

Community Trust merger makes it an even better place to invest

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The recent financial crisis and related volatility in the banking sector have many people re-evaluating their financial relationships,

realizing that where they choose to put their money can be as important as the money itself. Joining a credit union is a good choice to consider. Credit unions are regulated, insured, non-profit financial institutions that offer many of

families since 1961. The credit union has grown to serve approximately 12,000 individual members and 90 member companies at locations throughout the Central Valley.

Because its products and services focus on people traditionally under-served by mainstream financial institutions, Community Trust is the only local Community Development Financial Institution (CDFI) certified by the U.S. Treasury Department. This certification helped Community Trust earn funding to open additional branches and offer programs targeted to low-income and Spanish-speaking families in the credit union's operating area.

This summer, Community Trust merged with Self-Help Federal Credit Union to become Community Trust, a division of Self-Help Federal Credit Union. The merger brought in significant capital to CTCU, raising its current net worth to a very strong 15 percent (7 percent is considered "well capitalized" by the regulators.) For its members, this means unsurpassed security for their savings and the ability to make a greater difference in the local community. Community Trust, with its \$50 million in assets, is expanding access to responsible credit for low-income communities and providing a wider variety of services and products for Central Valley members.

Self-Help Federal Credit Union is part of Self-Help family of organizations, founded in 1980. A non-profit

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-Joe Duran, CEO
Community Trust Credit Union

the same services as banks, including safe and affordable financial services, a steady rate of return on deposits, and are often a good socially responsible investment option.

One local credit union success story is that of Modesto's own Community Trust Credit Union (CTCU). Community Trust has served the Modesto community for nearly 50 years, providing checking, savings, and loans to area working



Staff of Community Trust Credit Union, (left to right) Sarah Calton, Lupe Reyes, Jennifer Vallier, Denise Martin, Tina Nelson, CEO Joe Duran, Karina Garcia, Maria Jimenez-Garcia, Esmeralda Aguayo, Stephanie Salazar and Yolanda Meraz.

community development lender and real estate developer focused on serving low-income, rural, and minority communities, Self-Help has provided more than \$5.5 billion in financing to more than 60,000 low-wealth families, small businesses, and nonprofit organizations across the country. Together, Community Trust and Self-Help are committed and positioned to provide responsible financial services and a safe place to make deposits in the Central Valley. Additionally, in response to the foreclosure crisis, Self-Help is exploring opportunities to finance foreclosure recovery projects in the Central Valley.

Americans face a myriad of options for where to put their money. Yet recent events have made it clear that many of those options are not entirely safe. Sometimes overlooked, credit unions such as Community Trust are member-owned, not-for-profit, insured depository institutions that provide sound financial services. And income earned by the credit union gets returned to the members in the form of lower rates, fees and expanded services. For many credit

union depositors, this steady, safe return is a great comfort in these uncertain economic times.

As families are making due with less and trying to save more, they are realizing that it is possible to combine savvy and safe money management with social responsibility. By investing with a credit union like Community Trust, members get financial peace of mind, competitive rates, low or no fees, and a large menu of investment options, while knowing that their money is working directly to invigorate and improve the local community. It's a win-win for everyone.

"Within this challenging economic environment, the need to preserve access to responsible financial services for under-served communities is critical," says Joe Duran, president of Community Trust. "The merger between Community Trust and Self-Help Federal puts the strength of both institutions to work for Central Valley residents."

For more information, please contact Community Trust on the web at www.myctcu.com or call Joe Duran at (209) 521-6015.



CEO Joe Duran of Community Trust Credit Union.