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MEMBERS GET REWARDS JULY 2021

We're Giving Back
Nearly \$2 Million to
Our Membership —
[Read more](#)

Directions is digital -
check it out at mapscu.com

maps
CREDIT UNION

Navigating life. Together.

503.588.0181 • 800.688.0181 • mapscu.com



Important Contacts and Information

Directions is published for distribution to members of Maps Credit Union.

To continue to receive *Directions* and other credit union correspondence in a timely manner, please let us know when you change your address, phone, email, or name. Thank you.

- Mark Zook
President & CEO
- Chris Giles
Chief Experience Officer
- Jennifer Schmelling
Director of Marketing
- Marsha Minten
Graphic Designer
- Jacoby Cid
Graphic Designer

Maps Credit Union

P.O. Box 12398 • Salem, OR 97309
503.588.0181 or 1.800.688.0181
mapscu.com • maps@mapscu.com

Hours of Operation

Drive-up Service

Mon–Thur: 8 am–5:30 pm
Fri: 8 am–6 pm • Sat: 10 am–2 pm

Lobby Service (except Bearcat Branch)

Mon–Thur: 9:30 am–5:30 pm
Fri: 9:30 am–6 pm
Sat: 10 am–2 pm

Key Numbers/Addresses

Salem Contact Center

503.588.0181 or 800.688.0181

Report Lost or Stolen Cards After Hours

Credit Cards 503.588.0181
Debit Cards 503.588.0181

Card Activation

Credit and Debit: 800.631.3197

Suspicious Activity Validation

International: 727.299.2449

24/7 Credit Card Customer Service

503.588.0181 or 800.688.0181



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maps

COMMUNITY FOUNDATION

A New Vision for the Future

Imagine a thriving Mid-Willamette Valley region where all people can access educational opportunities, attain financial stability, and live a healthy, vibrant life. The Maps Community Foundation is doing just that as we launch into implementing our new strategic plan built around increased investment in initiatives that make a difference in the communities where our members live, work and play.

From our early days as a small teacher's credit union to our 70,000-member footprint today, Maps has a rich history of giving back. In 2010, we launched the nonprofit Maps Community Foundation (MCF) to elevate and coordinate our philanthropic work. From annual college scholarships and teacher grants to financial education, event sponsorships, and more, we engage with and impact our community in many meaningful ways. And, each of you as Maps members play a key role in supporting this work.

Every time a Free Community Checking account member uses their debit card, Maps contributes a penny to Foundation programs. Maps also adds its own generous annual contribution—ranking us in the top tier of credit union giving nationally.

Below are highlights from the new MCF strategic plan.

To view the full plan, visit mapscu.com/community_foundation

Mission: “To enrich the lives of members and our community by investing in education, economic empowerment, and community vibrancy”

Core Values: Community, Impact, Equity, Integrity, Leadership

Key Impact Areas: Education, Economic Empowerment and Vibrant Communities

Existing initiatives will continue, while innovative new programs are being designed to expand our community impact. Giving continues to be focused on Marion and Polk counties where over 75% of Maps members reside.

“We are excited to share our new plan that provides the road map for even greater impact. We look forward to positively changing lives while supporting and celebrating our incredible Mid-Willamette Valley region.” says Hanson.

Kim Hanson, Executive Director
Maps Community Foundation
khanson@mapscu.com
mapscu.com/community_foundation

Thank you to our Membership

At the end of these past tumultuous months, the leadership of Maps has something to say to you: Thank you.

Thank you for supporting one another during last year's wildfires. Thank you for using Maps debit cards that generate a penny for every purchase to the Maps Community Foundation's work supporting schools, students and nonprofits. Thank you for your membership in this financial co-op.

Because of you, Maps has flourished. Our credit union — which started with a handful of educators

decades ago — now has more than 70,000 members. Soon, we'll open a new professional center where you can complete your financial transactions, meet with Maps team members, and even have a cup of coffee or tea at our new café.

To show our gratitude, we're giving back to our members. Nearly \$2 million will be distributed through our Member Rewards program starting in July. Members will see a deposit into their new Member Rewards savings account in July; consider it your share of Maps' success.

Member Rewards

Starting in July, banking with Maps will get more rewarding.

That's because the credit union is launching Member Rewards, a free savings account that will offer members the highest interest rate possible at Maps — **3.00% APY***.

There's no need to sign up for Member Rewards.

Every member with a personal membership will automatically get a Member Rewards savings

account in July. We'll even start most of these new accounts with a beginning balance, by depositing a share of the nearly \$2 million.

You can then build your Member Rewards balance three ways:

- **Round Up.** Round up your Maps debit card purchases to the nearest dollar. The difference between the purchase price and the round up will be automatically transferred from your checking to your Member Rewards account.
- **Cashback Credit Card.** Get Maps' newest credit card with 1% cash back on every purchase. The cash

back will go directly into your Member Rewards account.

- **Reward Bonus.** You can rack up rewards by signing up for a Maps service, or by attending a virtual or in-person Maps event. Follow Maps on social media to keep track of all of the ways you can earn more rewards just by showing up!

