

BANKS VS CREDIT UNIONS

From the outside, banks and credit unions seem very similar. They both offer checking and savings accounts, financial products like CDs and specialized accounts, and the rest of the services you've come to expect. ATMs, debit and credit cards, loans and mortgages are all on the menu at most banks and credit unions.

But under the surface, the two types of financial institutions couldn't be more different. There are benefits and costs to both operations, of course. But learning the way credit unions work, and what sets them apart from banks, gives some interesting insight.

A bank is a business like any other: run for profit, by people who answer to their investors. The more money they make for their investors, the happier they are. This means all activities the bank engages in are expected to show a profit. It wants your money, but you don't want the bank to have it; you want the best interest for your deposits, but the bank wants to recoup that money any way it can. Often, customers pay the price.

Credit unions aren't run for profit, which means a lot of the concerns and decisions of larger banks never even come up. Of course, "not for profit" isn't the same as a "nonprofit" organization since credit unions don't rely

on donations. Any profits are what allow credit unions to offer better rates on loans and savings, typically lower fees and other advantages. At the end of the year, any revenues beyond this are distributed to the membership through dividends.

If you like the idea of being a part of a cooperative effort, joining a credit union can pay off. Not just in customer service and better financial rates, but in the community around you. If you haven't already, White Rose Credit Union would like to officially invite you to be a part of our CU family. Join us in any one of our 5 branches or start the process online at whiterosecu.com

How is a credit union different from a bank?

Credit Union	VS	Bank
Not-for-Profit Cooperative		For-Profit Corporation
Member Owned		Stockholder Owned
Volunteer Board of Directors (unpaid)		Stockholders (paid)
Serves Communities & Special Groups		Anyone can open an account
Fewer Fees & Better Rates		More Fees & Higher Rates
NCUA Insured (\$250k)		FDIC Insured (\$250k)
Banking & Loan Products		Banking & Loan Products



President's Message

During my career of over 30 years at White Rose Credit Union, I have seen lots of changes take place.

Our credit union has grown from humble beginnings, to the community resource I'm proud to be a part of today.

I've watched banks in our region be bought and sold repeatedly. I've spoken with members having their first child, and spoken again with that child as they grew older and started a family of their own.

They say the only constant is change, and it's hard to argue with that statement. But over my time with White Rose CU, the other constant is my passion for the credit union movement and what it represents

to our members and surrounding communities.

Our members are the foundation we are built upon. You will always be so much more than a "number" to us... more than a "customer."

The difference in "big banking" as opposed to the driving force of credit unions to give back to the region where we live is what keeps that passion alive in my heart.

Let 2018 be an amazing year!

Debra A Kauffman, CCUE
dkauffman@whiterosecu.com

White Rose Credit Union is committed to improving the lives of our members and community — and inspiring others to do the same. It's our community. We care.

13th Annual Scholarship Contest

SPONSORED BY YORK CHAPTER OF CREDIT UNIONS



In the spring of 2018, the York Chapter of Credit Unions will award three scholarships valued at \$1000.00 each to three eligible members.

To be eligible for the scholarship the student must meet the following requirements: graduate in this current school year (2017/18), reside in York or Adams County, be a member of a credit

union that belongs to the York Chapter of Credit Unions by date of application and plans to attend an institution of higher learning (accredited two or four-year degree program) in the fall of 2018.

Applications will not be accepted for enrollment as part-time students, vocational, trade schools, or for adult remedial education courses.

COMPLETED APPLICATIONS MUST BE RECEIVED AT THE ADDRESS BELOW BY MARCH 13, 2017 AND MUST INCLUDE ALL REQUESTED ITEMS IN ORDER TO BE CONSIDERED.

YORK CHAPTER OF CREDIT UNIONS

Tamika Baker - Scholarship Chairperson
White Rose Credit Union • 3498 Industrial Drive • York, PA 17402-9050

The scholarship winner will be asked to attend the York Chapter of Credit Unions Chapter Meeting on Monday, May 7, 2018 to read their essay and receive their scholarship check.

THANK YOU!

Because of you, we were able to help these organizations in our community.

