

aim

Local Government Federal Credit Union

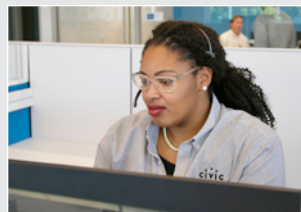


LGFCU AND CIVIC

**TWO CREDIT UNIONS WITH ONE MISSION
MEANS DOUBLE THE POWER TO IMPROVE MEMBERS' LIVES**

 **PLANNING FOR COLLEGE?
MAKE THESE SMART MONEY MOVES**

**HOW TO MANAGE YOUR MONEY
IN A VOLATILE ECONOMY**



PLUS
**MEET THE TEAM
BEHIND CIVIC'S
EXPERIENCE CENTER**

5% CASH BACK ON

“Surprise!”

READY OR NOT, HERE COME THE HOLIDAYS.

But you can be ready when you use a Civic Rewards Credit Card to get everything on your list.

That's because this season, purchases made with a Civic Rewards Credit Card will earn you 5% cash back† on everything and anything. Plus, the Rewards Card has no annual fee^ and an APR as low as 10.25%*.

Get ready to claim your rewards. Get details or apply for your Rewards Credit Card at civfcu.org/shop.



† The 5% cash back rewards offer applies to Civic Consumer Rewards Credit Cards only. All loans are subject to approval via Civic's online application process or by the Civic Experience Center. 5% rewards are available for card purchases less returns. Cash back rewards will be given for purchases made between the dates of 10/01/22 and 12/31/22 that have a post-date prior to or on 12/31/22. At the end of the reward period stated above, the rewards percentage will revert back to 1% cash back rewards. If not already a member, you must obtain membership with Civic FCU at the time of credit card application. For full details and exclusions for the Civic Cash Back Rewards Program, visit civfcu.org/rewards-program.

^ Other fees may apply. See details at civfcu.org/rewards-program.

* Subject to approval. Rate and credit limit are evaluated based on member's credit history; rates are subject to change. Credit card may be secured with Civic Select Savings Account funds.



Save money while saving the planet



Maurice R. Smith
Chief Executive Officer
29-year member



As your Credit Union, we focus on helping members live better lives through money-saving strategies. There are two basic ways to build wealth. One is to increase your income. The other way is to reduce expenses.

For some households, one of the biggest expenses is utility bills — the cost of heating and cooling one’s home, keeping the lights on and running appliances. This expense is called a household’s energy burden.

Your energy burden is calculated by dividing the total utility bill by total gross income. The average household energy burden is 3%. An energy burden over 6% may be unaffordable for a family. Our research indicates many member households have energy burdens as high as 27%. This is the equivalent of a mortgage payment, and could mean that food, education, transportation and health care take a back seat in the budget.

Your Credit Union wants to help you lower your energy burden, as a way you can save money and build wealth. We do this by making loans to improve the energy efficiency of your home or vehicle, with things like new appliances and better weatherization, or making the switch to an electric vehicle or more modern model.

To know if an energy-related loan would make sense for you, first calculate your energy burden. Second, compare the cost of a loan to what you can save in utility bills. You can use a home equity loan, personal loan or credit card to pay for improvements to your home. Our vehicle financing terms depend on whether the vehicle is new or used.

The Credit Union has calculators on our website to help you estimate your loan payments, and the automobile or home improvement provider you choose can help you calculate projected energy savings. If the savings are higher than the loan payments, the trade-off may be in your favor.

Lowering your energy burden to save money can be a worthwhile decision. Doing our part to save the planet is an extra bonus.

 lgfcu.org/ceopoint



www.lgfcu.org | 800.344.4846

Aim is published four times per year by Local Government Federal Credit Union (LGFCU) and reaches more than 218,000 member households, providing financial education and highlighting LGFCU members. As a not-for-profit cooperative, the mission of LGFCU is “to improve the lives of our members.” To comment on Aim, email editor@lgfcu.org.

Winner of the 2022 Marketing Association of Credit Unions’ Gold Award for newsletters!

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Above: In a big move meant to expand on services to members, LGFCU launched Civic Federal Credit Union as North Carolina's first digital-only Credit Union. Civic is built on members' requests for new financial products and digital service options that add value to their lives. Leading this one-of-a-kind partnership are, from left, LGFCU President Mark Caverly, LGFCU and Civic Chief Executive Officer Maurice Smith, and Civic President Dwayne Naylor. "What we've built is amazing," says Mark. "So is what we can accomplish through these Credit Unions, the only two in North Carolina that focus exclusively on serving our state's local governments and the communities they serve."

