Happy New Year

The new year is a great time to focus on your finances and establish a clear path to success. Here are some financial resolutions to help kickstart your journey to financial wellness.

-  **1 ELEVATE YOUR FINANCIAL LITERACY**  
With the financial wellness resources available at CUSoCal.org, you can receive a comprehensive financial assessment in minutes, access educational videos exploring a wide array of financial tips (such as budgeting and debt management), and connect with personal financial coaches.
-  **2 CREATE A BUDGET**  
Creating and sticking to a budget is a great way to improve your financial wellness. The first step is knowing where your money goes. That's where the "Track Spending and Goals" tool within Online and Mobile Banking comes in. It breaks down your spending habits so you can create a realistic budget.
-  **3 MAKE YOUR MONEY WORK FOR YOU**  
While you're saving, why not have your money work for you? Consider savings options like share certificates or money market accounts. Share certificates generally earn the highest dividend rate of any CU SoCal savings option. On the other hand, money market accounts earn more than standard savings accounts while still offering liquid access to your funds. Both are great tools to help boost your savings.
-  **4 INVEST IN YOUR FUTURE**  
Start setting aside money for retirement by establishing direct deposit to a CU SoCal IRA Savings or Share Certificate Account. If possible, try allocating at least 10% of your earnings for retirement. To learn about other options for your retirement savings, make an appointment with a SoCal Wealth Management Advisor.

This year, get started on the path to financial wellness. Visit [www.CUSoCal.org](http://www.CUSoCal.org), stop by your local CU SoCal branch, or call 866.287.6225.



# Ask CU SoCal



Dear CU SoCal,

## Where can I access free financial wellness resources?

— Looking for Guidance in Garden Grove

Dear Looking:

We have good news for you! CU SoCal is not only committed to offering affordable credit and financial services to our valued Members, but also a significant amount of free financial wellness resources that are easily accessible.

From our website CUSoCal.org, locate the Financial Guidance section under the Learn tab. There you'll find:

**Online Courses** – Explore 24 free online courses in an easy-to-use format on subjects such as paying for college, creating a budget, managing volatile income sources, credit scores and reports, 529 Plans, and debt management. Our online courses can also be accessed on mobile devices and are a fast and convenient way to boost your financial knowledge.

**Videos** – We offer 24 videos that cover topics such as making personal financial decisions, good debt vs bad debt, getting a mortgage, and buying a car. It's easy to scroll through the topics to find the topic you need.

**Seminars** – CU SoCal regularly offers free live seminars in local communities. You can find what seminars are scheduled in the near future and register to attend on our website.

**Blogs** – CU SoCal's blogs are highly popular, generating more than 60,000 views a month on our website. We research and write our blog articles, providing Members with original, quality content. With more than 200 blog articles, we cover many financial topics in detail.

**Financial Check Up** – In just a few minutes, you can gain a better understanding of your core financial wellness by going through our Financial Check Up process.

Our team is happy to meet with you and answer questions, help you manage your current financial concerns, and get you that much closer to reaching your financial goals.

—Your friends at CU SoCal

## Helping a Friend in Need

A few years ago, Freddy and his family went through difficult times. Working two jobs and sleeping on the kitchen floor, Freddy spent what little free time he had in the recording studio. Between jobs, he would cash his checks at his local CU SoCal branch, where he became friends with Daniel the Branch Manager. Daniel relayed Freddy's story to other team members at CU SoCal, and we banded together to help. CU SoCal surprised Freddy and his family with a special invite to our annual Building Better Lives Forum, where they were showered with gifts and resources to navigate the tough times they had fallen on.

The support from CU SoCal became a turning point in their lives. Freddy's accomplishments continue to mount, from landing two Nationwide El Pollo Loco commercials to securing a song placement on the debut episode of "Bel Air."

His family is also thriving. His little sister is poised to graduate college, his middle brother is embarking on his college journey, his youngest brother is showcasing his musical talents in 8<sup>th</sup> grade, and his parents are both doing amazing.

“The moment we were at our lowest, CU SoCal was there to lift us up. CU SoCal helped our entire family, and we are forever grateful for that. Thank you, CU SoCal!”

