

# THE Financial Key

Published for the members of Keystone Federal Credit Union

Winter 2011



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## Winter Wonderland

Chilly winter air and white, powdery snow. Kids bundled up in winter gear from head to toe. Scarves and mittens, jackets and boots. It's time to play — ready, set, go!

## Rest easy with a Keystone FCU MasterCard® Credit Card!



Gift giving has long been a tradition during the holiday season. Unfortunately, once the excitement is over, those high interest rate credit card bills may leave you dreading the daily trip to the mailbox. We here at Keystone Federal Credit Union want to help alleviate that post-holiday financial stress. This year, make a resolution to get your finances in order and open up a Keystone MasterCard® account!

You can choose from one of three cards, all with great rates! Choose our Platinum\* MasterCard® at only 6.24% APR,\*\* our Gold MasterCard® at only 9.96% APR, or our Classic MasterCard® at 14.88% APR. Or, if you already have a Keystone MasterCard®, transfer the high interest rate

balances from your other cards and rest easy after the holidays!\*\*\*

Just ask a Keystone FCU member service representative for a balance transfer application, and transfer those high interest rate balances, today!

*Enjoy great rates, low fees,*

*and free balance transfers*

*with a Keystone FCU*

*Classic, Gold, or Platinum\**

*MasterCard®!*



\*The Platinum MasterCard® is a variable rate product and requires a \$15 annual fee. The rate may change on November 1st of each year by adding 2.99% to the Prime Rate. The Prime Rate used to determine your APR is the rate published in the Wall Street Journal on September 30th each year. Rates are subject to change.

\*\*APR - Annual Percentage Rate.

\*\*\*Balance transfers will be treated as Cash Advances. Transfers can take about 4 weeks to complete. Please continue to make payments on your other credit cards until the Credit Union notifies you that the balances have been transferred. Payment of the amount(s) authorized by you may or may not satisfy any outstanding balance(s) on the designated account(s). The Credit Union is not responsible for any remaining balance(s) or additional charges with regard to such account(s), nor for any charges resulting in any delay in the payment and transfer of balances. The total amount(s) paid and the transferred amount(s) cannot exceed your account credit line. The Credit Union reserves the right to refuse any balance transfer request.

# Keystone FCU President/CEO and PCUF team members return from Haiti Needs Assessment Trip

**K**eystone Federal Credit Union President/CEO, Christine Woods, recently returned from Haiti from a two week international remittance needs assessment trip. Woods spent time in Haiti from September 27 through October 9, 2010, to determine the potential for Pennsylvania credit unions to offer financial and technical resources through partnerships that help Haiti's credit unions rebuild and provide services for members.

Also on the trip were Joseph Wambach, executive director of the Pennsylvania Credit Union Foundation (PCUF), Wambach's wife, Maryse, who is originally from Haiti, and Dave Ackerman, CEO of USX FCU, Cranberry Township. Woods, a foundation director, absorbed a good portion of the personal expenses to make the two-week journey, but support also came from Keystone FCU members.

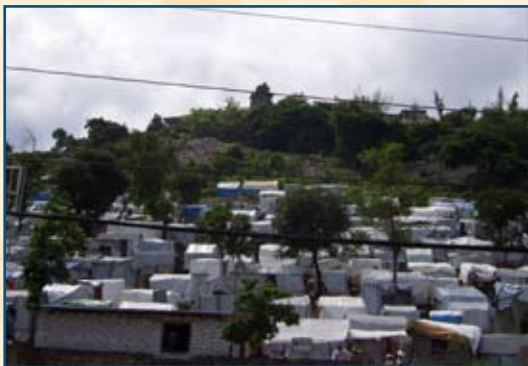
The team visited Port-au-Prince and rural areas to examine the state of Haiti's credit unions and the effectiveness of the projects to attract new credit union members. The committee also met with representatives from Plan International, USAID-HIFIVE, Care International, the World Council of Credit Unions, Le Levier, and fourteen Haitian Caisses Populaires (Credit Unions.)

The system for sending money and supplies to Haiti needs improvement, as the methods used to send remittances are not always the most attractive and beneficial to those who have the means to send them. Credit unions can help by providing safe and affordable alternatives for money transfer services to counter the exorbitant fees being charged by other remittance agencies. In this way, credit unions are able to serve the unbanked and underserved.

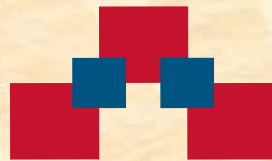
Now that the trip is complete, a full assessment will be made to determine what actions Pennsylvania credit unions can take to aid Haiti's International remittance needs.



Haiti's Presidential Palace in Port-au-Prince after the earthquake



Above: Victims of the quake, their families, medical professionals, aid workers, and refugees have settled into tent villages.



Above: A Haitian Caisse Populaire or Credit Union.



Left: Rebuilding efforts following the destruction from the earthquake.

*Special thanks to all of our members who donated money for the Haiti Needs Assessment Trip! You are helping to make a difference in the lives of Haitian residents who are receiving funds from friends and family via international remittances. We would also like to thank Deluxe for donating the Flyers' tickets for our member drawing!*

## Buying a vehicle? Visit your local credit union!

As a not-for-profit financial cooperative, reasonable rates, terms, and competitive interest earnings are vital. That means we always strive to provide you, our member-owners, with the best rates possible! If you are in the market for a new vehicle, visit one of our friendly loan officers to find out just how affordable a new vehicle could be for you. Shopping on evenings or weekends? Just call our Loan Link hotline toll-free at 877-886-9971 and enjoy credit union financing anytime!