On the cover: Civic President Dwayne Naylor, front left, and LGFCU President Mark Caverly and staff members like these are united in their service to members and excited to share the new options in financial services that Civic brings.

EXCITING TIMES FOR YOUR CREDIT UNION FAMILY

by **MAURICE SMITH**
Chief Executive Officer
LGFCU and Civic

What an exciting time to be a member of Local Government Federal Credit Union!

It was right here in Aim, back in 2019, I shared with you that LGFCU created a sister Credit Union called Civic, in response to your requests for more choices in your financial services.

Since we first shared the news, we've been busy building Civic — it's now the fastest-growing Credit Union in the United States!

Many of you have already become dual members of LGFCU and Civic. Thank you for sharing in this vision of two Credit Unions with the same mission: to improve your life.

As our state's first digital-only Credit Union, Civic's modern charter offers new technologies and services, and new opportunities for your personal and business banking. Combined, LGFCU and Civic are empowered to serve you better than ever.

In the following pages, you'll hear from LGFCU President Mark Caverly and Civic President Dwayne Naylor, as they share more on this unique partnership.

I'm grateful for the leadership of these two colleagues. From day one, their banking expertise has led the way in blazing a new trail within the credit union industry. And their insights into members' needs demonstrate their commitment to innovation when it comes to serving you.

I guess you could say we're the same Credit Union crew you've always known and trusted, but with a fresh twist. We're proud of what LGFCU and Civic are accomplishing together in North Carolina communities, and we can't wait to see what happens next.



LGFCU AND CIVIC

TWO CREDIT UNIONS WITH ONE MISSION MEANS DOUBLE THE POWER TO IMPROVE MEMBERS' LIVES

IT'S not every day you get to be part of something this BIG. That's how LGFCU President Mark Caverly and Civic President Dwayne Naylor feel about their hands-on roles in making Civic part of the Credit Union family.

In a one-of-a-kind partnership within the industry, LGFCU launched Civic Federal Credit Union in late 2018 as North Carolina's first digital-only Credit Union, after years of careful planning and preparation. Civic is designed to address the many requests by LGFCU members for new choices in their personal, business and organizational banking.

"What we've built is amazing," Mark says. "So is what we can accomplish through these Credit Unions, the only two

Written by **NANCY PARDUE**
Photographs by **EDWARD KENSICKI**
Design by **KRISTY BUCHANAN** and **SABINE KOWAL**

in North Carolina that focus exclusively on serving our state's local governments and the communities they serve, in forward-thinking ways.

"LGFCU is financially healthy and going strong, and we continue to grow. And I'm confident about Civic because I know it has the same mission and values, and the same heart for serving members as LGFCU, whether they work in local government or other roles."

Like LGFCU, Civic's products and services are designed to empower members to achieve their financial goals. The difference is that Civic has a digital focus, created for members who prefer a more automated experience.

Dwayne says, "Civic is born out of a need to provide products and services that we couldn't provide through our other channels. Our strategy is one organization, led by the same people, working together to improve lives — and to do that better than anybody else."

'BEST OF BOTH WORLDS'

All Civic services are provided through online and mobile channels such as a smartphone, smartwatch, tablet or desktop computer.

As LGFCU members continue to enjoy its services and extensive branch network, they now have the option of joining Civic too, to take advantage of its digital platforms while knowing they are trustworthy. A deposit of just \$1 opens a Civic savings account and launches Civic membership.

As more and more LGFCU members join Civic, they're also discovering the benefits of mixing and matching products from each Credit Union to get the most from their money.

"As the member, you make the choices," Mark says. "It's about options and self-service and meeting your needs. The LGFCU and Civic partnership offers the best of both worlds."

MEMBERS ASKED. LGFCU LISTENED

Civic is now the fastest-growing Credit Union in the United States, thanks to its industry-leading rates, person-to-person connections through the Civic Experience Center, and innovative products and services.

Civic products are designed based on input from LGFCU members who asked for cash-back credit cards, checking accounts offering bonus dividends, and more. Dwayne points out that Civic is the only financial institution currently offering a no-cap fee reimbursement for members' ATM use, and they can choose any ATM anywhere in the world.

But what excites him most is the impact of Civic services on member families.

"Our data shows that when members use products like these, and take advantage of Civic's above-market rates on member deposits, they can have more money in their pockets to take care of their families," Dwayne says.

"Also, our low auto loan rates mean that members who buy or refinance an auto with Civic can save money every month. That's money they can use on food and gas."

