



Smart. Simple. Personal.



Spring 2024

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A Letter from the President/CEO

Eric H. Renaud,
President/CEO

Dear Member,

Pima Federal has had a busy start to the year and I'd like to share the progress that has already been made and what is on the horizon. We ended 2023 with a huge giveback effort that spanned the entire credit union! Not only did we give back to members through Thanksgiving and Holiday giveaways, but we also provided to those in need through KVOA's Season 4 Hope collection drives at each branch and continued our tradition with the Pima Elves Gift Giving Program to spread cheer and give back to local non-profit organizations who do so much for our community year-round. As you can imagine, we are proud to give back through financial services throughout the year, but it feels even more special ahead of the holiday season.

I'm also pleased to report that your credit union ended 2023 in a strong financial position. Total assets increased to \$1.2B, deposit balances grew to \$969.6MM, gross loans increased to \$828.1MM, and YTD Net Income increased to \$15.9MM. In addition to our financial growth, Pima Federal expanded digitally into the communities of Navajo and Yuma Counties and is delighted to serve these new members. Plans to open branch locations in these areas will occur later in 2024, along with a new branch in Marana.

Not only is our growth critical for us to maintain some of the fewest and lowest fees while offering market-leading loan and deposit rates, but it also enables us to enhance our technology and features to help make your life a bit easier. In this newsletter, you will learn about some new and upcoming updates to our online and mobile banking services, including an introduction to Evan, our new digital assistant. I'm confident you will enjoy our recent and upcoming digital enhancements for years to come!

In closing, I'd like to offer my sincere appreciation to our Board of Directors, volunteers, and staff for their continued dedication to the credit union and our membership. It is because of your service, support, and commitment to our shared values that we continue to prosper. And most importantly, I wish to thank you, our member, for continuing to place your loyalty and trust in Pima Federal Credit Union.

Sincerely,

Eric Renaud

Eric H. Renaud, *President & CEO*

11TH ANNUAL Pima Federal GOLF CLASSIC



THURSDAY
05.02.2024

The Golf Club at
Dove Mountain

▶ 2024 BENEFICIARIES ◀



\$628,000 TOTAL RAISED FOR OUR
COMMUNITY SINCE 2013

We are proud to host the 11TH Annual Golf Classic in support of these two beneficiaries who are committed to making our community a better place!

Help us champion this cause by sponsoring, golfing, providing a silent auction item, or making a one-time donation. For details, visit:

PIMAFEDERAL.ORG/GOLFCLASSIC

Exciting Digital Upgrades

Providing you with a fast, simple, and safe digital banking experience is a top priority. To continue demonstrating that commitment to you, we recently enhanced our online and mobile banking to provide you with more features and greater control of your financial life. The following new features aim to provide you with an even more seamless and convenient banking experience:

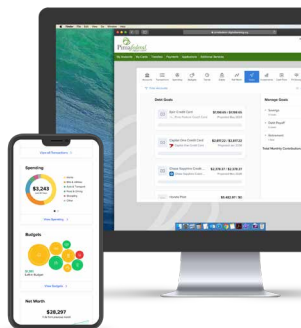
ClickSWITCH

Available in online and mobile banking, ClickSWITCH allows you to easily switch your direct deposits and automatic payments to your Pima Federal account in minutes! With our automated direct deposit switching, you can be sure you're getting paid how you want, when you want, where you want. Plus, with CardSwap you can switch your online vendors and subscriptions like Netflix, Amazon, iTunes, Hulu, and many others* – all at the same time!

*None of the listed companies are associated with, sponsor, or endorse this product.

Money Management

An exciting enhancement of our digital banking platforms is the addition of Money Management. This powerful budgeting and financial tracking tool puts you in control of your finances, allowing you to set financial goals, easily connect external accounts, track expenses, and gain valuable insights into your spending behavior. With Money Management, achieving your financial goals has never been more manageable.



