



L TO R: BRIT LINDENBACH, FINANCIAL SERVICES REPRESENTATIVE, BRENDA DELFS, MEMBER SERVICES REPRESENTATIVE, KELSIE KERESTESH, MEMBER SERVICES REPRESENTATIVE

AN AFFINITY FOR FAMILY AND FINANCES

BY SHEENA KOOPS

As you walk into the local branch, they acknowledge and greet you with a smile; you are the focus of undivided attention. They listen, take suggestions and issues seriously. They take responsibility and refer you to experts, respond within time frames, go beyond, and exceed your expectations. It is no wonder that member-owners of Affinity Credit Union feel such, well, affinity with their financial institution. "We don't just perform financial transactions, we establish and nurture relationships with our members. We want to see our members succeed so we work with them to realize their financial goals," says Mark Lane, chief operating officer.

With three flagship branches in Regina - Hill Avenue, Rochdale, and Scarth Street

- Affinity Credit Union is a financial institution with style, and a different style it is. With 44 branches province-wide and 95,000 members, Affinity is the second largest Credit Union in the province, yet they still understand that "life comes first, and financial planning, stability, and security are just a means to an end." They also promise to listen and then respond with honesty and respect. "We have exceptional employees, and our services and responsiveness are providing tremendous growth and market share, and people are taking notice!" added Lane. Affinity's revolutionary vision, mission and values enshrine cooperation, accountability, communication, community impact, employee satisfaction, financial strength, product and service excellence, and professional conduct.

Affinity offers extensive services to their members including ATMs across the province, TeleBanking, Member Call Centre, competitive products, free financial and investment planning and through the Credit Union Deposit Guarantee Corporation, deposits are fully guaranteed. Member ownership, unique to credit unions, offers patronage allocation so that members share in the profits, voting rights, and eligibility to run for Board election. "We are delivering the products and services our member-owners not only expect and want, but are also meeting their needs now and in the future," says Linda Moulin, senior vice president, corporate development.

Affinity Credit Union is well aware of your busy lifestyle. To offer more



convenient service Affinity is enhancing hours of operation at all three Regina branch locations beginning in September. By staying opening later, they are demonstrating their commitment to accessibility and responding to increasing member needs. As always, members can enjoy one-stop service for all of their financial needs and specialized attention from our knowledgeable and accredited professionals.

With profits staying in the province Affinity positions itself to give back to its community. Local district councils bring members' voices to the decision making tables, ensuring that at least 3 per cent of pre-tax profits go directly into community causes, providing sponsorships, donations, and non-traditional loans. Affinity provides funding to community projects in the areas of health, youth, environment, affordable housing, and arts and culture. Employees also volunteer in a variety of ways to create positive change. Affinity has been the recipient of local and national awards and has been recognized for community investment.

"We do share a common interest with all of our stakeholders - our members, our community partners, our elected officials and our staff. We strive to partner with each of these groups in ways that promote success and well-being. We are committed to making a difference

in the lives of our members and staff and in the communities we serve. That's what Affinity is all about - service and commitment close to home," says Moulin. At Affinity, they are not only working for their members, but with their members, to bring about growth and financial security for them and their families right across Saskatchewan. Affinity Credit Union's commitment to the province is a breath of fresh air in our Land of Living Skies; 100 per cent member ownership ensures that this member-driven philosophy will continue to thrive. FLR

Affinity
Credit Union

Affinity Credit Union

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Regina Locations:

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