



APB

APRIL 2015

FINANCIAL SERVICES FOR FIRST RESPONDERS



POSITIVE REFLECTIONS:

As of February 28, 2015

Assets	\$785,268,175
Loans	\$448,665,963
Shares	\$672,141,089
Members	35,968

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 Find us on Facebook! Search for SF Police Credit Union and “Like” our page today.
www.facebook.com/sfpolicecreditunion

SF Police Credit Union
www.sfpcu.org

7 Questions to Ask Before Refinancing

For many homeowners, refinancing can be a smart move. If you’re preparing to refinance your mortgage, ask yourself the following:

1. What are my goals for refinancing?

Your goals will help you determine what terms and interest rate to look for.

2. What’s the value of my home? You can find out approximately what your home is worth by checking out the sale prices of comparable homes in your neighborhood.

3. What is my equity? Check your latest mortgage loan statement to find your outstanding balance. Subtract the outstanding balance from your home’s current value. (You may have a harder time refinancing if, due to economic pressures, your home is worth less than the amount you owe.)

4. Do I have other liens against my home? If you have a home equity loan or line of credit, the outstanding balance will be deducted from your equity.

5. How long do I plan to stay in my home? If you expect to stay in your home for at least several more years, refinancing may make sense. If you plan to move soon, you may not have time to recoup the costs involved in refinancing the mortgage.

6. What are the current interest rates? Generally speaking, you may want to consider refinancing if you can get an interest rate at least 2% below your original loan rate.

7. What fees are involved in refinancing?

Make sure to research closing fees, appraisal fees, etc.

SF Police Credit Union can help you review your options and determine whether refinancing makes sense for you. Call **800.222.1391** today to speak to a Financial Services Loan Officer.



PURCHASE OR REFINANCE WITH A FLAT \$599!*
FEE OF JUST \$599!*

Whether you’re looking to buy your first home or refinance from another institution, we can help.

- No hidden pre-payment penalty
- Competitive Rates
- Fixed and adjustable options
- Expert Financial Services Loan Officers to assist you

* \$599 flat fee covers Appraisal, Credit Report, Courier/FedEx, Appraisal Review, Tax Service, Wire Transfer, Underwriting and Flood Zone Certification (does not include other fees not listed). Offer valid through June 30, 2015 on 1st Mortgages only, restrictions apply. Please contact a Financial Services Loan Officer for more information. Rates, terms and conditions are subject to change at any time, you may contact us for current information at 800.222.1391.

For more information, visit
www.sfpcu.org/realestate

Welcome the New SVP/Member Experience

Nancy Davies Wilson

SFPCU is pleased to announce Nancy Davies Wilson as the new SVP/Member Experience. In this position Nancy will oversee the entire Member Experience Division which consists of all branches, call center and back office operations. In 1991, to our benefit, Nancy made the switch from a bank to a credit union and has not looked back. "The cooperative nature of credit unions speaks to me in a way the banking industry did not," says Nancy. "I appreciate the trust and loyalty our members place in us, they deserve the very best from *their* credit union."

Nancy brings a wealth of experience to her new position, most of it in 'member facing' roles. She joined SFPCU in 2007 as the San Mateo Branch Manager and moved to the Irving Street Office as Branch Manager in early 2014. She has an extensive background in branch operations and lending, particularly Real Estate. Born and raised in New England, Nancy attended Boston University, University of California and Western CUNA Management School.

"I am very enthusiastic about the team our CEO, Eddie Young, is assembling. I know we can accomplish great things together."

My goal is to enhance our member experience throughout the Credit Union.

My years on the 'front line' of the Credit Union have taught me so much about our membership. I look forward to being their advocate and voice in all we achieve. Over my years here, I have developed an appreciation and respect for the fine people we serve on a daily basis. Their loyalty to the Credit Union is unmatched."