PERFECT PARTNERS

Best of all, Mark points out, is that those who join Civic remain part of the same Credit Union family that's been making positive impacts on North Carolina for many years.

"I like that the leadership at LGFCU was proactive in creating Civic, thinking about the future and asking how they could provide more enhanced online services."

— **Lee W.**, LGFCU member since 2002 // Civic member since 2019





“Once I found out [Civic] was coming, I started making plans for my real estate business. I had my mind made up on Civic, based on what LGFCU has done for me.”

— **Sherry H.**, LGFCU member since 1995 // Civic member since 2019

“The investments LGFCU has made in our long-held partnerships impact local government, such as with the North Carolina League of Municipalities, the North Carolina Association of County Commissioners, the North Carolina Sheriffs’ Association and the North Carolina State Firefighters’ Association. These partnerships carry through to Civic because both Credit Unions have the same leadership,” Mark says.

LGFCU has funded long-standing initiatives like the LGFCU Fellows program and UNC School of Government Scholarships, and provided initial funding for the School’s Development Finance Initiative, which helps revitalize cities across our state.

“By focusing on local government, LGFCU and Civic focus on the communities where our members live, work and play,” Mark says. “We know that our members contribute to a better quality of life for all of us, and it’s our deeper purpose to foster that.”

OPTIONS FOR BUSINESS BANKING

Beyond consumer products, the Civic products menu includes deposit and loan accounts for businesses and nonprofits. This means members who are entrepreneurs or part of nonprofit organizations, in addition to their roles in local government and other occupations, can now manage all aspects of their banking from within the LGFCU-Civic family.

PARTNERING FOR COMMUNITY

LGFCU and Civic partnered to launch the Local Foundation of NC in late 2021. It awards community grants of up to \$25,000 each quarter to further the work of existing North Carolina nonprofits in the areas of health care, housing, human services and hunger.

LGFCU President Mark Caverly says, “We believe in the value of partnership when it comes to making an impact on our members and their communities. Through the Local Foundation of NC, LGFCU and Civic support nonprofits that



help meet people’s daily needs. Together, we’re building a better future for all of us.”

For a full list of Local Foundation of NC grant recipients, and to learn more about this LGFCU-Civic partnership, see localfoundationnc.org.

And just like its personal banking services, applications for Civic business accounts can be approved entirely online.

“LGFCU built all of this for you,” says Dwayne. “This partnership is positioned for the future, while adding value to your life right now.”

THE EXPERIENCE CENTER

While LGFCU created Civic as an easy to use, self-service Credit Union, another essential part of the story is the Civic Experience Center.

Experience Center staff are readily available to communicate with members by phone, email, text, secure messages from within the banking platforms, through webchat and even with a friendly chatbot dubbed “Vic.”

Staff can guide members in opening personal and business accounts, walk them through the digital lending process, and offer tips on using Civic features. (Meet the Experience Center staff on page 10!)

“Our Experience Center staff has the same heart for members as branch employees do. They get excited about helping members save money,” Mark says.

“We meet our members where they are,” Dwayne adds. “We celebrate our authentic connections with members based on values, access and what they want for their lives.”

THE POWER TO CHANGE NC

Two Credit Unions with the same mission and Core Values, working together, double their power to improve members’ lives, both leaders say.

“Mark and I have locked arms when it comes to Civic, and we’re all headed in the same direction,” Dwayne says.

“You can feel it here, the evolution of our purpose. LGFCU built Civic to add value to members’ lives.”

“It’s always been an honor for LGFCU to provide financial services to the public servants across our great state, as they live out their mission to enhance communities,” Mark says.

“Adding Civic to address even more of their needs means that together we can change not only communities, but the state of North Carolina.” ➔



COMMUNITY + SUSTAINABILITY

As LGFCU’s forward-thinking sister Credit Union, Civic is committed to prosperity for all, while also focused on sustainable practices. The Civic headquarters building is LEED Gold certified, with four electric vehicle stations open for public use.

To highlight its environmental commitment, Civic presented a hybrid Ford F-150 pickup truck to member and firefighter Michael Cary of Buncombe County, as part of its “Torque & Pork” promotion. The timing was perfect, just as Michael and his wife adopted their two foster children.



“We believe in the power of positively impacting our members, and subsequently their communities. Hybrid and all-electric vehicles align with Civic’s values-based banking to drive social value across our state,” says Civic President Dwayne Naylor.



MEET THE CIVIC EXPERIENCE CENTER



**BY PHONE, TEXT, EMAIL AND CHAT,
HERE'S HOW CIVIC MEMBERS STAY CONNECTED**

Don't let the "digital" label of Civic fool you! LGFCU's sister Credit Union is full of people to serve you — and full of personality too! Read on to find out more about the Experience Center, Civic's front line of service for all members.



