

Your Quarterly Connection

THE NEWSLETTER ESPECIALLY FOR MEMBERS OF VACATIONLAND FEDERAL CREDIT UNION

FIRST QUARTER

C.A.S. Promotes Strong Commitment To Change Within Our Communities



* **Late in the third quarter of 2010 we unveiled the VLFCU cuBe. cuBe is an acronym for: credit union Big experience. While the cuBe is a mobile billboard and multimedia machine all rolled into one, its actual purpose is much different than what you might assume. Sure, it has a big screen TV, an Xbox 360 and an onboard computer; however, all these features work hand in hand, helping to encourage our members, and community members alike, to think a little bit differently about our credit union and the role we play in the communities we serve.**

Since last September, there's hardly a week goes by that we don't utilize the cuBe: raising awareness of the importance of financial literacy, explaining the difference between credit unions and banks, and most importantly serving our communities through various charitable events. The cuBe has been, and will continue to be, the perfect tool for us to engage people who otherwise would not be interested in learning about the many merits of our credit union. In the short time we have had it, we have used it to authorize car loans on location at a local car dealership, given presentations on financial literacy to students at Sandusky High School, and conducted multiple community-minded events to improve the lives of others in and around Erie County and surrounding communities.

Through the efforts of our VacationLand Federal Credit Union Change Agent Squad (C.A.S.), we have been able to use the cuBe to accomplish some pretty incredible things for local non-profits and charities in Sandusky. C.A.S. is a group of like-minded high school and college-aged students who get together on a monthly basis to socialize, discuss financial issues relevant to their lives, and plan awesome events to help make their communities better places in which to live.

Cans 4 A Cause

Our first event, Cans 4 A Cause food drive, took place on September 24th. Five days earlier we challenged several of our C.A.S. members from Perkins High School and St. Mary Central Catholic High School to gather up as many canned food items as possible and bring them to the

It means so much that VacationLand Federal Credit Union pulled together to support us. Without them, the deserving men, women and children of Sandusky would not have had their needs met through the kitchen, especially during these economic hardships we are experiencing today.

Rev. Lonnie R. Walters
Victory Temple Soup Kitchen

annual rivalry football game between the two schools. And five short days later, students from both schools were able to collect over 1,600 canned food items, nearly filling the cuBe to maximum capacity. The canned items were donated to Victory Temple Soup Kitchen on Hayes Avenue in Sandusky to help support their mission of feeding the less fortunate in our community. According to Victory Temple Soup Kitchen, our total contribution helped serve 2,200 plates of food, which was roughly the equivalent of about five weeks worth of food.

VLFCU and the United Way at The Firelands Festival of Lights

In December we ramped up our community service efforts further by putting on three events for The United Way of Erie County, Big Brothers Big Sisters of Erie County and the Erie County Department of Jobs and Family Services. We began the month by taking eleven children, affiliated with both The United Way and Big Brothers Big Sisters, to Sawmill Creek Resort for a very special viewing of the lights through the windows of the cuBe. After the ride, we enjoyed pizza and sat and talked with the kids. This was truly a very special experience for all of us involved.

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Ready For a Stellar New Year!

Once again the VacationLand Federal Credit Union's Change Agent Squad (C.A.S.) is up and running. They held their first meeting of 2011 on March 20th. This year they will be ramping up their efforts to stay active and give back to the community. If you are between the ages of 15 and 25, or have a child or grandchild who is interested in learning more about the VLFCU C.A.S., please email broth@vlfcu.org for more information. The C.A.S. is scheduled to meet on the following dates at our Perkins Avenue branch: May 15 and June 19. All meetings are from 4:00 to 6:00 p.m. and pizza and pop are provided. There will be a drawing at each meeting and one lucky C.A.S. member will walk away \$50 richer each week. In addition, any C.A.S. member who attends at least seven of the ten scheduled yearly meetings will be eligible to participate in a drawing at the December meeting to win an iPad.



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C.A.S. Promotes Strong Commitment To Change Within Our Communities cont.



At Big Brothers Big Sisters we try to expose our kids to their community and allow them to see past their neighborhood. The opportunity for our kids to see the Festival of Lights at Sawmill Creek in the VLFCU cuBe was something I am confident our kids otherwise would not have been able to do.