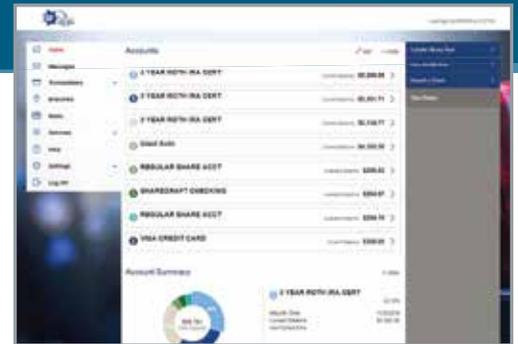
Enhanced Online Banking – Coming Soon!

Our enhanced Online Banking platform is coming soon with new features and tools to keep you on top of your finances.

What You Can Look Forward to

- New look and feel with improved navigation.
- More email and text alerts.
- More functionality with Mobile Banking.
- New budgeting tool.

To use our enhanced Online Banking, your web browser may need to be upgraded. Get prepared by visiting <https://www.sfpcu.org/browsercheck> to check to see if your browser is already compatible.



Better experience. New features. Easier access.

SFPCU COLLEGE SCHOLARSHIPS

Now Accepting Applications Online

SFPCU believes strongly in the value of higher education. Combine that with our commitment to investing in our members and you have our outstanding SFPCU Scholarship program — four \$1,000 scholarships offered annually to students interested in furthering their education. This year we've made it even easier to apply for one of those scholarships!

Now You Can Apply Online!

Applications are available now and will be accepted through **April 30, 2015.**

Requirements and Evaluation Criteria

To be considered for an SFPCU scholarship, candidates must meet the following criteria:

- Maintain a minimum 3.0 cumulative GPA.
- Must be an SFPCU member for at least six months prior to applying for this scholarship.
- Must be accepted to or already attending a full-time undergraduate program of study at a college or university.
- Previous winners, the Board of Directors, SFPCU employees, Volunteer Committee members and their families are not eligible to apply.



For more information, visit www.sfpcu.org/scholarships or call us at **800.222.1391.**

Call Box

A QUARTERLY INSERT TO YOUR APB NEWSLETTER | APRIL 2015



The Call Box is published with contributions from the Education Committee: Leroy Lindo, Mike Mahoney, Mindy Pengel

61st Annual Meeting and Breakfast

On Saturday, February 21, 2015, the SF Police Credit Union Annual Meeting and Breakfast was held at the South San Francisco Conference Center and attended by 300 members and guests.

President and CEO Eddie Young reported on the past, present and future of the Credit Union. He provided to the audience the financial status of the Credit Union (great!) and talked about the innovations planned for the upcoming years. Board Chairman Glenn Sylvester, Supervisory Committee Member Barbara Brewster, and Elections Committee Head Al Casciato also gave updates.

Provided for the review of the members was the "2014 Annual Report." The meeting was concluded with a raffle drawing of gifts from the Credit Union and its vendors.

NOMINATION PERIOD BEGINS MAY 17, 2015

The Nominating Committee is pleased to announce that for the 2016 Board of Directors Election, there are three (3) Board of Directors positions and two (2) Supervisory Committee positions up for nomination and election. The Nominating Committee is responsible for submitting qualified candidates for Board and Supervisory Committee Seats.

Please review the important details below:

- Nomination period will begin on May 17 and run through June 30, 2015.
- Ballots will be mailed to eligible members in early January 2016.

Mail your nomination letter to:
 SF Police Credit Union
 Joseph Reilly, Corporate Secretary
 2550 Irving Street
 San Francisco, CA 94122
Email: JosephR@sfpcu.org

- Voting will take place January 15, 2016, through February 15, 2016; results will be announced at the 2016 Annual Meeting.
- Nominees must be Credit Union members in good standing and have the written endorsement of three other Credit Union members.

We appreciate your continued support of the SF Police Credit Union and your involvement with our 2016 Election.