Meet Evan: Your Digital Assistant

Pima Federal's new digital assistant, Evan will be appearing on our website, online, and mobile banking soon! Evan will be available 24/7 to provide you with quick and convenient support whenever you need it. Whether you have a question about your account or need assistance with a transaction, Evan will be there to help. If Evan is unable to answer your questions, he'll be happy to transfer you over to a member of our team who can assist you through our new secure chat system (available during business hours).

In addition to the features mentioned above, we're also pleased to now offer our **online and mobile banking services in Spanish**, making it even easier for our Spanish-speaking members to access their accounts and manage their finances on the go!

We hope that these enhancements will make managing your finances easier and more convenient than ever before.

The Pima Federal Annual Meeting

TUESDAY, MAY 21

This year's annual meeting will be held on Tuesday, May 21 at our newly remodeled Stone branch and will also be streamed live from our website. The meeting is scheduled to begin at 6:00 pm.

This annual meeting is exclusively for members of Pima Federal and we kindly ask that you please RSVP if you will be attending in person as we will have limited seating.

To RSVP and to stay up-to-date with details, please visit pimafederal.org/annualmeeting.



Stone Branch
3730 N. Stone, Ave., Tucson, AZ 85705

Important Dates

- May 2 11TH Annual Pima Federal Golf Classic
- May 21 Pima Federal Annual Meeting
- May 27 Memorial Day
ALL LOCATIONS WILL BE CLOSED
- June 19 Juneteenth
ALL LOCATIONS WILL BE CLOSED
- June 30 Good Grades Program
SPRING REPORT CARDS DUE
- July 4 Independence Day
ALL LOCATIONS WILL BE CLOSED
- Sep 2 Labor Day
ALL LOCATIONS WILL BE CLOSED

2023 Community Impact



\$80,500

NEW RECORD RAISED

Pima Federal Golf Classic



\$10,000

In Scholarships

Awarded to 5 students



\$203,890.70

In Community Giving



136

Local Organizations Supported



1,120

Hours Volunteered



210

Students & adults taught Financial Literacy

Topics: fraud prevention, building credit, budgeting, etc.

FOLLOW US

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pimafederal.org/news

OR

@pimafederal on   

CONTACT US:  520.887.5010

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I AM PIMA Award Winners

The I AM PIMA award recognizes Pima Federal employees who live our Common Purpose of Helping Others and exemplify all five of Pima Federal's Shared Values of service excellence, teamwork, integrity, engagement, and community involvement.

Each year, several outstanding Pima Federal employees from various departments and locations are nominated for this great honor. This year Lynda Mahoney, *Director of Member Support Center* (right), and Carolyn Vinal, *Member Service Representative* (left), were the recipients of this outstanding award. These two employees demonstrate the values of our credit union and live our common purpose of helping others. In addition to performing their job duties in a manner that



consistently exceeds expectations, they are both passionate about giving back to the community!

We are very proud of our dedicated staff and honored to work with such great individuals. Please join us in congratulating Lynda and Carolyn for this most deserving honor.

Set Your Child Up for Success with our Rewarding Youth Program

YOUTH SAVINGS ACCOUNTS are currently offering **3.00%^{APY}** on balances up to \$999.99.*

GOOD GRADES PROGRAM

Youth account holders are eligible to receive a \$2 deposit for every "A", "E" or "4" (or equivalent of) in their Fall and Spring report cards.

Fall report cards due **January 31st** | Spring report cards due **June 30th**

BANZAI FINANCIAL LITERACY

We strongly believe teaching wise money management concepts and the value of saving at an early age will help children grow into financially responsible adults. Our partnership with Banzai provides all members with a library of financial articles, hands-on activities, and more!

For more details, visit

PIMAFEDERAL.ORG/YOUTH



*3.00% Annual Percentage Yield (APY) on balances up to \$999.99; .01% APY on balances \$1,000.00 or higher, each dividend rate will apply only to that portion of the account balance within each balance range. The annual percentage yield is a percentage rate that reflects the total amount of dividends to be paid on an account based on the dividend rate and frequency of compounding for an annual period. Rates, terms, conditions and services are subject to change. Minimum balance to open account is \$5.00. Must meet membership eligibility requirements.