How do you access the funds in your Member Rewards? Just transfer

the money into your checking or savings accounts. Make sure you're ready to withdraw it, though, because once you take funds out of Member Rewards, you cannot re-deposit them.

"The Member Rewards program is designed to reward members for using Maps services to handle their everyday financial needs," said President and CEO Mark Zook. The more you use Maps, the more Rewards you'll earn."

*Annual Percentage Yield good as of 7/8/2021 and is subject to change.

Volunteer
View



Joe Phillippay,
Board Chair

Thank you again for your support. We're honored to be part of the same financial family.

How much of nearly \$2 million will you get?

Maps is giving back nearly \$2 million to eligible members with a personal membership, to help kick off this new high interest rate account — Member Rewards.

Most members will receive around \$10; others will receive a little more.

The amount each member receives will be based on how they use Maps.

To find out your share of nearly \$2 million, view your Member Rewards account mid-July, inside online banking, the Maps app, or on your next account statement.

The Gilbert House Bubble Exhibit — a Partner Story

As Maps Community Foundation expands the scale of its give-back efforts, we are making larger investments in significant community projects, such as nonprofit capital campaigns and high-impact initiatives.

Our first Impact Partnership is a contribution to the Gilbert House Children's Museum in Salem for their new bubble exhibit and accessible outdoor play area.

"We're proud to help bring bubbles back to the Gilbert House," said Mark Zook, Maps CEO. "An investment in the museum is an investment in our future - the children of our community."



The museum's old bubble exhibit thrilled children from the day the Gilbert House opened in 1989 until a water leak forced it to close in 2012. The new exhibit, called Bill's Bubble Factory, promises hours of fun for more generations of children.

The new Nature's Workshop revitalizes the outdoor space and includes interactive exhibits that give children

a natural outdoor play setting while preserving the iconic Erector Set.

We are happy to see the Gilbert House safely reopening to visitors in 2021. We look forward to seeing many Maps members and the wider community enjoying this local treasure for years to come.



Maps Community Foundation 2020 Impact

The Maps Community Foundation spent the past 12 months fulfilling its mission to help the community.

Early in the year, we awarded 10 exceptional teachers with \$1,000 each for educational resources and experiences such as a new classroom library, filmmaking equipment, and field trips.

Soon after the pandemic hit, we created a COVID-19 Community

Recovery Fund — which provided support to more than 40 nonprofits offering food, shelter, and educational supplies to people in need.

Over the summer, we bestowed our first-ever Maps Community Awards on Maps members who give their time and talent to our community. Despite the cancellation of in-person fundraisers in 2020, we continued to support and sponsor our nonprofit community partners.

When wildfires devastated much of our community in September, we distributed food and supplies to firefighters and collected items for evacuees. And we were humbled as 700 members donated \$50,000 in two weeks toward what would become a Maps Wildfire Relief Fund. The fund helped more than 150 members and provided grants to community recovery projects.

Our responses to emergencies did not keep us from paying homage to our heritage as an educators' credit union. Last October, we provided nearly \$35,000 to 119 local schools. Members who participated in our fall checking promotion selected which schools would receive support.

The past 12 months saw a heightened level of need in our community. We are grateful that we were able to step up and give back in a year when members and our community needed it most. We thank you for helping us help others.

Financial Education - HS Intern Program

Douglas McKay High School
Interns top to bottom:
Alberto Ortega
Lesly Rojas
Stephani Urenda
Crystal Nguyen

When the pandemic closed Oregon schools last year, it also closed the Maps Credit Union branches in West Salem and Douglas McKay high schools.

Instead of suspending the high school branch program, Maps' Community Outreach Manager Peter Rector devised new ways for students who would typically staff the high school branches to refine their work skills while learning about business and finance.

"Whereas in a typical school year, the greater emphasis would have been on operating the high school branches, we covered resume building, interviewing techniques, and crafting and delivering high-quality presentations, just to name a few," he said.

Working from home and staying in touch online, the interns launched school branch Instagram pages in which they shared financial education with their followers. They also conducted virtual presentations about financial issues, and even wrote and illustrated stories about basic economics for children.

"Beyond the incredible resilience they demonstrated, the professional skills they refined will be permanent tools in their *éé*," said Rector. "The confidence they garnered through their work this past year will continue to serve them, regardless of the career path they choose to pursue."

Established by Maps employee Cori Frauendiener in 1995, the high school branch program is one of the credit union's longest-standing and most beloved programs. Over the years, many interns have gone on to pursue careers in finance and banking.

West Salem High School
Interns right to left:
Wilson Neitzel
Nathan Garcia
Lexi Hurtado Mendoza
Anthony Broncheau

"My experience with Maps is something I'll never forget," said Alberto Ortega in McKay's Class of 2022. "Maps taught me everything I know about budgeting, from making a savings account to making smart choices in my everyday life."

Current interns said they are grateful Maps kept the education program going during the pandemic; it allowed them to learn and progress during a year when so many other aspects of their lives seem to have stalled.