Respectfully,
SFPCU Nominating Committee

New Officers of the 2015 Board of Directors

Mike Hebel
New Chair

Croce A. "Al" Casciato
New Vice Chair

Stephen Tacchini
New Board Secretary

A BIG THANKS TO ALL OF OUR VENDORS FOR THEIR GENEROUS DONATIONS!

- | | | | | |
|---------------------------------|-------------------------|------------------------|-----------------------------|---|
| • Disney Resort | • CRMC | • Simon and Associates | • MacCorkle Insurance | • Patrick O'Hara, First Empire Securities |
| • Get Away Today | • DMA | • PSCU – TMC | • Hyland Software Solutions | • Infomage |
| • SFPCU's Personal Auto Shopper | • CA Academy of Science | • Six Flags | | |

SFPCU Shred Day Events

SF Police Credit Union is sponsoring "Shred Day" events for members to bring their old papers and have them properly destroyed by a certified shredding service. This service will be provided at both our San Mateo and Irving branches.



Join us for our shred events:

- **Friday, April 24**, from Noon to 3 p.m. at San Mateo Branch.
- **Saturday, April 25**, 10 a.m. to 2 p.m. at Irving Branch.

Why Our Credit Union Is the Right Decision

Recently The Motley Fool, a personal investment website, predicted 2015 would be the year people make the switch to a credit union. Agreeing with them, we decided to highlight two major perks of belonging to a credit union.

Personalized Products, Fewer Fees

A common misconception is that credit unions, due to their size, can't offer the variety of financial products and banking services that a larger bank can. But in reality, members not only experience the same variety of options, but also options that are much more personalized and that include fewer fees. This is all possible due to credit unions' structure and the direction it pulls them in.

Some of the Products and Services SFPCU Offers:

- A variety of Checking and Savings accounts with fee-free access to 30,000 ATMs nationwide.
- EMV cards which provide our members with more secure transactions, plus great rates and rewards.
- A variety of loans including home and vehicle loans, First Responder loans, personal loans and student loans.
- Deals on entertainment, tickets, products and services such as discounted tickets to Disneyland and the California Academy of Sciences.
- E-Statements: Receive all of your statements online, with email notifications when they're available.



You're the Top Priority

Since credit unions have not-for-profit status they make decisions and design their strategies based, not on profit, but on what's best for members. This results in a personal approach to banking, where products and services truly fit the needs of members. Plus members are shareholders and any excess profit is returned to members in the form of dividends.

As a fool — that is, *The Motley Fool* — once said, "This year is the perfect year to make the switch." So it looks like you're a part of something to be proud of. But maybe go easy on the bragging — wait, who are we kidding? Tell anyone you want!



SFPCU Tech Tour

REPORT BY
LEROY LINDO

On March 7, I visited the Irving Street Branch to get information about the Tech Tour the Credit Union was offering to members that day.

Members made appointments to meet with technicians hired by the Credit Union to evaluate the efficiency, security and compatibility of their personal laptop computers.

Technicians checked members' laptops to make sure their web browsers and anti-virus programs were updated. Members

also had the chance to ask questions about issues they were having with their computers.

I spoke with a member who had just finished her appointment and inspection. The member was extremely impressed with the assistance that was provided and thought the Tech Tour was a marvelous way to get members into using their computers for banking needs.

The purpose of the Tech Tour is to provide members with up-to-date technology



and security to help them get the most out of using SFPCU's website and Online Banking. The Credit Union encourages members to take advantage of Online Banking services by accessing our website at www.sfpcu.org.

Take a few minutes to browse the website and explore the variety of information and services your Credit Union has to offer its members.

