

ALLOYA UPDATE

APRIL 2022



People Helping People THE TALE OF AN UNUSUAL VENDING MACHINE

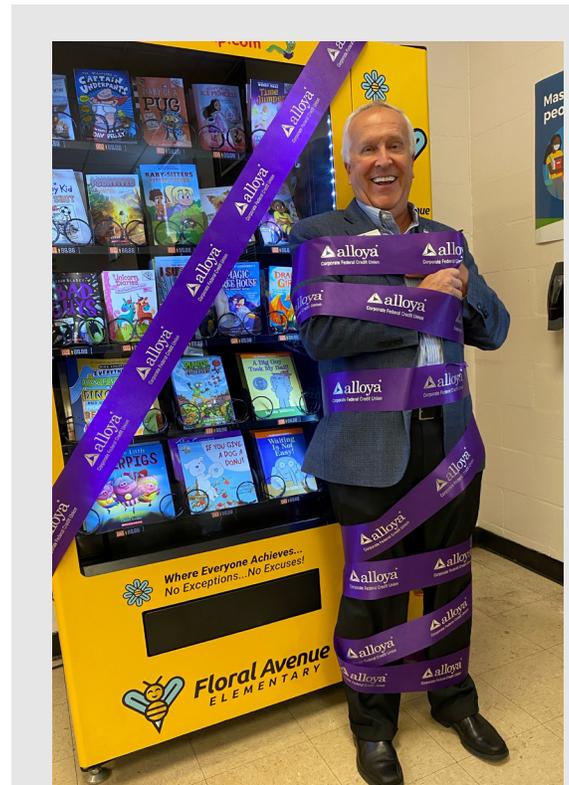
After weeks of anticipation, the day had finally come. Floral Avenue Elementary School in Bartow, FL was about to unveil its new and unconventional vending machine – a machine that did not dispense snacks or juice, but rather brand-new books.

The book vending machine was a gift from the Suncoast Credit Union Foundation. Formed over 30 years ago by Suncoast Credit Union in Tampa, FL, the foundation was established to benefit the well-being of children and families throughout the state. The foundation is funded entirely by Suncoast Credit Union, in part through the banking activities of its loyal members.

“Each time a member swipes a credit or debit card, Suncoast takes two cents from its interchange and redirects it to the foundation, where it gets put to work in the community in which that member lives,” shared Gary Vien, Chief Administrative Officer of Suncoast Credit Union.

Gary spoke at Alloya’s Link event on February 25, 2021, where he shared his eight powerful principles to take leadership to the next level during his session, “Lead or Get Out of the Way!” At the conclusion of his talk, Alloya’s Senior Vice President of Membership and event emcee Tim Bruculere asked Gary to tell the audience about the work of the Suncoast Credit Union Foundation. “We believe a little from everyone goes a long way,” Gary stated. In the foundation’s lifetime, it has raised and donated over \$36 million!

(Continued on page 2)



Gary Vien, CAO, Suncoast Credit Union

As a gesture of gratitude for the work that the Suncoast Credit Union Foundation does for the Florida community, Tim announced that Alloya would donate \$2,500, to be used however the foundation saw fit. Fast-forward to March 2022, that moment came full-circle at Floral Avenue Elementary School.

“The students had been waiting weeks and racking up reading points to be the first students to receive their very own books from the vending machine,” commented Cindy Helton, Executive

Director of the Suncoast Credit Union Foundation. “As students completed their required reading, they were awarded a gold coin to be used in the vending machine to receive a book.”

What a unique way to encourage students to read more books! Bravo to Gary, Cindy and everyone at the Suncoast Credit Union Foundation and Suncoast Credit Union for your commitment to investing in your community and making a difference through generosity. People helping people!

“
We believe a little
from everyone goes
a long way.

– Gary Vien
”

To learn more about Suncoast Credit Union and its inspiring foundation, visit www.suncoastcreditunion.com.

Hot Off the Press! Spotlighting Alloya’s Expert



Neil Kumar, VP of Compliance

The Alloya team is an extension of your credit union’s back office. From ACH to fraud to faster payments – we specialize in the things that keep credit unions running, then share that expertise with you!

Last month, Alloya’s VP of Compliance, Neil Kumar, was featured in not one, but TWO industry publications due to his insight on payment fraud.

2021 Faster Payments Fraud Survey Report from the Fraud Information Sharing Work Group (FISWG)

In its latest white paper, the FISWG shares and consolidates the findings of its August 2021 Faster Payments Fraud survey. Neil is a member of the FISWG and was proud to contribute to the creation of this informative white paper, which provides “a global context of faster payments and fraud.”

FraudClassifier Model: Helping a Corporate Credit Union Classify Fraud

In this recent article from the Federal Reserve’s FedPayments Improvement Community, Neil shares the inside scoop on how Alloya’s Compliance Department has learned to “speak the same language about fraud” thanks to the FraudClassifierSM model.

Visit alloyacorp.org/articles to access both publications!

Your members want faster payments. Will you be ready?

Faster payments are... well, fast! And they surely won’t be slowing down anytime soon. So we’ve launched an educational community, Alloya Insights: Faster Payments, to help credit unions gain a competitive edge and better understand the rapidly evolving landscape of faster and real-time payments.

Our community is hitting the ground running this month with our first community event and the launch of our online community portal. That’s some seriously good news.

The even better news? It’s never too late to sign up! To join the conversation, contact your Alloya consultant or visit www.alloyacorp.org/insights.

FASTER PAYMENTS (SIMPLIFIED)

It’s playbook time.
Better huddle up.

alloya insights
FASTER PAYMENTS



184 Shuman Boulevard
Suite 400
Naperville, IL 60563

www.alloyacorp.org
[linkedin.com/company/alloyacorp](https://www.linkedin.com/company/alloyacorp)
(800) 782-2431