WHAT DOES "DIGITAL CREDIT UNION" MEAN?

Every Civic product is designed to be easy to access and use from your home, at work, or anywhere. Its digital and mobile platforms mean that as a Civic member, you can bank from your smartphone, tablet, computer — even your smartwatch!

You can access your funds, track your spending, explore your credit status, transfer money to and from other institutions, and pay bills.

"Our staff spends a lot of time looking at all of our experiences, to explore ways to continually make them valuable and easily understandable," says Pete VanGraafeiland, Senior Vice President of Civic Member Services.

WHAT DOES THE EXPERIENCE CENTER DO?

If and when you want to talk, Experience Center staff can help you join Civic, apply for and open consumer and business accounts in minutes, and explore how to use all of Civic's features.

"While we believe in the digital approach and solutions of Civic, and we developed our Credit Union to be very

easy to self-serve, we also want members to be confident that we're here for them, and we're eager to build relationships," Pete says.

HOW CAN I CONTACT THE EXPERIENCE CENTER?

It's easy! You can call, send an email or text, send a secure message from within the Civic banking platform, and use webchat or even "Vic," the Civic chatbot.

IS THE EXPERIENCE CENTER LIKE A BRANCH?

Yes! Think of it as your digital branch, here to help and serve. Regardless of how you connect with the Experience Center, the goal of its staff is to provide fast, friendly and professional service.

"The dedicated people in the Civic Experience Center go above and beyond for our members every day," Pete says. "We'd love to have all LGFCU members join and find out just how cool this Credit Union is!"

FUN FACT: Experience Center staff helped design the member-first features offered by Civic!

Interested in learning more about the benefits of dual membership in LGFCU and Civic?

Visit lgfcu.org/dualmembership.

MONEY MOVES TO MAKE BEFORE STARTING COLLEGE



Whether you're making the move to campus or studying remotely, applying for and transitioning to college can be expensive. Check out these ways to save before the first day of class.

COLLEGE APPLICATION WEEK

Save on application fees by applying through the College Foundation of North Carolina (CFNC) during College Application Week this fall, when many colleges and universities in the UNC system waive their fees.

Check out cfnc.org and take advantage of its money-saving NC Countdown to College activities leading up to College Application Week.

GRANTS AND SCHOLARSHIPS

Grants and scholarships are a great opportunity to save money on education expenses. There are federal and local grants and scholarships available for students with varying needs and skill sets. If you're not sure where to start, check out CFNC's Scholarship Search feature at cfnc.org/scholarships.

Your Credit Union offers scholarships to help members pay for college and trade school expenses every year. Visit lgfcu.org/scholarships for information on eligibility and application requirements.

SMART SPENDING

If you're planning to live on campus, look for dorms and apartments that are already furnished. Think ahead and join online student selling groups during the spring before your move. When classes end and students move out, they're likely to sell things they no longer need for a good price!

Also, see if your school's library or bookstore rents the tech supplies and equipment you may need in addition to textbooks. Compare prices you see online and check if payment plans are offered for the pricier materials.

LOAN MANAGEMENT

Before you start school, devise a budget and payment plan so that you can make the right financial choices. If you take out student loans, be sure to borrow only what you need and build a manageable repayment plan. Set reminders to pay your bills on time and make sure you budget for the monthly payments. You can also do research beforehand on loan forgiveness or refinancing your loans in preparation for graduation.



meet the MDO



Jamerson P. works in the Triangle and Piedmont regions of North Carolina as a Membership Development Officer, connecting members with LGFCU and Civic services that can improve their financial lives.

Member mindset: "My job is to reach people where they are. I build relationships through unique conversations while in the field. No matter what a member's request may be, my goal is to provide the best solution or lead them in the right direction. These relationships are important because our members see us as family, and trust we'll always take care of them."

MDO FAQs: "The most common question I receive is, 'What are our rates?' The financial market is very competitive and our members want to ensure they're receiving the best rate on every financial product we offer."

Favorite part of being an MDO: "It allows me to be myself! I'm a people person and love helping and serving those around me. This role gives me the chance to help make a difference in members' lives and assist them on their journey to achieving their financial goals."

Protecting Your Data

LGFCU and Civic co-sponsor Shred Events, for double the fun while tackling the serious business of protecting your data. Here, MDOs Tim and Krissy at an event hosted by Martin County and the Town of Williamston. Find out when a free shred or electronic recycling event may be coming to your area, at lgfcu.org/shredevents.