"I got to grow as an individual, and be a part of an organization that strives to do good in its community," said Lesly Rojas Caloca, of McKay's Class of 2021. "I am truly proud to say I am a Maps intern."

As Salem-Keizer returned to in-person school, the high school branch students finally had the opportunity to engage with their peers in the high school branches. This unique opportunity brought a return to why this program continues to thrive in an ever-evolving business landscape. Empowering students to become leaders who then instruct their peers has proven to be one of the most effective ways to impart professional skills. This process has proven to instill confidence and provide experiences that are not found in the traditional classroom. As the school year comes to a close, planning has already been underway to rollout a grand reopening of the high school branches for the 2021-22 school year.





Professional Center Building (Opening 2021)
465 Division St., NE, Salem

Professional Center Opening Summer 2021

Let's face it: Maps' website and mobile app have made it easy for members to bank from anywhere. These days, many of our members visiting branches are looking for the added value that only a warm smile, expert advice, and a face-to-face conversation can provide.

They can find all that in our new High Street Branch located in Maps' Professional Center at the corner of High and Division streets.

When members walk into the branch, they will be greeted by employees in our new role of Universal Consultants, who are educated, experienced financial experts ready to help guide members toward what they need.

Under the Professional Center's roof, members will find investment

advisors, mortgage specialists, insurance experts, and other financial experts. The center brings every aspect of our financial expertise to one place, to help members with any part of their financial journey.

Members will also see a café, called The Dot, that is integrated into the branch serving coffee, tea, and snacks members can enjoy during their visits.

It is an exciting time to be part of Maps as we re-imagine how to engage with members. You are invited to visit our High Street Branch, enjoy your favorite espresso or tea, meet with our Universal Consultants or in-house advisors, and learn how we can help you.

Maps' New Café The Dot

Located on the first floor of the Professional Center, The Dot will serve local coffee, tea, pastries and grab and go lunch options. It will be open to the public as well as to members during most of the hours the professional center is open.

By providing a welcoming meeting space for all, the café aligns with one of the credit union's goals of bringing people together.

“Connecting members, staff, and the community will be the cornerstone of the café,” said Mark Zook, president and CEO of Maps.

The coffee shop will donate a portion of every sale to the Maps Community Foundation, which aims to create a community where everyone can access educational opportunities, attain financial stability, and live a healthy life.

We can't wait to welcome you for a hot cup of coffee or tea while supporting local businesses and giving back to our community.

Check mapsco.com for updates on when the café will open.



ROUND UP

Save While Spending

How does it work?

When using your Maps debit card (connected to Round Up) purchases are automatically rounded up to the nearest dollar and then the difference is transferred daily to your Member Rewards account.

An example:

- Use your debit card to buy coffee for \$4.50
- Purchase is "Rounded Up" to \$5.00
- The difference - 50 cents - is transferred from your checking account to your Member Rewards account

How to get started:

- Enroll in Round Up through Online Banking, the Maps App, or in branch
- Select your checking account and any debit cards linked to this account will automatically be enrolled in Round Up
- Make a purchase with your Maps debit card for that designated checking account
- Your transaction will round up to the nearest dollar, and the difference is automatically transferred from that checking account to your Member Rewards account



CASHBACK

Maps' Newest Credit Card

Apply for the new Cashback Credit Card starting mid-July, in branch or online and start earning cash back.

- Earn 1% cash back on every purchase
- Cash back earned is automatically deposited monthly into the Member Rewards savings account for the highest possible interest rate at Maps
- No limits on the cash back you earn
- No minimum spending to earn your cash back rewards
- Contactless card-security & convenience
- Cash back never expires
- No rotating categories or sign-ups needed to earn cash back
- Balance transfers and cash advances do not earn cash back
- Rideshare Protection
- Cellphone Protection
- Mastercard Airport Concierge service
- Price Protection
- Extended Warranty Coverage
- Travel Accident Insurance

MEMBERS GET REWARDS

Two great ways to add to your Member Rewards account balance!

Details at mapscu.com



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Refer a friend to Maps & you'll both receive a \$10 Reward Bonus when they join, July 1 - August 30, 2021!

Have your friend bring this in when they join Maps. When they join, we'll waive their membership fee and give you both a \$10 Reward Bonus.

Reward Bonus will be deposited into your Member Rewards account. Find your account in online banking or the Maps App.

REFER A FRIEND

EARN

REWARDS FOR EACH REFERRAL

New member name (friend)

New member email

Membership fee waived \$10 Reward Bonus

Referring member name

Member email \$10 Reward Bonus

Maps Credit Union members whose accounts are in good standing and who are at least 18 years of age may participate in the Refer a Friend Program. Refer up to 10 new members for a total of \$100 in Reward Bonuses. New member must be eligible for membership; minimum deposit at time of account opening is \$30. Reward Bonus will be distributed in the Member Rewards account through the email addresses provided at the time of account opening and are not redeemable for cash. Refer-A-Friend coupon must be presented at time of account opening or must submit referral at mapscreditunion.com/refer-a-friend. Refer a Friend offer good July 1 through August 31, 2021. See Credit Union for details.

