



Credit Union as a Cause

Great things can happen when people come together with a shared mission. Gateway Metro Federal Credit Union overall goal is to promote the credit union cooperative cause. In the spirit of the credit union cause Gateway Metro Federal recognizes these seven principles upon which to build for tomorrow and promote our shared mission.

1. Voluntary Membership

Credit unions are voluntary, cooperative organizations, offering services to people willing to accept the responsibilities and benefits of membership, without gender, social, racial, political or religious discrimination. Many cooperatives, such as credit unions, operate as not-for-profit institutions with volunteer boards of directors. In the case of credit unions, members are drawn from defined fields of membership.

2. Democratic Member Control

Cooperatives are democratic organizations owned and controlled by their members, one member one vote, with equal opportunity for participation in setting policies and making decisions.

3. Members' Economic Participation

Members are the owners. As such they contribute to, and democratically control, the capital of the cooperative. This benefits members in proportion to the transactions with the cooperative rather than on the capital invested. For credit unions, which typically offer better rates, fees and service than for-profit financial institutions, members recognize benefits in proportion to the extent of their financial transactions and general usage.

4. Autonomy and Independence

Cooperatives are autonomous, self-help organizations controlled by their members. If the cooperative enters into agreements with other organizations or raises capital from external sources, it is done so based on terms that ensure democratic control by the member and maintains the cooperative autonomy.

5. Education, Training and Information

Cooperatives provide education and training for members, elected representatives, managers and employees so they can contribute effectively to the development of the cooperative. Credit unions place particular importance on educational opportunities for their volunteer directors, and financial education for their members and the public, especially the nation's youth. Credit unions also recognize the importance of ensuring the general public and policy makers are informed about the nature, structure and benefits of cooperatives.

6. Cooperation Among Cooperatives

Cooperatives serve their members most effectively and strengthen the cooperative movement by working together through local, state, regional, national, and international structures.

7. Concern for Community

While focusing on member needs, cooperatives work for the sustainable development of communities, including people of modest means, through policies developed and accepted by the members.

These seven principles are founded in the philosophy of cooperation and its central values of equality, equity and mutual self-help. They express, around the world, the principles of human development and the brotherhood of man through people working together to achieve a better life not only for themselves, but for their community.

As a foundation upon which to build Gateway Metro Federal seeks to not only survive during today's business environment, but to lay the ground work for the future of this credit union in the Greater St. Louis Metropolitan Area. It is the wish and responsibility of the board and committees to find individuals of character, business knowledge and values that complement the current work of the credit union. Therefore, the board is establishing an advisory committee to provide input directly to the board and other committees of the credit union.

Advisory Committee Organization and Reporting:

The advisory committee will be made up of no more than 5 individuals who are in good standing with the credit union. The committee will meet at least quarterly at their schedule. The committee will be made up of individuals that have insight into the local communities and businesses and are in tune to events that could impact the credit union. Although, not a voting member of the board, the committee will appoint at least one individual to relay key discussion items to the board quarterly.

Defined Roles of Committee:

The Advisory Committee purpose is to communicate to the board the needs of the future members of the credit union. The committee plays an essential role in not only bringing member, economic, technological and environmental data and information to the attention of the Board of Directors, but also feedback on how to reach and convey the message of the credit union to the intended target market. Although, primary formed to reach the younger generation and how to meet their needs, input on reaching all potential individuals or families is strongly encouraged. The Board seeks:

1. Input on reaching the potential membership of the credit union
2. Ways to increase visibility of the credit union in the community
3. Insight in marketing to potential members both young and old, individuals or heads of households (what may work, what may not)
4. Provide direction or feedback on technology and the impact to financial services and how Gateway Metro Federal stays in the forefront of this technology
5. Provide input on credit union strategies applied to the membership
 - a. Mobile
 - b. Branch
 - c. Product delivery
 - d. Service Fees

Training and Requirements:

As a member of the Advisory Committee, the credit union will provide training through handouts, online courses, trade magazines, etc. The credit union asks in return, a passion to lend guidance, input and data information that leads the credit union to be the premier financial institution in the Greater St. Louis Metropolitan Area. Your concerns are our concerns. Through shared vision, Gateway Metro Federal will not only survive but thrive.

Reward:

This opportunity allows the individual to:

- 1) Help others in the community, by promoting the credit union cause and Gateway Metro Federal Difference
- 2) Professionally develop by gaining knowledge of board and committee interactions and functions in a business setting
- 3) Develop interpersonal skills as you work with other committee members, and board of directors
- 4) Play a role in establishing a path for our/your credit union growth and new membership
- 5) Be considered for filling future board of director or other committee openings