

**DAY AIR CREDIT UNION  
STATEMENT OF COMMITMENT TO MEMBERS**

Day Air Credit Union exists to improve members' financial condition and to become their primary financial institution. Our focus is to enhance our members' financial well-being and to continually demonstrate the value of membership in Day Air Credit Union.

We will continue to deliver a range of low cost products and services to the diverse economic and social makeup of our members and potential members and look for better ways to serve the financial needs of underserved portions of our membership and potential membership.

As stewards of our member's funds, we will maintain organizational soundness and fiscal responsibility while providing the financial products and services our members need.

We will continue to monitor and communicate our services to members in a meaningful way so that members, potential members, legislators and regulators will understand and appreciate the unique role that member-owned financial cooperatives play in their lives.

Throughout Day Air Credit Union's business plan, we will emphasize programs that enable our members to become financially self-sufficient and successful. We will place high importance on member education and the teaching of financial thrift.

This statement of commitment is consistent with the credit union principles of "Not For Profit, Not For charity, But For Service" and our philosophy of "People Helping People." This statement represents good business practices that ensure the financial strength of our credit union on behalf of our members.

There are six sections contained in this statement that address the philosophical and strategic views of Day Air Credit Union:

1. Service to Members
2. Member Education
3. Involvement in Government
4. Diversity
5. Commitment to the Credit Union Movement
6. Public Service and Corporate Citizenship

**Section I: Service to Members**

Day Air Credit Union strives to offer services designed to improve the economic and social well-being of members from all socio-economic backgrounds, including our low- and moderate-income members, and return financial value to all those who participate in our member-owned financial cooperative.

Services that Help Improve the Economic and Social Well-Being of Members:

1. Share Savings. Day Air Credit Union's basic savings account. A \$5 minimum balance is all that is required to become a member. There are no monthly or annual fees. A competitive dividend rate is paid on all balances over \$500, which is compounded monthly.
2. Checking Accounts. Two checking account options are offered to members: a non-interest bearing account which appeals to members carrying low average balances and an interest bearing account appealing to members with higher average balances.
3. Visa Check Card. The convenient check card is used by members in place of checks at all merchants accepting a Visa card as well as to access cash at ATMs.

4. Prime Time Club. For members 50 years of age and older, membership in the Prime Time Club provides one box of free checks per year, free travelers checks, discounted or waived fees and various social events.
5. CU Saver and Independence Accounts. These accounts are offered to children and teenagers to show them the value of saving money and the importance of maintaining a good credit history. Dividends are paid from the first penny deposited.
6. Members Financial Services. This financial management program offers financial and investment services to members such as mutual funds, annuities, stocks, bonds, and various insurance products.
7. ATMs. Seven ATMs are owned and operated by the Credit Union, at which members can obtain cash at no cost and with no surcharge. The Credit Union also participates in a joint venture with other credit unions in owning and operating an additional seven machines at which members can obtain cash at no cost and with no surcharge.
8. Low Minimum Share Certificates. Members are offered a low \$500 initial minimum balance on all share certificates for both regular and IRA certificates.
9. Consumer Loans. Consumer loans of all types are offered to members at extremely competitive interest rates with flexible terms.
10. Vehicle Leases. Vehicle leases are offered to members.
11. Mortgage Loans. A wide variety of fixed and variable rate mortgage loans are offered, including both first and second mortgage loan products.
12. Credit Cards. Members can choose between Visa, Mastercard and Visa Gold, all at very competitive rates and terms.
13. Phone A Loan. Members can call 24 hours a day, seven days a week to apply for a loan. Callers will connect to real people who can provide instant loan approvals.
14. Telephone Teller. Members can call 24 hours a day, seven days a week to access transactions and history on their accounts.
15. Web Site. Our Internet web site, [www.dayair.org](http://www.dayair.org), offers a vast amount of information about the Credit Union and financial topics of interest.
16. Personal Credit Union. Members can access their accounts 24 hours a day, seven days a week, through the website.
17. Internet Billpayer. The Internet Billpayer service will allow members to pay all bills over the Internet. Members lives will be simplified – no more check writing, postage, or trips to the post office.
18. Credit Card Payments. Members presently making credit card payments though a lockbox will be offered the option of making payments directly at the Credit Union, as they make payments for all other loans.

## **Section II: Member Education**

Day Air Credit Union is committed to member and consumer financial education. In addition, we are committed to educating members and potential members to enhance their lives, as well as promote credit union uniqueness, philosophy, and values.

### Programs that Support Member Education and Advocacy:

1. Website. Members and potential members can go on-line 24 hours a day, seven days a week, to find valuable consumer buying information, investment advice, financial calculators and more.
2. Newsletter. A quarterly newsletter is distributed to all members, which contains member education and financial product information.
3. Credit Union Day Celebration. Day Air recognized International Credit Union Day in October with an event at each office. The celebration provides information on a number of pertinent topics including financial management, leasing, and various financial products.
4. Consumer Credit Counseling. We support Consumer Credit Counseling, another non-profit agency, and recommend them to members in need of financial counseling.

