

ALLOYA UPDATE

JUNE 2020 |



Get ready for the modernized Premier View
in three easy steps!

1

Sign up for training

2

Watch our quick tip videos

3

Review these resources

Partner with Suze Orman & Alloya to Support Your Members



At the start of 2020, Alloya formed a strategic partnership with Suze Orman, America's Personal Finance Expert, to further the credit union movement. In the wake of COVID-19, we've come to view this partnership as having an even greater purpose: to grow the movement while providing resources and support to Americans during a time of great uncertainty and hardship.

To that end, we've created a microsite that includes a free marketing toolkit – making it easier to promote Suze Orman's educational tools to your members. Together, Suze Orman, Alloya and credit unions nationwide can collaborate to deliver hope and help.

Visit www.alloyacorp.org/suzecu to learn more and get involved.



Counting Down to June 22

By now, it likely comes as no surprise that a modernized Premier View will hit screens on Monday, June 22. We sure hope you're getting excited for the launch, because we cannot wait to share our new-and-improved transaction system with you!

If you haven't looked already, we've got three easy steps to help you get ready before it goes live. While the changes are only to appearance and navigation (not daily operations or functional areas!), we don't want the new-and-improved Premier View to turn your day upside down. No matter the size, change can be a little uncomfortable, and we're here to make it easier.

Get acclimated with the new face of Premier View by visiting our Premier View Training microsite. Visit the Premier View home page for a link to the site.

Our job is to make
your job easier.

www.alloyasimplifies.org

Our tools are your tools.
Put them to work.

Build your toolkit without the price tag by leveraging a suite of tools at your disposal through Alloya Investment Services. Our clients gain access to Investment Portfolio Analytics, Investment Accounting and Third-Party Credit Analysis as a value-add benefit of partnering with us.



Plus, in an increasingly digital world, you can count on our online investment management system, Premier Portfolio, to bring

much-needed flexibility and simplicity to your daily investing to-do list. Together, these tools reap stronger returns, reduced risk and a simpler investment process.

Visit www.alloyacorp.org/instantaccess to learn more.

SEP
10-11

2020 Credit Union Executive
Leadership Symposium

COMING TO YOU VIRTUALLY!

This year's FREE event will deliver the same great education and benefits that the Symposium is known for! You'll gain two half-days of engaging content from the likes of Ginger Hardage, Lee Rubin, and more. Plus, a live panel discussion on the aftermath of COVID-19 and the expected impacts of the 2020 election for credit unions.



Visit www.alloyacorp.org/symposium-teaser-2020 to view a 30-second teaser video!



MEMBERS CREDIT UNION: PUTTING PHILOSOPHY TO ACTION

In early April, we launched the Alloya CARES Credit Union Grant Program to provide much-needed funding to small credit unions in our membership. The program allocated \$1 million in grants of up to \$5,000 for credit unions under \$100 million in assets. Within a matter of days, we received an influx of grant requests with inspiring stories of how each credit union hoped to use the grant funding if awarded. One of those stories came from Members Credit Union (MCU) in Cos Cob, CT.

With \$31 million in assets, MCU was the first to become a Juntos Avanzamos credit union in the state of Connecticut, which designates their preparedness to effectively serve Hispanic Americans. Each member at Members Credit Union receives financial counseling to help them better understand how to succeed financially in pursuit of the American dream. In recent years, MCU's consistent efforts have enabled them to fill a void in their previously underserved community.

However, with the arrival of COVID-19 just three months into the year, the outlook quickly turned bleak. "Members that we saw growing in financial understanding and confidence had their livelihoods disappear almost overnight with no warning," said Kathy Chartier, President and CEO.

When she saw the announcement of the Alloya CARES Credit Union Grant Program, Chartier immediately leaped at the chance to apply for a \$5,000 grant – not with the interests of her credit union at heart, but rather the needs of her members.

Within days, Alloya had funded MCU's corporate transaction account so they could immediately put the money to work for their members' most basic needs. "We are using our grant money to supply grocery store cards to members in need," commented Chartier. "When a staff person speaks with a member and learns that they are struggling because of coronavirus, we send them ShopRite cards, ranging from \$50 for an individual to \$200 for a family of four. They are so appreciative, and our staff are grateful that we can help in this meaningful way thanks to our grant from Alloya."

In total, the Alloya CARES Credit Union Grant Program provided \$1 million of support to 206 small credit union members. Want to learn more about how they put the funds to use in their communities?

Visit www.alloyacorp.org/alloya-cares-grant-totals.



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