— Freddy, CU SoCal Member since 2014



## Earn \$50 for Referring a New CU SoCal Member!

CU SoCal Membership is the gift that keeps on giving! When you refer a new Member who opens a qualified Classic Checking account, Rewards Checking account, or a qualified loan product, you and the new Member will each get \$50.<sup>1</sup>

Learn more at [CUSoCal.org/CareToShare](https://CUSoCal.org/CareToShare)

1. Referrer must be a CU SoCal Member. Valid only with new Members. New Members are defined as a person 18 and older who has never been an owner of an account at CU SoCal. All new accounts will be verified by ChexSystems®, and are subject to approval and Membership eligibility. To qualify for the cash bonus, the referred new Member must open a checking account with a minimum monthly direct deposit of \$750 or establish an auto or personal loan within 60 days from establishing Membership. \$50 cash bonus will be credited to Member's CU SoCal deposit account within 90 days from the date the referred Member established their Membership. Cash bonus may be subject to tax reporting, applicable 1099 may be provided for tax purposes. Offer cannot be combined with other promotional offers and is subject to change without notice.







# Annual Meeting & 70<sup>th</sup> Anniversary Celebration

Celebrate 70 years of CU SoCal at our annual meeting! Join Members age 12 and older for an evening of reflection on our credit union journey with President and CEO Dave Gunderson. Enjoy hors d'oeuvres, exciting raffle prizes, and be a part of this special milestone in our credit union's history. Don't miss out on the festivities!

**Tuesday, March 26 at 6 p.m.**

Pacific Palms Resort  
1 Industry Hills Pkwy, City of Industry

RSVP by March 19

To RSVP, visit [CUSoCal.org/Annual Meeting](https://CUSoCal.org/AnnualMeeting), email [RSVP@CUSoCal.org](mailto:RSVP@CUSoCal.org), or call 866.287.6225, Ext. 1128.

## Contact Us

Member Care Center 866 CU SoCal (866.287.6225)  
Monday-Friday 9 a.m.–6 p.m.  
Saturday 9 a.m.–1 p.m.  
Visit [CUSoCal.org](https://CUSoCal.org) to use Cali, our 24/7 chat feature

Find Branches/Make an Appointment [CUSoCal.org](https://CUSoCal.org)  
Email [Support@CUSoCal.org](mailto:Support@CUSoCal.org)  
Find ATMs Text zip code to 91989



## Seminars REGISTER: [CUSoCal.org/Seminars](https://CUSoCal.org/Seminars)

### Homebuying Seminars

#### Become an Informed Homebuyer

Attend a CU SoCal homebuying seminar to equip yourself with the information you need to turn your dream of homeownership into a reality. For more information or to register, visit [CUSoCal.org/Homebuyers](https://CUSoCal.org/Homebuyers).

### Psychology of Spending

Anaheim Public Library  
500 W. Broadway  
Saturday, February 24 | 11 a.m. PT

## Webinars REGISTER: [CUSoCal.org/Webinars](https://CUSoCal.org/Webinars)

### Ten Steps to Financial Success

Tuesday, January 9 | 10:30 a.m. PT  
Thursday, January 18 | 5:30 p.m. PT

### Solving the Mystery of Credit Reports

Tuesday, February 13 | 10:30 a.m. PT  
Thursday, February 22 | 5:30 p.m. PT

### Psychology of Spending

Wednesday, February 28 | 6 p.m. PT

### Saving With a Purpose

Tuesday, March 12 | 10:30 a.m. PT  
Thursday, March 21 | 5:30 p.m. PT



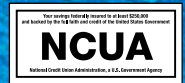
### HOLIDAY CLOSURES

New Year's Day January 1  
Martin Luther King Day January 15  
Presidents' Day February 19

### GROWING TO SERVE YOU BETTER

Members.....154,441  
Loans.....\$1,670,657,626  
Assets.....\$2,911,351,016

FINANCIAL HIGHLIGHTS as of November 30, 2023.



Federally insured by NCUA