- | | |
|---------------------------------|-----------------------------------|
| Cystic Fibrosis Foundation | York City Special Events |
| Access Women's Shelter | The Parliament |
| American Red Cross | First Friday in Downtown York |
| iPadz for Autism | York County Spirit of Youth |
| Special Olympics - Polar Plunge | Central York School District |
| SPCA | Dallastown School District |
| Operation Comfort Warriors | Dallastown Educational Foundation |
| "Dallastown American Legion" | Junior Achievement |
| New Hope Ministries | Springettsbury Township |
| Children's Miracle Network | South Eastern School District |
| Make-A-Wish | Irishtown Fire Company |
| Breast Cancer Awareness | Dallastown Cougar Cheerleaders |
| York Food Bank | Score For A Cure |
| Youth Development Center | Red Lion Wrestling Booster Club |
| Wounded Warrior Project | Walk-A-Mile - YWCA |
| Downtown Inc. | Tri-State WHA |



Saturday, April 21, 2017

10-3PM

sponsored by
White Rose Credit Union

A fun, family-friendly festival, celebrating green, healthy and local living. Artisans, green-conscious businesses, non-profits, and locally-sourced food vendors set up in downtown York.

downtownyorkpa.com

7 SIMPLE TIPS FOR HOW TO MANAGE CREDIT CARDS WISELY

If you don't use a credit card responsibly, it's extremely easy to fall into debt up to your eyeballs. Credit cards are powerful tools that can help or hurt your money management skills. Discover how to manage credit cards wisely so you can fully enjoy their benefits. These tips apply to first time credit card owners, as well as seasoned adults.

1. Find a card with attractive rates and rewards.
2. Attempt to pay your balance in full every month.
3. If you can't pay in full, at least never skip a payment.
4. Keep your credit utilization ratio under 30%.
5. Prioritize needs over wants when spending.
6. Avoid common credit card fraud schemes.
7. Don't open too many credit cards in a short period of time.

If you follow these seven tips, you can fully benefit from having a credit card in your name and know that you're being a responsible credit card owner.

Once you open your first credit card, you'll notice that you receive countless credit card offers in the mail. These offers may advertise 0% interest rates for the first couple months, or a special rewards program, but it's smart to ignore most of these offers. Only open a new credit card if it's a smart financial decision – not just to win that free iPad they're offering.

Be smart with credit cards and use them as tools to help you financially instead of hurting you.

It's your life. We care!



Start TurboTax today and save!



As a member of White Rose CU, you can save up to \$15 on TurboTax® – the #1 best-selling tax software. With TurboTax, you'll get your taxes done right and your biggest possible refund, guaranteed. And with NEW TurboTax Live, you can have a live CPA or EA by your side to answer questions and review your tax return.



THIS CREDIT UNION IS FEDERALLY INSURED BY THE NATIONAL CREDIT UNION ASSOCIATION.



PLEASE INQUIRE ABOUT OUR SPONSOR PROMOTIONS



As part of many member benefits at White Rose Credit Union, our sponsors offer discounts on their goods and services.

Please speak with a Member Service Rep at one of our branches to learn more.

Thank you, Members of White Rose Credit Union!

FOLLOW THESE BASIC TIPS TO AVOID CREDIT CARD FRAUD:

Don't use an ATM or gas station pump if you suspect the machine has been tampered with or contains a credit card skimmer. This is a device criminals sometimes install over the credit card reader and allows them to "skim" or retain your card information.

Only shop online at websites that are securely encrypted to protect your personal information.

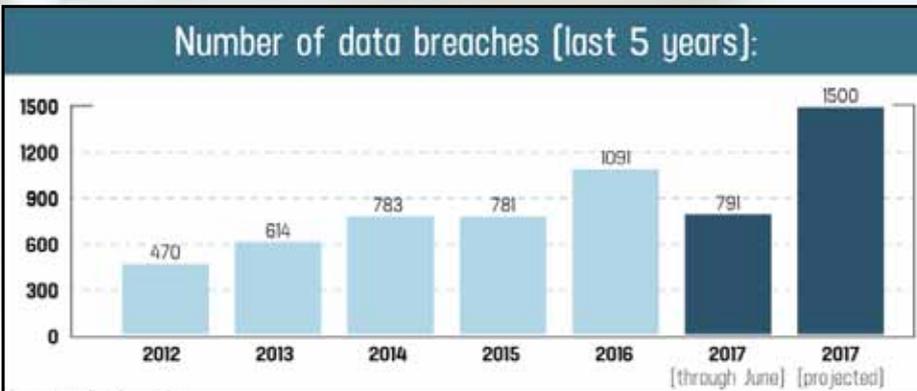
Look for a URL that starts with HTTPS://.

Regularly monitor your account to identify any fraudulent purchases.

Make sure to report these suspicious charges to your credit card company and dispute the charge.

Use a chip rather than the magnetic strip to make a purchase.

Never share your card number or 3-digit code in a public space, like social media.



White Rose Credit Union is a proud sponsor of



**YWCA York's 12th Annual Race Against Racism
Splash of Color Run – April 28, 2018**

Race Against Racism is a signature event of the YWCA York that helps draw awareness to our mission of Eliminating Racism and Empowering Women.

