

FOR IMMEDIATE RELEASE

San Mateo Credit Union Supports Campaign to Change Lives

San Mateo Credit Union helps families in San Mateo County improve their lives by offering affordable financial services. And through a special program, its members can help bring similar benefits to developing countries.

“We feel it’s important all working families around the world have access to the financial services necessary to improve their lives, ,” says Barry Jolette, SMCU President and CEO, “so we joined credit unions around the world in the **“Small Change, Big Difference”** campaign.”

Visitors to any one of the six SMCU branch locations throughout the county have the opportunity to drop their “small change” in a special coin box. “These donations will help support credit unions in developing countries, enabling them to offer dignity and financial services to the working poor, one family and one small business at a time,” says Jolette, who is also the chairman of the Board of Directors of the World Council of Credit Unions (WOCCU).

The “Small Change, Big Difference” campaign, developed by WOCCU, gives credit union members worldwide a chance to tangibly support international development through credit unions. Donations will be used for the Credit Union Start-up Fund, which helps new and small credit unions in developing countries provide the means by which the working poor can lift themselves from poverty.

Last year’s campaign donations were used to help fund a project that is currently working with credit unions in Colombia, Kenya and Rwanda. The goal is to provide safe savings and small loans to the poorest of the poor, defined as those earning less than US\$2/day.

About San Mateo Credit Union (SMCU)

Founded in 1952, SMCU is a member-owned financial institution that currently serves more than 71,000 individuals and manages \$590 million in assets. Six conveniently located branches, a sophisticated online banking system, and a dedicated call center, provide easy access. For more information or to find the branch nearest you, visit www.smcu.org or call Direct Assist (650) 363-1725 Monday through Friday, 8:00 am to 6:00 pm and on Saturday, 9:00 am to 3:00 pm.