From left, Civic President Dwayne Naylor; from the NCSFA, Executive Director Tim Bradley, Treasurer Jay Howell and Past President Quentin Cash; and Paul Miller of the LGFCU and Civic Boards of Directors.

\$4M Show of Support

Thanks to members' use of the LGFCU NCSFA Visa® Debit Card in making their everyday purchases, your Credit Union recently marked a \$4 million milestone in funds generated by the card to support the programs of the North Carolina State Firefighters' Association. The card is our way of helping the people who serve our communities! For information on how to obtain and use the card, visit lgfcu.org/firecard.



Day of Service

LGFCU and Civic employees volunteered at Note in the Pocket in Raleigh as part of the Development Education Day of Service, led by the National Credit Union Foundation. Note in the Pocket is a recent recipient of a community grant from Local Foundation of NC, which is supported by LGFCU and Civic. Grants are awarded each quarter to local nonprofits to help them meet the needs in their communities. Find out more at localfoundationnc.org.



How to manage your finances in a volatile economy

These days, we are navigating a challenging economic environment: inflation, a volatile stock market, supply chain shortages, high gas prices and more. So, how do you survive these tough financial times?

▶ Adjust your budget

The concept of budgeting is not new, but it is more important than ever. Look at how your expenses have changed over the past few months. If you are spending more on gas and/or groceries than you allotted, go through your budget to see if there are other spending areas where you can cut back.

Also, take advantage of the hiring market to add an additional stream of income, even if it's a part-time, temporary solution.

▶ Continue investing

Whether you are investing in a retirement account or a brokerage account, stay the course. It is vital to have an investment strategy that matches your risk tolerance, so now is a good time to review that with a financial professional. Your account balance will fluctuate from week to week and it may feel uncomfortable. However, keep the long-term goals for your money in mind. In time, the market will bounce back.

▶ Plan for the "when"

If the last few years have taught us anything, it's to be prepared. Work on building up that savings account as you can; even a few dollars here and there will add up over time. When it comes to finances, being proactive is key.

▶ Be flexible and patient

There may be times you have to adjust your budget to accommodate price changes, or cut back on how much you put into your savings account. That's OK. Being flexible and patient are the keys to successfully managing your finances in a volatile economy.

Find more ways to manage your money at lgfcu.org/personalfinance.

Dreaming about a better ride?



Rest easy with a loan that offers rates as low as 2.99% APR* for new, used and refinanced cars. Plus, you'll enjoy flexible terms and an easy approval process.

Apply for an auto loan with Civic and make your dreams a reality.

Visit civicfcu.org/cars to get started.



Not a Civic member? Join in minutes when you apply for an auto loan online!

*APR = Annual Percentage Rate. Subject to approval. Rates and credit limit are evaluated based on member's credit history. Borrowers must be at least 18 years old and live in NC, SC, GA or VA. "As low as" rate indicates 0.25% APR discount for using automatic debit from a Civic deposit account. A new vehicle is defined as upcoming, current or prior year model with less than 10,000 miles; vehicle value based on MSRP. A used vehicle is defined as being 14 years or less with a maximum of 120,000 miles; vehicle value is determined using data from the National Automobile Dealers Association (NADA).

The *'earn more, save more'* checking account from Civic

As LGFCU's sister Credit Union, Civic Federal Credit Union knows what it takes to serve its members well. Civic's Bonus Checking Account lets members:

- Earn 1% dividends*
- Access any ATM worldwide with fees reimbursed^



Open a checking account that meets your needs with Civic. Visit civicfcu.org/bonus to get started.

* 1.01% APY = Annual Percentage Yield. Applies to member accounts incurring 20 debit card purchases per month, excluding ATM withdrawals and automatic account drafts. Purchases and/or transactions may take up to two business days from transaction date to post to the account. Upon qualifying, the 1.01% APY dividend will be applied to your average daily account balance during the following month up to \$10,000. Balances in excess of \$10,000 will earn dividends at the current available rate. Minimum opening deposit for the Civic Bonus Checking Account is \$5. For members making less than 20 qualified purchases per month, dividend rate is 0.15%.

^ Fees applicable to any ATM network will be charged to member account and reimbursed to the same account by Civic, typically within two business days.

Federally insured by NCUA

THE POWER OF TWO

Get the most from your Credit Union experience by complementing your LGFCU membership with Civic, our tech-savvy, future-forward sister Credit Union.

Enjoy affordable financial products and features designed to bring people and technology together for a digital, online experience.



Get to know Civic. Get to know the power of two.

lgfcu.org/dualmembership