



Winter Issue 2021

Lobby Hours

By Appointment Only

Drive Up Hours

Mon, Tues, Thurs & Friday, 8:30am – 5:30pm
Wednesday, 10am – 5:30pm
Saturday, 9am – noon (Hoffman Branch)

Contact Center

Mon, Tues, Thurs & Friday, 8:30am – 5:30pm
Wednesday, 10am – 5:30pm
Saturday, 9am – noon

Locations:

475 NW Hoffman Lane
Des Moines, IA 50313

1700 E Army Post Road
Des Moines, IA 50320

(515) 288-7225

Toll-free (1-800) 343-1028

www.affinitycuia.org

Holiday Closings & Special Holiday Hours

New Year's Day

Friday, January 1

Martin Luther King Jr. Day

Monday, January 18

Presidents' Day

Monday, February 15

Message to Members

Affinity Credit Union is one of 5,000 credit unions remaining across the United States. At the turn of the century, there were 10,316 so that number is dropped by more than half over the past two decades. In order to continue to not only survive but to remain relevant to our owners, we must always look toward the future. This past year has been a challenge, and we've had to make changes to how we serve our members, which may look different than before COVID hit. We've been in business for 71 years, and we intend to be here in 2030 and beyond.

During the first quarter of 2021, we plan to begin issuance of debit and credit cards in each of our branches. Long delays in card issuance has been a pain point for members and for staff, so this will be a welcome change for all of us. The number of members who tried remote deposit capture or enrolled in online banking has continued to grow. Affinity offers some great technology services and our staff is spending plenty of one on one time with members to show them how to use self service tools.

At some point, we will re-open our lobbies to help complete your financial service needs a little faster. I do hope you'll continue to use those self-service options frequently and come to the branch when you need our help to take care of your needs. When the coin machine at the Hoffman branch is upgraded, members with an Affinity debit card will be able to credit their coin deposit directly to their checking or savings without having to wait in line with a printed ticket. In most other branches, that wouldn't be a big deal. At Affinity, people bring in their coin at an extraordinarily high level.

In 2021 we plan to approve and fund loans faster than before and our phone service is going to improve. We've added some really valuable employees to our contact center so we can reduce wait times and improve the quality of service you receive via phone or chat. Several great new employees became members of the Affinity team in 2020. They provide cause for optimism that Affinity will not only survive but will thrive through the next decade.

Normally our annual membership meeting is held on the second Tuesday in May, which is May 11, 2021. Your unpaid volunteer board of directors have been making changes to improve the nomination and election process. Three of nine directors have terms that expire in 2021 so consider giving your time and talent by running for a three-year term. Detailed information about the annual meeting and the election process will be coming soon.



Jim Dean, CEO

AFFINITY & IOWA WILD PARTNER TO TAME THE HUNGER

Food insecurity is a serious issue that impacts so many in our community.

In the spirit of our mission of building better lives, Affinity Credit Union was proud to partner with the Iowa Wild to "Tame the Hunger."

In previous years, Iowa Wild players, staff and volunteers from around our community have teamed up to package meals for those in need. This year, due to COVID related precautions, Affinity assisted to load and transport pre-packed meals to the Des Moines Public Schools (DMPS) Welcome Center, originating from The Outreach Program.

Nearly 30,000 meals were donated - feeding close to 700 families in the Des Moines Public School District!



Affinity Credit Union is an Equal Housing and Equal Opportunity Lender.



Your savings are federally insured to at least \$250,000 and backed by the full faith and credit of the United States Government. NCUA a U.S. Government Agency.



Winter Issue 2021

Lobby Hours

By Appointment Only

Drive Up Hours

Mon, Tues, Thurs & Friday, 8:30am – 5:30pm

Wednesday, 10am – 5:30pm

Saturday, 9am – noon (Hoffman Branch)

Contact Center

Mon, Tues, Thurs & Friday, 8:30am – 5:30pm

Wednesday, 10am – 5:30pm

Saturday, 9am – noon

AFFINITY TITLE SPONSOR OF CHARITY GOLF OUTING

It was a beautiful day to support Unravel Pediatric Cancer at the 11th annual Putt Your Cancer Off charity golf tournament as they raised funds and awareness for childhood cancer research. Affinity was proud to be the presenting sponsor, contributing \$2,500 directly to Unravel Pediatric Cancer.



OVER \$20K IN SCHOLARSHIPS NOW AVAILABLE TO AFFINITY MEMBERS

The Iowa Credit Union Foundation's (ICUF) 2021 Warren A. Morrow Memorial Scholarship application is NOW OPEN!

Over \$20,000 in scholarship funds will be awarded to multiple recipients; high school seniors or post-secondary students.

The deadline is February 5.

For more information and to apply, visit www.iowacreditunionfoundation.org

**DON'T LET HOLIDAY BILLS BRING YOU DOWN...
REFINANCE YOUR AUTO LOAN FROM ANOTHER
LENDER AND MAKE NO PAYMENTS FOR 90
DAYS!**



*Annual Percentage Rate. Restrictions may apply.



WARREN A. MORROW MEMORIAL SCHOLARSHIP

APPLICATION DEADLINE: FEBRUARY 5, 2021



Mission Statement

Building Better Lives

Board of Directors: David Busch, Chairman | Cindi Summers, Vice Chairman | Lee Roy Porter, Treasurer | Marjorie Ramsey, Secretary

Supervisory Committee: Cara Harris | James Martens | Jessica Scott | Jeannette Brown | John Stone