

FOR IMMEDIATE RELEASE

San Mateo Credit Union Continues Its Spirit of Community Involvement

Ever since its doors opened as a financial cooperative in 1952, San Mateo Credit Union (SMCU) has embraced a philosophy of giving back to the community that supports it. The spirit of volunteerism is such an integral part of the credit union's culture that the organization has created a Spirit Committee to provide SMCU employees with opportunities to participate in community activities.

As a reflection of this commitment, SMCU helped coordinate several events over the past year. Among them were the annual American Heart Association Heart Walk, a 5K non-competitive walk that helps raise funds to continue the battle against cardiovascular diseases and stroke, two of the leading causes of death in the United States. SMCU staff also participated in the American Cancer Society Relay for Life, which raises funds for patient services, education and prevention, research, and advocacy.

Since 2009, SMCU's Refer-A-Friend program has donated 20 meals to the Second Harvest Food Bank of San Mateo County every time a referral to the credit union resulted in a new membership. Thanks to members' satisfaction with SMCU's products and services—and their enthusiasm for sharing these advantages with family and friends over 1000 meals were contributed in 2010.

Last fall, SMCU continued its seven-year tradition of collecting backpacks and filling them with school supplies for local students. The 2010 Back2School Backpack Drive delivered a total of 121 backpacks to school children at Fair Oaks Elementary, Hoover Elementary, and Garfield Elementary—an amount that nearly doubled the number donated the previous year. In addition, the credit union took part in a Halloween Costume and Decorating Contest as part of a commitment to provide local kids with safe entertainment.

Also in October, SMCU joined 53,000 credit unions and their members from 97 countries around the world to celebrate International Credit Union Day. Members and non-members alike were invited to visit SMCU's six branches to learn about the advantages of belonging to a credit union and to enjoy free refreshments and special giveaways.

The organization moved into the winter season by partnering with Sharp Business Systems and the San Francisco 49ers to collect donations of outerwear for One Warm Coat. SMCU also joining forces with Redwood City's Downtown Business Group to host Hometown Holidays, an annual event featuring a parade, entertainment, an appearance by Santa Claus, a fireworks show, and SMCU's contribution of a fun-filled snow lot for the kids.

The giving spirit continued with a donation of 16 toiletry baskets to Hope House, a program of the Service League of San Mateo County that provides substance-abuse treatment for women. SMCU also focused its efforts on the Angel Tree gift-tag program, which solicits gift wishes from local children whose parents are incarcerated. SMCU members generously fulfilled 52 wishes to help add joy to the children's holidays. And to ensure that every segment of the community was remembered, SMCU supported the furry, four-legged ones by organizing a drive to collect blankets for the Peninsula Humane Society.

"SMCU has every intention of continuing our charitable work far into the future," said Richard Villareal, SMCU's Director of Financial Education/Community Relations. "Our organization is here to meet the financial needs of the community, but our commitment extends far beyond checking accounts and mortgage loans. Credit unions are all about people helping people, and we take that obligation to heart in every possible way."

About San Mateo Credit Union (SMCU)

Founded in 1952, SMCU is a member-owned financial institution that currently serves over 67,000 individuals and manages over \$600 million in assets. Seven conveniently located branches, enhanced by a sophisticated online banking system, bring a full range of financial services within easy access. For more information or to locate a branch, visit smcu.org or call Member Service (650) 363-1725 Monday through Friday, 8:00 a.m. to 6:00 p.m., and on Saturday from 9:00 a.m. to 3:00 p.m.