

THE SFCU TELLER

Q&A WITH THE CEO: CELEBRATING 90 YEARS OF SFCU



As we're celebrating our 90th anniversary, we sat down with our president/CEO Joe Lajoie to reflect on this milestone year, share what it means for our members, and look ahead at what's to come. Read along and learn about the special events and seasonal celebrations planned throughout the year.

Q: As we welcome spring, what stands out to you about this moment for our Credit Union?

A: Spring is a time of renewal, and it's also an opportunity to reflect on the strength of our Credit Union community. This year is especially meaningful as we celebrate a major milestone, 90 years of serving our members and communities. It's a chance to look back with pride and ahead with excitement for what's to come.

Q: What does the 90th anniversary represent for SFCU?

A: Since 1936, our mission has remained rooted in people helping people. Over nine decades, we have grown and evolved alongside our members by expanding our services, introducing new products, and investing in technology to make banking more accessible and convenient. Reaching 90 years is a reflection of the trust our members have placed in us and the strong relationships we have built together.

Q: Are there any upcoming enhancements members should know about?

A: Yes, in the coming months we will be introducing contactless debit cards. This will give members a faster and more secure way to make everyday purchases, while continuing to improve the overall convenience of banking with us.



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HOLIDAY CLOSINGS

MEMORIAL DAY
MONDAY, MAY 25TH

JUNETEENTH
FRIDAY, JUNE 19TH

INDEPENDENCE DAY
SATURDAY, JULY 4TH

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SFCU turns 90

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SFCU'S MISSION

At Somerset Federal Credit Union, we are dedicated to providing the highest quality of personal financial services in a friendly, professional manner that focuses on our members' needs and best interest.

focused on you.

Q: How is the Credit Union celebrating this milestone with members?

A: Our 90th anniversary celebration is already underway, and we are excited to bring members into the celebration all year long. A standout is our 90th Anniversary Seasonal Giveaway, where one lucky member each season wins \$290, automatically deposited into their account. There is nothing to sign up for, members are automatically entered. In fact, we just announced our first winner last week. We are also rolling out other promotions, giveaways, and special events as a way to thank our members and celebrate the incredible community that has supported us for 90 years.

Q: Are there any key dates members should keep in mind?

A: Absolutely! Our official 90th anniversary is July 10th, a special milestone for all of us. To celebrate, stop by either of our branches for a sweet treat while supplies last. We also encourage members to save the date for July 22nd, when we will be hosting a special event in honor of this milestone. It will be a great opportunity to celebrate together and show our appreciation.

Q: How is SFCU staying connected to the community during this time?

A: Spring and early summer are very active for our team in the community. We remain committed to supporting local events, organizations, and volunteer initiatives that make a positive difference. Being present and engaged in the communities we serve continues to be an important part of who we are.

Q: Any final message for members?

A: I can't stress enough how grateful we are for the trust our members place in us every day. Your support has made these 90 years possible. We look forward to continuing to serve you, to growing together, and to celebrating this milestone with you throughout the year.



JOIN US FOR OUR ANNIVERSARY CELEBRATION SPECIAL EVENT

**JULY 22ND
4PM-7PM**

SOMERSET BRANCH
740 COUNTY ST., SOMERSET, MA

Stop by for a day filled with appreciation, a few fun surprises, and a chance to look back on where we've been and ahead to what's next. We can't wait to celebrate with you.

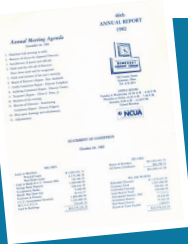
JULY 10, 1936—JULY 10, 2026



1936 – Somerset Community Credit Union opens its doors. The Credit Union originally operated out of Panneton's Drug Store. Our first loan given was August 21, 1936 in the amount of \$50.

1940s–1950s – The credit union grows steadily, helping working families in Somerset access affordable savings and loan options during times of economic change. Our first real estate loan was in 1944 in the amount of \$900.

1960s–1970s – Membership expands beyond its original base, reflecting a broader commitment to community financial empowerment and inclusion. Since 1936, we've moved 3 times and had 3 different names. Here is a meeting notice from 1968 when we were still Somerset Community Credit Union.



1982 – A snapshot of steady growth, the annual report reflects a strong financial foundation and commitment to members.



1990s – Employees join the Somerset Bicentennial Parade, celebrating 200 years of community pride alongside the town it serves.



2005–2006 – Recognized as "Number 1 Financial Institution in Somerset" by a reader's poll published by a newspaper, while expanding its impact through the REACH program and holiday toy drive. Growth is driven by one key strength: a personal touch with every member.

2020–2025 – Evolves to meet modern needs with digital banking and expanded reach, including the 2022 acquisition of St. Dominic's Federal Credit Union in Swansea.



Celebrating 90 Years

COMMUNITY IN ACTION

Our commitment to community goes beyond banking. From supporting local causes to connecting with our members throughout the year, we are proud to be involved. Take a look at what we have been up to and what is coming up next.