## Bridging the gap between financial aid and tuition!

With the cost of education on the rise, the gap between college cost and available financial aid is growing wider each year.

With our CU Student Choice private loan solution, students will achieve their dream of a higher education without the higher price tag often associated with private student loans.

- No origination or pre-payment fees.
- Extremely competitive rates.
- Flexible repayment options.
- Easy online application and 24/7 call center services.
- Convenient line-of-credit that helps you secure financing for your entire undergraduate career.\*

\*Subject to credit qualification and annual credit review.

Visit

<http://www.keystonefcu.studentchoice.org/>  
for details!

## Annual Meeting Board Nominations and Elections

**Nominations** — Nominations may be made by petition signed by 1% of the members (75). Nominees by petition must submit a statement of qualification and biographical data with the petition. The closing date for receiving the petition is March 17, 2011. A signed certificate must accompany the nomination from the nominee or nominees stating that they are agreeable to nomination and will serve if elected to office. All nominations will be posted at the credit union at least 35 days prior to the Annual Meeting.

At the Annual Meeting, nominations cannot be made from the floor unless circumstances prevent the candidacy of the one nominee for a position to be filled. Only those positions without a nominee are subject to nominations from the floor.

All persons nominated by either the Nominating Committee or by petition must be placed before the members. When nominations are closed, the chair appoints tellers, ballots are distributed, the vote is taken and tallied by the tellers, and the results announced. When only one member is nominated for each position to be filled, the chair may take a voice vote and declare each nominee elected by general consent or acclamation.

**Qualifications** — Any member who has not been convicted of a crime involving fraud or dishonesty; anyone who meets the minimum age requirements (18) years of age; and Board Members may not be paid employees of the Credit Union.

Please contact the office for a sample Nomination Certification Form and Petition.

## Keystone FCU Annual Meeting

The Keystone FCU Annual Meeting will be held on Tuesday, April 26, 2011. Join us for hors d'oeuvres, board and management reports, elections, and door prizes. The location of this event has yet to be determined. We will announce the location in the Spring edition of the Financial Key Newsletter.



72<sup>nd</sup>  
Annual  
Meeting  
April 26, 2011  
5:00 PM

# Holiday Closings

**Martin Luther  
King, Jr. Day**  
January 17th

**President's Day**  
February 21st

**Annual Meeting**  
April 26th at 5:00 pm  
Office Closes at 4:00 pm



## Keystone Community News!

Community and school events are important to us. Here are a few of the activities in which Keystone FCU is currently participating:

### Youth Week Coloring Contest

Credit Union Youth Week runs from April 18 through 22, 2011. The theme this year is "Money Rocks @ My Credit Union." Keystone FCU is hosting a coloring contest in celebration of Youth Week. Members ages 0-12 are eligible to enter the Keystone FCU Youth Week Coloring and Drawing Contests. Prizes will be awarded in three divisions: ages 0-4 (coloring), ages 5-7 (coloring), and ages 8-12 (drawing). Each winner will receive a special prize. Coloring contest entry forms will be mailed to youth members on March 1, 2011. Entry forms will also be available in the branches. All youth entrants must be members to be eligible for the contest. The entry deadline will be Friday, April 8, 2011 to allow time for judging. All contest entries will be displayed in both branches during Youth Week.

### 15th Annual Essay Scholarship Contest

Keystone FCU presents its 15th Annual Essay Contest! Students who plan to attend an institution of higher education are welcome to write on the topic: "How to Build and Maintain Good Credit." Keystone FCU will award the top essay writers \$1,000, \$500, and \$250 scholarships. The contest begins February 1, 2011, and the deadline for entries will be Friday, April 1, 2011. Contact one of the Keystone FCU branches for complete eligibility information. Winners will be chosen in April and announced in the "The Financial Key!"

### Fourth Annual Shining Star Awards

Chester County Public School teachers are invited annually to nominate students in grades K-12 who have shown exceptional improvement in academics, extracurricular activities, and attendance. All nominees will receive a certificate of recognition. Three (3) winners from each Chester County Public School District and three (3) students from the Chester County Intermediate Unit (one student each from the K-5, 6-8, 9-12 grade brackets) will receive trophies and a \$200 share certificate of deposit. Also, nominating teachers of winning students will each receive a \$200 gift certificate to a teacher supply store. Nominations will be accepted beginning January 2, 2011. The deadline for entries is April 1, 2011.



**Keystone Federal  
Credit Union**  
FOUNDED BY EDUCATORS 1939  
THE EDUCATED CHOICE

**Downingtown**  
370 W. Uwchlan Ave. (Route 113)  
Downingtown, PA 19335  
Phone: 610-269-5151

**West Chester**  
1052 Andrew Dr.  
West Chester, PA 19380  
Phone: 484-356-0400

**Toll Free**  
1-800-662-8801

**Key Response**  
484-356-0500  
Toll Free: 1-800-725-1403

**LoanLink**  
1-877-886-9971

**Web Address**  
[www.keystonefcu.org](http://www.keystonefcu.org)

**Email**  
[kfcu@keystonefcu.org](mailto:kfcu@keystonefcu.org)

**Saturday Hours**  
**9:30 am to 1:00 pm**  
*Downingtown location only.*