5. Member Seminars. The Credit Union holds member seminars periodically on timely topics such as retirement planning, investing basics, IRAs, buying a house, leasing, etc.
6. Resource Library. A library is maintained where members may obtain no-cost access to financial information.
7. Employee Orientation. The Credit Union provides a comprehensive orientation for new employees, which includes emphasis on credit union uniqueness.
8. Staff Training. Day Air staff receives ongoing education through both regularly scheduled and ad-hoc training sessions.
9. Informational Material. Material is available in all lobbies regarding various products and services offered by Day Air Credit Union and information on important financial issues.

### **Section III: Involvement/Governance**

Day Air Credit Union will endeavor to preserve credit union democratic principles, including demographic representation and volunteer participation in credit union activities.

#### Programs that Support Involvement/Governance:

1. Board Elections. All Board members are voted in by mail ballot, stressing full participation by the membership.
2. Board Nominations. Each year, at least three board seats are available for election. Members are informed annually through the quarterly newsletter of the election and to encourage nominations.
3. Board Vacancies. Where a situation arises where a board member resigns during his/her term, the board reviews past elections to determine who has received the most votes but was not elected. This way, the members' collective voice helps determine the replacement board member.
4. Committee Involvement. Day Air has several committees and strongly encourages volunteer involvement in those committees.
5. Board Training. Members of the Board are provided with ongoing educational opportunities at the local, state and national levels.
6. Member Survey. A member survey is conducted periodically to receive feedback from a statistically valid sample of the membership about the Credit Union, existing products, feasibility of proposed products and quality of service.

### **Section IV: Diversity**

Day Air Credit Union recognizes the value of diversity in people who are involved in credit unions at all levels. We value that diversity in our staff as well as volunteers, and strive to bring people of diverse backgrounds and experiences into leadership and other roles at the credit union.

#### Programs that Promote Diversity:

1. Member Market Segmentation. Day Air uses a marketing customer information file (MCIF) system to help determine the demographic makeup of its members so that products and services may be specifically targeted to meet their needs.
2. Equal Employment Opportunity. Day Air Credit Union actively seeks to fill vacancies by hiring qualified candidates without regard to race, creed, religion, sex or socio-economic status, seeking to represent the community in which we reside.
3. Board Representation. The Board of Directors represents a variety of backgrounds and expertise in both our field of membership and business arena.

## **Section V: Commitment to Credit Union Movement & Cooperatives**

Day Air Credit Union works to build and strengthen our unique credit union movement by providing financial and in-kind resources to others within the credit union community, and by actively advocating credit union difference at all levels of government and in other public forums. In addition, Day Air Credit Union will participate in local, state, and national cooperative activities as appropriate, and will continue to strive to build and strengthen relationships with other sectors of the national cooperative movement.

### Programs that Support the Credit Union Movement:

1. League Membership. Day Air Credit Union belongs to the Ohio Credit Union System and the Credit Union National Association (CUNA) and fully supports those organization's co-operative activities.
2. Continuing Education for Staff. Day Air helps pay for post high school education so that employees may further their careers in the credit union movement.
3. Strategic Alliances. Day Air helped create a limited liability company (LLC) with other local credit unions to deploy ATMs throughout the greater Dayton area.
4. Cooperative Advertising. Day Air will contribute to the Miami Valley Advertising Committee, which is a cooperative advertising effort for the common good.
5. Mentoring. Upon request Day Air assists other credit unions with training and materials.
6. International Credit Union Day. Day Air celebrates International Credit Union Day in all offices.

## **Section VI: Public Service/Corporate Citizenship**

Through direct financial support or other in-kind contributions to worthwhile local organizations, and by participating in public service activities, Day Air Credit Union strives to be an active partner in our community. We recognize that practicing good corporate citizenship supports the credit union philosophy of "*People Helping People*"; furthermore, it will help raise the overall level of social and economic well-being of those in our community, help to strengthen ties within the community, and better position us to reach out and serve – as only credit unions can – those people in greatest need of affordable financial services.

### Community/FOM Groups Currently Receiving Financial or Other In-Kind Support (including the support given) and Current Public Service Activities:

1. In-kind Contributions. Day Air employees periodically volunteer their time to various churches, schools and other non-profit organizations. The credit union also donates gifts of door prizes in place of volunteering or cash donations.
2. Blood Drives. Day Air employees and members donate blood to the local medical community.
3. Children's Miracle Network. A percentage of all loan skip a payment fees is donated to the Children's Miracle Network.
4. Santa CU. The Credit Union provided Christmas gifts and dinner to a local needy family.
5. Scholarships. Day Air supports the Miami Valley Youth Involvement Committee scholarships to deserving students.
6. Community Education. Credit seminars for members of the community are planned throughout the next year.