CURRENT PROMOTIONS

To learn more about any of these promotions, please call 800.222.1391 or visit our website at www.sfpcu.org

VISA® PROMOTION! SFPCU PLATINUM VISA®

- 1.99% APR* on balance transfers
- No annual fees
- 2X Rewards Points on purchases
- No cash advance or balance transfer fees

* APR = Annual Percentage Rate. Offer valid 02/02/15 - 04/30/15, purchases and balance transfers must be made during this period to qualify. The balance transfer rate of 1.99% APR is valid for 12 months from each transaction date, after which the promotional rate will return to the standard rate (Rate based upon Prime Rate + a Margin of 6-12%). Promotional rate does not apply to cash advances. Double Points offer equals two Visa Rewards Points earned for every one dollar spent on qualifying purchases. Cash advances, balance transfers and ATM withdrawals will not accrue points. Offers not valid for Business accounts. All new applications are subject to terms, conditions and credit approval. You must be at least 18 years of age to apply, and show ability to repay future balances or apply with a co-signer if you are under the age of 21. Rates, fees and terms are subject to change at any time, you may contact us for current information at 800.222.1391.

Earn **2X**
Reward Points
on all purchases

VEHICLE LOANS PROMOTION

- 1.74% APR
- No payments for 90 days
- Flexible financing terms
- Loan must be in the amount of \$15,000 or higher

* APR = Annual Percentage Rate. Rate discount offer valid now through 04/30/15. Offer is valid on New, Used, Early Model Autos, and motorcycles. Loan amount must be \$15,000 or higher to qualify. This loan discount cannot be combined with any other promotional offer. Example rate of .99% with 36 monthly payments = \$28.21 per \$1,000 borrowed, assumes 1.00% maximum promotional discount of .50% for SFPCU home loan, .25% for SFPCU Visa and .25% discount for enrollment in automatic payments. Internal refinances are not eligible. Out-of-state, dealer transaction vehicles are eligible. APR is based on evaluation of credit history, so your rate may differ. Rates, fees and terms are subject to change at any time, visit our Rates Page for current rates.

Rates as low as
1.74% APR*

HOME LOAN FLAT RATE FEE* \$599

- No hidden pre-payment penalty
- Fixed and adjustable options
- Competitive rates
- Expert Financial Services Loan Officers to assist you

* Flat Fee offer valid now through June 30, 2015. \$599 flat fee covers Appraisal, Credit Report, Courier/FedEx, Appraisal Review, Tax Service, Wire Transfer, Underwriting and Flood Zone Certification (does not include title insurance, escrow or other fees not listed). Offer valid on 1st mortgages only (Reverse Mortgages, FHA, VA and out-of-state loans are ineligible). Payment Example: 2.625% APR with 360 monthly payments (30 year) = \$401.68 monthly per \$100,000 borrowed. Flat Fee Offer, rates, terms and conditions are subject to change without notice. Visit our Rates Page for current rates.

Purchase or Refinance
with
a flat
fee of **\$599!***

Simple. Secure. And Free!

There are many advantages to switching from paper statements to our free and secure E-statements.

Benefits such as:

- No more clutter from paper statements
- Archived online so you can refer to past statements quickly and easily
- Sign up is easy-just log on to Online Banking and click on the E-statements tab



CO-OP® ATM NETWORK

With your SFPCU Debit Card, you can:

- Get cash at **30,000** fee-free ATMs, including locations at 7-Eleven,® Costco® and Walgreens.
- Plus, SFPCU members have fee-free access to Bank of the West ATMs.

With Global ATM Checking, you can use any ATM anywhere you are – if another institution charges you, we refund the fees.*

* Terms and conditions apply, for details visit www.sfpcu.org/noatmfees.



SHARED BRANCHES

You can handle nearly any transaction.

- Make deposits, withdrawals and loan payments at **5,000** Shared Branches.

To access your account, you'll simply need your account number and a current ID.

