



NEWSLETTER

PENN YAN BRANCH: GRAND OPENING



ServU Credit Union is pleased to announce the grand opening of our new Penn Yan Branch will take place on Tuesday, January 7, 2025!

HOURS OF OPERATION

DAYS	LOBBY	DRIVE-THRU
M, T, W:	9AM - 5PM	9AM - 5PM
Th & F:	9AM - 5PM	8:30AM - 5PM

This beautiful, new 5,000-square-foot building is located at 102 Delano Place, across from the Keuka Lake Outlet and directly behind the Casa Mezcal Restaurant, next to Carey's Lumber.

When walking into the Penn Yan branch, members can expect:

- A welcoming atmosphere with staff ready to provide exceptional member service.
- The latest in banking technology to provide members with seamless transactions.
- Convenience! The branch will offer two drive-thru lanes, a coin machine, and a 24-hour drive-thru ATM lane.
- Auto and Real estate loan specials with low rates. The best part is, your loan rate is not determined by credit score! Every member receives our best rate!
- Free coffee, hot chocolate, or tea.

Keith Orfanides, ServU CEO, shared his excitement about the new branch opening in Penn Yan, emphasizing the credit union's commitment to the local community. "We could not be more excited to be bringing the credit union difference to the local Penn Yan community. This new Penn Yan location strengthens our dedication to the people of Yates County. We look forward to the new opportunities we will have to serve and make a difference in our member's lives."

ServU Credit Union is committed to serving the residents of Penn Yan and the surrounding communities. We invite you to come see the earthy, modern design of the office and admire the local artwork both inside and outside the building. To celebrate the grand opening, there will be special giveaway items, games, and prizes throughout the month of January. We invite you to come see our new branch in Penn Yan!

COMING SOON: APPLY FOR A LOAN, ANYWHERE, ANYTIME!

In March of 2024, ServU Credit Union launched online account opening, which gave members the option to open new Savings, Checking, Club accounts and Certificates online using their computer or mobile device. This service quickly became well loved and frequently used by current and new ServU members.

ServU Credit Union is pleased to announce, in early 2025 members will also be able to apply for loans directly from their computer or mobile device! Online loan applications will allow members to apply anytime, day or night, from the comfort of their home. The entire application can be completed online, eliminating the need to come into a branch. Members can expect the loan to be completed within 24 business hours! More details on this new service will be coming soon.



2024 COMMUNITY IMPACT



ServU Credit Union is dedicated to being a strong community partner in the areas we serve. In 2024, our team participated in a wide range of community events, volunteering their time and efforts whenever possible. Whether it was lending a hand at mobile food pantry events, helping with flood cleanup, or providing financial literacy education in local schools, our staff embraced every opportunity to give back.

Here are some highlights from 2024:

- Donated over \$90,000 to 101 local organizations
- Attended or sponsored 81 community events
- Awarded scholarships to 13 graduating high school seniors and two continuing education students to help with their college expenses
- Provided 62 financial literacy sessions to area students
- Operated 5 student-run branches in local high schools
- Shredded 12.6 tons of confidential documents and collected 2,500 lbs of food and nearly \$500 in donations for the Food Bank of the Southern Tier

We are grateful to be a part of so many vibrant communities. Thank you for inviting us to "Pass it On" in your neighborhood!

SCHOLARSHIP OPPORTUNITIES!

ServU Credit Union is pleased to offer several scholarship opportunities to our members to help fund their education. Costs are rising, and every little bit counts! Here are the options available in 2025:

ServU Credit Union High School Award (\$1,000 Award)

- Applicant must be a member of ServU Credit Union
- Must be a graduating high school senior
- Student must write an essay

Application deadline: April 11, 2025

NY Credit Union Association Award (Awards up to \$1500)

- Applicant must be a member of ServU Credit Union
- Must be a graduating high school senior attending college in the Fall of 2025
- Applicants are judged on academic performance, community involvement and an essay

Application deadline: January 17, 2025

NY Credit Union Association Rochester Chapter Award (\$1,000 Award)

Open to any member who is pursuing a post-secondary degree.

- Applicant must be a member of ServU Credit Union
- Student must provide proof of enrollment in a continuing education program
- Student must write an essay

Application deadline: February 28, 2025



Contact marketing@servucu.com or visit servucu.com for more details.

AUTO LOAN SPECIAL

4.99% APR

MODEL YEARS 2021 & NEWER

TERMS UP TO 72 MONTHS



New money only. Loans subject to credit approval. An auto loan of \$35,000 at 4.99% APR would have 72 monthly payments of \$563.50. Insurances not included in this payment example.



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