



June 2023

Employee Anniversaries

- Melissa J - 17 years on June 1st
- Jessica R - 10 years on June 3rd
- James - 11 years on June 7th
- Terah - 1 year on June 8th
- Shahad - 1 year on June 8th
- Melisa M - 2 years on June 14th
- Jana - 42 years on June 15th
- Becky - 11 years on June 18th
- Wayne - 35 years on June 24th
- Chad - 2 years on June 28th
- Kale - 2 years on June 28th

Upcoming Events

- Closed for Juneteenth on Monday, June 19, 2023
- Annual Meeting at 5:00pm on Wednesday, June 21, 2023 at the Main branch

Elder Financial Abuse

June 15th is World Elder Abuse Awareness Day. Elder financial abuse is a troubling and widespread problem affecting older adults. It involves the exploitation or manipulation of an elderly person's financial resources by individuals who may be family members, caregivers, or even strangers. This form of abuse can result in severe consequences for seniors, including financial insecurity, isolation, and compromised physical and mental health.

Service First Federal Credit Union is dedicated to meeting the financial needs of all of our members, and serving seniors in our community is an important part of that. Our employees serve as the first line of defense in recognizing signs associated with Elder Financial Exploitation and work every day to protect our members from being exploited.

If you or someone you know has become a victim of elder financial abuse there are ways you can help. If you spot signs of financial exploitation, contact Adult Protective Services for your area.

Your Money is Safe With Service First

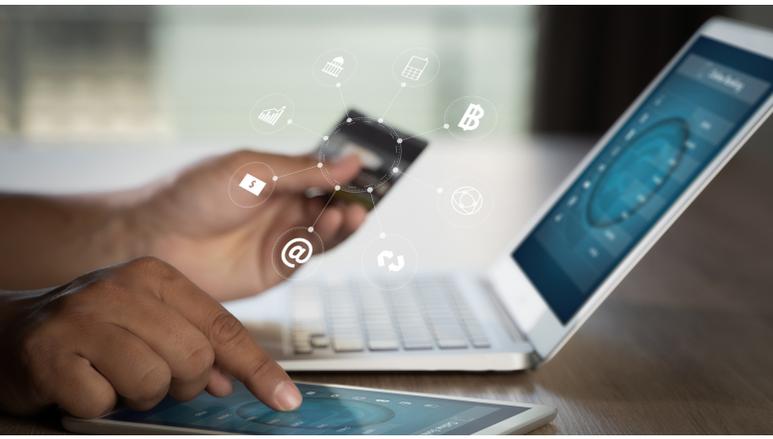
The past few months shocked us all with the failure of three large banks. However, the underlying cause of these failures lies solely with their own management. Banks are often owned by investors which in turn causes a need for increased profits for their shareholders. An attempt to continually increase profits can often lead to poor decision making when investing your customer's hard-earned money.

Credit unions are different. Rather than aggressively try to increase our profit margin we focus solely on you, the member. Credit unions are not-for-profit organizations, meaning the only people we must impress are our loyal members. What better way to do that than to offer low rates and peace of mind? Service First began its humble journey in 1934, during the Great Depression. Through the years we have seen financial crises come in many different forms and have left each one stronger than before. Along with our safe investment strategy and member-focus, we are also federally insured like banks. Our federal insurance is through the NCUA (National Credit Union Administration). The standard share insurance amount is \$250,000 per share owner, per insured credit union, for each account ownership category. The \$250,000 standard share insurance account became permanent through the Dodd-Frank Wall Street Reform and Consumer Protection Act of 2010. No credit union member has ever lost a penny of insured savings at a federally insured credit union.

As a member of Service First FCU, you can always contact our experienced team with any questions or concerns you may have. You can also view more resources at mycreditunion.gov where there is a section dedicated to information about share insurance, including an estimator and answers to frequently asked questions.

Service First has been serving our community for over 89 years, and we look forward to serving you and our community for many more years to come.





Loan Payments Online

Did you know you can make a loan payment through online banking? Use your routing and account numbers from your other financial institution to easily pay bills. You can also set up automatic monthly payments!



Mobile Deposit

Don't have time to come to a branch or My Express Teller? Deposit your checks through our mobile app. Simply login and click on the deposit tab. You will then be able to deposit a check or view your mobile deposit history. Just select the account, enter the dollar amount, and take a few photos to deposit your checks!



Annual Meeting

The Annual Meeting will be held at 5:00pm on Wednesday, June 21, 2023 at the Main branch.

We will also be handing out gift cards randomly throughout the day to our members! Stop by a branch on June 21st for a chance to get one!



Committed to Community

In May, a group of Service First employees donated their time to the Sioux Falls Humane Society. These employees helped clean the dog socialization areas and took out two dogs for some play time!