Help Kids Get “Wild About Savings™”

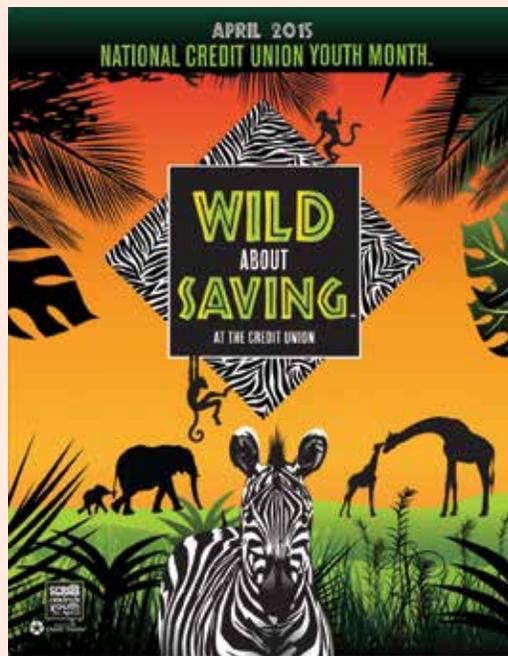
April is National Credit Union Youth Month, a month that’s dedicated to cultivating kids’ financial knowledge in hopes they will become financially savvy adults. We understand it can be a hard topic to teach, so we want to help kids get Wild About Savings!

Looney Tunes Kids Program

For kids ages 12 and under, this program is a fun way to learn sound financial habits by getting them involved at an early age. Open a Savings Account with a \$25 deposit and your account starts earning dividends.

OnScene Teen Program

Longing for any freedom they can get, teenagers in this program have the opportunity to actively learn how to earn, spend and save money through interactive tools and lessons. Plus parents can open Certificates for their children or begin investing in a Coverdell Education Savings Account.



Through opening and managing accounts teens gain relevant experience and knowledge, so when financial independence does arrive, they’re ready.

National Credit Union Youth Month™

COLORING CONTEST!

Enter to win tickets to the California Academy of Sciences*

April 1 – April 30



In recognition of National Credit Union Youth Month, SFPCU is once again sponsoring a youth coloring contest in partnership with the California Academy of Sciences. Enter to win four free tickets to the Academy. There are two age categories: 2-6 and 7-12, with a winner selected from each age group.

Simply stop by any one of our branches to pick up this year’s coloring page, or you can download the page from our website at www.sfpcu.org/youthmonth.

Entries will be accepted at any of our branches from April 1 - April 30, 2015, or entries can be mailed to SFPCU, Attn: Marketing, 2550 Irving Street, San Francisco, CA 94122. Winners will be selected and notified by May 15.

* No purchase necessary to enter and win. Limit one entry per person. Entry becomes the property of SFPCU. The winner will be selected by SFPCU staff and notified on or before May 15, 2015, and will be notified in writing or by email or telephone. SFPCU assumes no liability in relation to this prize. All decisions of SFPCU in applying these contest rules are final. SFPCU employees and volunteers, and their immediate families, are not eligible.

To learn more about these youth programs, visit www.sfpcu.org and select Kids & Teens Programs under Savings & Checking.

Branch and ATM Locations

In addition to SFPCU locations, as an SFPCU member you also have access to fee-free CO-OP ATMs, Shared Branch locations and Bank of The West ATMs.

Find fee-free ATM locations nearest you:

www.sfpcu.org/locations

SFPCU Online

Online Banking / Mobile Banking:
www.sfpcu.org / www.sfpcu.mobi

iPhone® and Android™ Mobile Banking App:

Search for SF Police CU in the iPhone App Store or Google Play to download our apps for free!

Facebook:

www.facebook.com/sfpolicecreditunion

SFPCU Contact Information

24/7 Call Center:

800.222.1391 or 415.564.3800

MemberLink 24-hour transactions:

415.242.2142 or 800.871.3419

Email:

Members_Info@sfpcu.org

Other SFPCU Services

MEMBERS Financial Services:

415.682.3361

BALANCESM Program:

888.456.2227

No-cost Auto Buying Service:

800.716.9550

HOLIDAY NOTICE

SF Police Credit Union branches will be closed:

Memorial Day – Monday, May 26

For assistance during closed hours, call our 24/7 Call Center at **800.222.1391** or MemberLink, the 24-hour transaction line, at **800.871.3419** or **415.242.2142**; or access SFPCU Online Banking at www.sfpcu.org.

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