A WISH COME TRUE: SHAMROCKS & SHENANIGANS

SFCU employees enjoyed attending Shamrocks & Shenanigans, hosted by A Wish Come True, Inc. at the Venus de Milo Restaurant. This amazing organization grants wishes to children with life-threatening illnesses, and we're proud to support their mission.



CCUA BUILD A BED

SFCU staff and their families joined other local credit unions to build beds for The Massachusetts Coalition for the Homeless's A Bed for Every Child program, hosted by the Southern MA Chapter of the Cooperative Credit Union Association. Together, we helped provide beds for children in need, bringing comfort and support to families throughout our community.

APRIL IS CHILDREN'S BOOK MONTH – DONATE THE GIFT OF READING!

SFCU is proud to support the Massachusetts Credit Unions' month-long Children's Book Drive for A Bed for Every Child. Since 2001, over 333,000 books have been donated to children in need, helping spark imagination, literacy, and a love of learning. You can help by donating new or gently used books or making a monetary contribution—every book helps a child grow! Give today:

www.somersetfcu.com/books

SFCU SCHOLARSHIP DEADLINE IS APRIL 30TH

Applications for SFCU's scholarships are due April 30th. Members or their dependents heading to college can apply for one of three \$2,000 awards. Be sure to submit all required materials on time. Learn more:

www.somersetfcu.com/scholarships



ANNUAL COMMUNITY SHRED DAY: MAY 2ND FROM 9AM – 12PM 740 COUNTY ST., SOMERSET, MA

Bring your personal documents to safely shred and recycle at our FREE Community Shred Day. Keep your information secure while helping the environment!

ANNUAL MEETING

The Annual Meeting of Somerset Federal Credit Union members will be held at 740 County Street, Somerset, MA on Wednesday, May 20, 2026, at 5:30 PM. Members will conduct all business properly brought before the meeting.



Paint Night Team Building Event Our team stepped away from the office for a fun and creative paint night! The evening was full of laughter, creativity, and connection, strengthening our relationships and helping us serve our members even better every day.

For more information about any of these events, be sure to visit our website or social media pages. You'll find all the details you need, including dates, times, and how to participate—we're always updating with the latest news and opportunities!

SPRING FORWARD WITH SMARTER DEBT SOLUTIONS

Spring is the perfect time to refresh your finances and clear away lingering debt. A debt consolidation loan can help simplify your payments and reduce stress.

ONE PAYMENT, LESS STRESS:

Combine multiple balances into one easy monthly payment, making it easier to stay on track.

LOWER INTEREST POTENTIAL: You may qualify for a lower rate, helping you save money over time.

A CLEAR PATH FORWARD: With a structured repayment plan, you can see real progress and work toward becoming debt-free.

Take this season as an opportunity to reset and move forward with confidence.

If Debt Consolidation makes sense for you, take advantage of our limited-time loan special of 7.90% APR* to celebrate our 90th anniversary. And the best part? You're not alone in this journey. Our team is here to guide you every step of the way—we make the process easy.

THINKING ABOUT HOME IMPROVEMENTS?

With the warmer weather here, people often take on home improvements, which can mean larger expenses. A Home Equity Line of Credit (HELOC) can provide the flexibility many homeowners need in 2026.

With a HELOC, you can access funds as needed instead of taking a lump sum. This helps you manage costs more effectively and stay in control of your budget. HELOCs often offer lower interest than other borrowing options.

TIPS FOR BUDGETING YOUR RENOVATION:

- **Plan for the unexpected:** Set aside an additional 10–20% for unplanned costs.
- **Focus on high-impact upgrades:** Prioritize projects that improve both your day-to-day living and your home's long-term value, so every dollar works harder for you.

Ready to put your home's equity to work this spring? A HELOC can give you the flexibility and confidence to move forward with your plans. Connect with our team today to learn more, explore your options, and get started.







CONTACTLESS DEBIT CARDS ARE COMING TO SFCU

We are excited to announce that upcoming debit card reissues will include contactless payment technology. Tap to pay at stores—faster, safer, and more convenient—without needing to swipe or insert your card. No action is needed; your current card will continue to work until it's naturally replaced.






*Annual Percentage Rate. See our website for more information.

ACCESS YOUR ACCOUNTS ANYTIME!

 <p>ONLINE BANKING</p>	 <p>MOBILE BANKING</p>	 <p>TELLERphone BANKING</p>	 <p>ATMS</p>
<p>somersetfcu.com/online-banking/</p>	<p>somersetfcu.com/mobile-banking/</p>	<p>To enroll, simply dial 800-495-2081 from a touchtone phone, and you're banking!</p>	<p>www.allpointnetwork.com/locator</p>

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SWANSEA BRANCH: 1723 G.A.R. Highway | Swansea, MA 02777

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CONNECT WITH US!

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Credit Union NMLS ID: 421594

