Back to Basics Means Remembering our Humble Beginnings

Santa Cruz Community Credit Union has always been a little “different.” For us, different is good. You see, not every financial institution offers products and services designed to support environmental stewardship like bicycle loans and solar loans. We do it because we care about our members and what’s important to them. If providing small businesses access to capital to help them create entrepreneurial ventures that benefit Santa Cruz County makes us different, then so be it. Collaborating with community volunteers to offer free tax preparation assistance makes us different. Honky! If that’s the case, we love being different.

Historically, anytime we can change the way we do things to better serve our members, we are proud to do it. We welcome change because we always look for ways to improve our credit union and empower our members. Bottom line, we said to provide value to you, our deserving members. Last year was no different; changes we embraced. Remembering our humble beginnings – a theme our Board and staff have lived by. We’ve always focused on being sustainable and fit, just like our community strives to be, and doing our best for all of you.

Your credit union’s humble roots are all about lasting to our community. We weren’t created to be a Savings Union, although we continue to encourage savings and thrift by offering financial education to our members. Our “back to basics” vision in 2014 is all about iterating on our core mission of guaranteeing access to quality financial services for all, through licensing opportunities that make personal financial sense.

As far as what’s on the horizon for 2014 and 15? Continued improvement in technology. A focus on reducing credit union assets to ensure we build strong capital, expansion of lending to meet the needs of our community and a greater commitment to our local financial community, education, childcare, and individual development. For us, it’s all about financial education, financial opportunity and the uniqueness and prosperity of our vibrant community.

Above all this, we want you to know, it is our sincere pleasure to be of service and we look forward to a bright future together.

Linda Brown
Chair
Michael Meara
Treasurer
Christina Cuevas
Secretary
Reggie Knox, CPA

Joint Message from the Board Chair & CEO