Amy Roldan
Executive Director of Big Brothers Big Sisters Erie County

build upon the firm foundation we have established and at the same time take on new endeavors while simultaneously exploring additional opportunities for using the VLFCU cuBe to stay active and serve our communities to the best of our abilities. Presently, we have six community events and charity drives scheduled, but there will be many more added to the list as we continue to identify other agencies and groups in need of support.

Clothes 4 A Cause

We will kick off this year's community-minded events on April 2nd as we introduce our new branch in Norwalk. The VLFCU C.A.S. will team up with the Teen Leadership Corps to collect clothes to benefit Goodwill. It is sure to be an exciting day as we cut the ribbon at our new branch at 10 a.m., followed by a reception. At 11 a.m. our clothes drive will officially begin and radio station WCPZ will join us for a live remote broadcast. We hope to top the day off by filling the cuBe with all of the collected clothes and driving them off where they'll be sent to all Goodwill stores in the surrounding communities.

In 2011 you can be certain of two things: we will continue our commitment to serve all of the members of our credit union, and we will remain steadfast in our dedication to promoting financial literacy in our schools and throughout our communities. Through it all, the cuBe will continue to play a vital role by enabling us to serve in the capacity and at the same level we achieved in 2010, into this current year.

Ultimately, it's all about what we as a community financial institution can do to improve the lives of others. As a community charter serving all of Erie County and parts of Huron County, we take our responsibilities seriously: to be an active corporate member of these communities, serve the

underserved, and constantly work to profoundly impact the lives of those who have come to know our great credit union.

Coats 4 Kids

After the event at Sawmill Creek, we sponsored the annual Coat Drive for the Erie County Department of Jobs and Family Services (ECDJFS). This year's drive brought in a remarkable number of coats, far surpassing the amount of coats gathered in years past. All of the coats were then sent to the ECDJFS and disseminated to families in need of warm winter clothing.

Toys 4 A Cause

We capped December off with another C.A.S. function, Toys 4 A Cause. This time we partnered with a locally-owned business, Chet and Matt's Pizza, and parked the cuBe in front of their business where we collected toys for the many children involved with the ECDJFS who otherwise might not have had a very merry Christmas. We were able to fill the cuBe halfway full of toys, which were then delivered to the ECDJFS. The ECDJFS staff was thrilled when the cuBe arrived with all the gifts we were able to collect for the kids. Even after making our delivery we had more members delivering toys to our branches asking if they could still contribute to the cause.

Now that we've told you of what the cuBe has done so far, wait until you hear what we have in store for 2011. In 2011 we plan to ramp up our efforts to serve our local communities even more. We will continue to

WHAT IS AN INTERCHANGE FEE?

An interchange fee is the price a merchant pays to use debit and credit card networks. Every time you use your card, a percentage of the purchase is paid to the network and the financial institution. Financial institutions use these funds to pay for providing the service; things such as the cards, the operations that support the service, and fraud. Merchants gain quicker process time (hours, compared to days with checks) and are guaranteed payment (the financial institutions take the risk of fraud and insufficient funds). Consumers gain convenience and increased security.

Who pays to provide the service?

Currently, it is not the consumer. At the present time, merchants and financial institutions share the burden.

What is the Durbin Amendment?

The Durbin Amendment is an amendment to the Dodd-Frank Bill seeking to regulate the amount of money earned from interchange fees. Merchants say they would cut their prices if interchange fees were lowered and capped; however, this has not proven to be the case in Canada and Australia. Further, if interchange fees are capped at a much lower price (possibly 84% of the current rate) it will affect consumers because now the burden of providing the service falls largely on financial institutions, which cannot shoulder this burden. Since the service becomes greatly unprofitable, they will need to charge fees in order to provide it.

What can be done? Please contact your state representative and tell him/her why you are against the Durbin Amendment.

Easter Egg Hunt

April 16 - Perkins Branch

All VLFCU members and their families are invited to attend an Easter Egg Hunt on Saturday, April 16 at our Perkins Branch from 10 a.m. - 12 p.m.!



Norwalk Branch

Opens April 2, 2011

We welcome all our members and their families to visit our newest cutting-edge Norwalk location at 295 Milan Ave., Ste. C starting April 2!