Visit www.ywcayork.org to find out more!

OUR COMMUNITY Spotlight on Heather Maneval

Q: Heather, you are always a friendly face at so many community events. Can you tell us about what you do at YWCA York?

A: I'm part of the development team at YWCA York, which means I help connect members of the community with our work and the people we serve with critical services. More than 1,500 people make a difference in York County every year with a gift to YWCA York, and I'm a resource for them. I have a super cool job!

Q: There's no question YWCA York makes a positive impact in our community. Can you give us an idea of how many people YWCA York helps each year?

A: Our organization impacts more than 23,000 community members annually. I could fill this entire newsletter and still not have room to speak about all of the many great programs and services operating out of YWCA York. We have a big mission — to eliminate racism, empower women, and strengthen families — and a lot of work is involved in making it a reality. I hope those of you reading this will check out our Facebook page or our website to learn more! www.ywcayork.org

Q: What upcoming events should people look for in 2018?

A: There's always something exciting happening at YWCA York. On April 28th, we'll host our 12th annual Race Against Racism presented by White Rose Credit Union. More than 1,000 equality advocates —

runners and walkers alike — are expected to come out for this family friendly color splash 5k. This event supports our racial and social justice work. Here in York, that is spearheaded by a 30-person working committee of leaders engaged in equality efforts on all fronts.

Q: Any advice for people who want to volunteer in our community?

A: Please, do! Tons of ways exist to get involved in York County. At YWCA York, we are always looking for volunteers to help with events, clean up days at Camp Cann-Edi-On, to serve as victim advocates, and more. The best advice I can give is to reach out and ask how you can get involved.



BOARD OF DIRECTORS DO YOU HAVE AN INTEREST IN SERVING YOUR CREDIT UNION?

It's that time of year when you have the opportunity to be eligible to serve on Supervisory Committee.

Contact Deb Kaufmann, CCUE/CEO at dkauffman@whiterosecu.com or call 1.888.755.9773 at the East York office by January 19, 2018

NOMINATING COMMITTEE

MARGARET HARROLD · GERALD FORD · RONALD GIESEY

BOARD OF DIRECTORS 2017/2018

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High Interest Rates Got You Spinning?

Transfer your balance to White Rose CU and SAVE!

-.99%* APR

**After 6 billing cycles, the Balance Transfer Rate changes to our everyday low rates.*

THIS CREDIT UNION IS FEDERALLY INSURED BY THE NATIONAL CREDIT UNION ASSOCIATION.

OUR ANNUAL MEETING March 20th at 5:30PM

A Meeting with a Difference

East York Branch • 3498 Industrial Drive • York, PA 17402

Light refreshments will be served

RSVP by March 6th to marketing@whiterosecu.com or by calling 717.755.9773 ext. 1111

Like our Facebook and watch for a Valentine's Giveaway

We ♥ our Members!



It's our community. We care.

3498 Industrial Drive
York, PA 17403



*Thank you for being
a valued Member of
White Rose Credit Union!*

Get a Hamilton for every Tom, Dick and Harry.

Refer a Friend to White Rose Credit Union

For each new member you refer that opens an account at White Rose CU, you'll receive **\$10** and a **FREE gift** and, as a new member, your friend will receive **\$25!**



Some restrictions apply. To receive the \$10 reward, the new members must qualify. Must be eligible for membership to apply, cost for membership includes \$1 membership fee and \$5 deposit in your share/savings account.



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York, PA 17402
717.755.9773

DOWNTOWN YORK
107 E. Philadelphia Street
York, PA 17401
717.846.1156

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1529 Rodney Road
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HANOVER
1001 Carlisle Street
Hanover, PA 17331
717.630.8939

DALLASTOWN BRANCH
160 East Main Street
Dallastown, PA 17313
717.244.4586

EAST YORK, WEST YORK, DALLASTOWN
MON/TUES/WED
Lobby 9:00 - 4:30
Drive Thru 8:30 - 5:00
THURS/FRI
Lobby 9:00 - 5:00
Drive Thru 8:30 - 6:00
SATURDAY
Lobby & Drive Thru
9:00 - 1:00

HANOVER
MON/TUES/WED
Lobby/Drive Thru
9:00 - 4:30
THURS 9:00 - 5:00
FRI 8:00 - 5:00
SAT 9:00 - 1:00

DOWNTOWN YORK
MON/TUE/WED
Lobby 9:00 - 4:30
THURSDAY
Lobby 9:00 - 5:00
FRIDAY
Lobby 8:00 - 5:00

TOLL FREE 888.755.9773