



COMMUNITY  
FINANCIAL

## COMMUNITY CONNECTION

SUMMER 2020



### STAYING STRONG DURING DIFFICULT TIMES

**Bill Lawton**  
Chief Executive Officer

I enjoy this time of year as my wife and I tend to a small garden, spend many sunny days on the deck grilling and enjoy cool evening walks through the neighborhood. Unfortunately, families and friends are not gathering and laughing at restaurants or having graduation parties like they usually do. We have found new ways to celebrate and connect with those that mean the most to us. Many of us may be grieving the loss of one or more loved ones, without the ability to console or to be consoled. With that, I have come to place more value on connections that I previously took for granted.

Helping people is more important than ever during these unprecedented times, and Community Financial Credit Union is helping local communities stay together through it all. We are committed to helping local food pantries, the United Way, the Salvation Army and medical services by donating nearly \$100,000 to these organizations during the pandemic.

Our team members continue to serve our members and provide the tools and products they need to keep them financially healthy during these difficult times. There are a number of tools that are available to our members and you can see them at [cfcu.org/covid](https://cfcu.org/covid). We continue to encourage our members to bank online or through our mobile banking app.

I'm excited to continue to support our communities through our Summer of Sharing campaign. This campaign is one of my favorites, as we give away \$1,000 a day for 60 days to local nonprofit organizations during the summer. On June 1st we kicked off our 10th year, and when complete, we will have given over \$600,000 to nonprofit organizations. It's more important than ever to help local nonprofit, educational, or community groups that may need some extra funds this year. Please visit [SummerofSharing.org](https://SummerofSharing.org) and nominate an organization today to give them a chance to receive \$1,000! The program ends August 28, 2020.

We also believe it is important to support our student members each year. In 2020, Community Financial awarded twenty students with a \$1,500 scholarship each to help with their college expenses. We had six recipients from our northern communities and 14 from southeastern Michigan. Unfortunately, students had their school year cut short and missed out on big events that only happen once in a lifetime. Fortunately, these young adults have already accomplished so much and are stronger for having gone through this major life event. We wish them well in their next big adventure.

The values on which we were founded—service, commitment, and respect for our members and our communities—are the heart of Community Financial. These values remain as strong today as when our story began 69 years ago. Community not only makes up our name; it is the core of everything we do. All the good we do is possible because of your membership. Thank you for giving us the opportunity to serve you.

*Bill Lawton*



### COVID-19 TEXTING SCAM

The coronavirus (COVID-19) pandemic has been raging on American shores for several months, but scammers are still finding new ways to exploit the panic, fear and uncertainty surrounding the virus to con people out of their money. The latest in a string of coronavirus scams involves a simple text message with criminal intent.

The scam starts with the victim receiving an alarming text message informing them that someone they've recently been in contact with is infected with COVID-19. They are then told to self-quarantine and to get tested for the virus.

The text also includes a link to click for more information. Many people innocently click on the link and play right into the scammers' hands. The scammer can then scrape the victim's personal information off the phone and use it to empty the victim's accounts, open accounts in their name or even steal their identity.

**If you receive a text message like the one described above, do not respond or click on any embedded links.**

Report the text to local law enforcement agencies, place the number associated with the message on your phone's "block number" list and delete the message.

For more information on the latest COVID-19 scams floating around, you can visit the Federal Communications Commission's page at: <https://www.fcc.gov/covid-scams>



## OWNER TO OWNER

Don Bain  
Board Chair

For over 65 years, Community Financial Credit Union has been here for you. And even through these uncertain times, that's not going to change. As a member-owner, you rely on the credit union for the best service, rates and financial advice. Your board of directors is currently seeking feedback about your membership. Please take a moment to share your feedback by taking a short survey at [cfcu.org/board](https://cfcu.org/board).

I am proud to be Board Chair for this remarkable financial cooperative that is owned and governed by you, its members. We appreciate your continued partnership and feedback. I look forward to working together to help you and our communities grow and prosper for many years to come!

### Board Candidates Sought

Our next Board of Directors Election will be held in January 2021. Members interested in volunteering for the Supervisory Committee and Board of Directors should submit a letter of interest and resume for consideration to: Community Financial, ATTN: Nominating Committee, P.O. Box 8050, Plymouth, MI 48170-8050. Deadline is no later than August 10, 2020.



## CELEBRATING 10 YEARS OF SHARING!

While many things have changed this year, Community Financial remains committed to the community. On June 1st, we kicked off our 10th annual Summer of Sharing campaign. This year, we're celebrating **10 Years of Sharing** and we are excited to support another 60 organizations this summer—with your help!



Community Financial will donate \$60,000 to nonprofit, educational, and community organizations. That's \$1,000 a day every Monday thru Friday from June 8, 2020 to August 28, 2020. We invite you to visit [SummerOfSharing.org](https://SummerOfSharing.org) and submit a nomination explaining how your favorite nonprofit helps the community it serves.

Throughout the next two months, we will announce the winning recipients on [SummerOfSharing.org](https://SummerOfSharing.org) and share our appreciation for them on social media with the hashtags **#SummerofSharing** and **#10YearsofSharing**. Nominate an organization you think could use an extra \$1,000 this summer and together we can make a difference in our communities!

Nominees must be a 501(c)(3) organization, associated with an accredited educational institution or a recognized community support organization serving the communities within Community Financial's field of membership. Entries will be reviewed by a panel of Community Financial team members and will be awarded based upon the judges own evaluation and discretion. All decisions of the panel are final.

### Privacy Notice Statement

No change has been made to the Community Financial Credit Union Privacy Notice. A copy of this notice may be obtained at [cfcu.org](https://cfcu.org) or by calling (877) 937-2328.



## YOUTH AND STUDENT CLUB NEWS

Our education partnership coordinators did amazing work during the 2019-2020 school year educating students about banking, economic and business concepts. The end of the 2020 school year marked 30 years of partnerships educating youth in schools and it all started at Amerman Elementary School in Northville.

This year ended a bit differently, and we were not able to celebrate our student volunteers. Our education partnership coordinators are thankful for all the help students provided during the school year and, like many teachers, they miss interacting with them.

We know teachers and parents are working hard to help students learn and stay busy. Our education partnership coordinators developed special activities to help keep kids involved in their financial education. Multiple videos are available that cover topics like budgeting and learning about goods and services. There are activities available for all ages. Visit [cfcu.org/youthmonth](https://cfcu.org/youthmonth) to download your materials today.

Keep up the great work and stay safe. We have decided to cancel the "Two on Tuesday" program this summer. We hope to see you in the fall!



## 2020 SCHOLARSHIP RECIPIENTS

For more than 30 years, the Community Financial Scholarship Fund has proudly supported community-minded students. This spring we presented twenty scholarships to students who exemplify Community Financial's "People Helping People" philosophy. These \$1,500 scholarships are awarded in memory of Ron Carlson, Margaret Dunning and George Lawton, all who were great examples of that philosophy.

While we were not able to host a reception to celebrate this year, due to COVID-19, Community Financial is excited to congratulate all of our scholarship recipients and wish them well in their future educational endeavors.



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