

Vantage

POINT

A publication of Viriva Community Credit Union



Viriva
Community Credit Union
Your financial partner... for life.
Since 1936

iBelong

Revised Hours of Operation

Effective Monday August 30, 2010 the following branches will have new hours of operation:

South Philadelphia Branch:

(located in the Sheet Metal Worker's Local Union 19 building):

Monday–Friday: 9:00 AM - 5:00 PM

Closed for Lunch: 1:30 PM - 2:00 PM.

Bucks County Branch:

Hours remain the same.

Closed for Lunch: 1:00 PM - 1:30 PM.



There's No Need To Brown Bag It!

With our auto loan rates now
as low as **2.99% APR***,
you don't need to BROWN BAG IT!
Hurry these rates may not last for long!

Shop with confidence by getting pre-approved today! Visit www.viriva.com to apply online or call 888-7-VIRIVA (215-333-1201 for local calls)

*APR = Annual Percentage Rate. The rate as low as 2.99% APR shown applies to auto loans with 36 month term and the max discount of 0.75% applied. Qualified discounts include: having an active checking account (defined as having at least one cleared check or ACH debit each month for the past 6 months), electing to repay your loan via Direct Deposit or Payroll Deduction from your employer, being a first-time auto loan borrower, purchasing a hybrid vehicle, using the MVCP service or being a new member within 90 days of membership. Rates and loan approval subject to individual credit worthiness. Rates subject to change without notice. Other restrictions may apply. Please speak with a Viriva Representative for details by calling the number listed above.

Norristown Branch Closing

In light of today's poor economic climate, and the need to maintain a strong capital foundation for the long-term viability of the credit union, the board of directors has decided to close our Norristown branch, located at 205 W. Germantown Pike, Norristown, PA, 19401, effective Friday, August 27, 2010.

As you can imagine two of the credit union's largest expense items are staffing and facilities, so the board had little choice other than to give branch closure its full consideration. While we regret this decision, the numbers dictate said action.

Note that our other five branches will remain open. Branch locations are listed on the back of this newsletter.



James F. McCaw
President/CEO

Viriva Is Now On Facebook



Have you met Captain Viriva? Captain Viriva materialized in 2009 to help fight financial turmoil during the financial meltdown. She made her debut appearance at Viriva's virivapeople.coop website launch party held at the University of the Arts on October 30, 2009. During the event, Captain Viriva helped educate students from the University of the Arts and pedestrians alike about the difference between Credit Unions and Banks.

Become a fan of Captain Viriva's Facebook page and get in the know of where she's been and where she will be next. Just search "Viriva Community Credit Union" on Facebook.

SUMMER 2010

Fee Changes Effective November 1, 2010

As a not-for-profit financial cooperative, Viriva CCU's focus is on providing our members with the best possible service at the lowest possible fees. Viriva CCU does not charge for normal services rendered. However, to be fair to all members and to cover operating expenses, certain charges must apply for some services. Effective November 1, 2010 Viriva CCU will be assessing the following fees:

- Return Deposit Fees (via mail, branch or ATM): \$20 per item
- Returned Mail Fee: \$10 per item
- Legal Process Fee (Levy, Court Freeze, etc.): \$100 per process
- Escheat Fee: \$100
- Inactive Account Fee: \$10 per month
- Inactive Home Equity Line of Credit Non-Usage Fee (after 12 months): \$50

To obtain a copy of the complete fee schedule, please contact Viriva CCU.

*This fee is waived for member accounts who (1) have at least one account transaction every 12 month period, or (2) maintain combined share account balances greater than \$300, or (3) are a Youth Account, or (4) have a loan, IRA, VISA® or Mortgage Account with us.

Annual Scholarship Contest

The cost of higher education can be overwhelming so consider participating in Viriva's annual scholarship contest. We begin accepting applications as early as September of each year with this being our 7th year of awarding scholarships.

Deadline for applications is Tuesday, March 1st, 2011. For more details, visit www.viriva.com. You can also visit Captain Viriva's Facebook page to view pictures of last year's winners.



2010 Charity Flea Market

For Viriva CCU members and other event participants, May 22nd was a day of exchanging one person's junk for another person's treasure. Viriva CCU hosted a Charity Flea Market Event at the Credit Union's Warminster, PA branch and offered rental space to interested parties to sell off unwanted items and/or homemade goods. Proceeds collected from space rentals benefited the Sunshine Foundation. The day also featured a special appearance by Captain Viriva, the fighter of financial turmoil. The day's event served many purposes, including house cleaning, and the opportunity to make some extra cash, all while doing good! As Captain Viriva would say: "Mission accomplished!"



A Home Improvement Loan Came With A Surprise For One Credit Union Member!

Jerome M., a member of Viriva Community Credit Union since 2001, recently visited the Credit Union for a loan to fix his roof and won a fabulous extra!

During the month that Jerome received his loan, Viriva Community Credit Union was giving away a 32-inch HD TV. Members that borrowed funds during the promotion month received one chance for every \$1000 in new money borrowed.

Jerome noticed the TV giveaway promotion but did not think his name would be chosen as the winner. Much to his surprise, his name was drawn and he is now the owner of a brand new 32-inch flat screen HD TV! Also, as a bonus and to complement the new TV, Viriva Community Credit Union threw in an oversized universal remote control, the prop used during the promotion.

Jerome has yet to decide where to place his new flat screen but we are confident that wherever it is, he'll enjoy it! Once again, congratulations to Jerome!

A Walk To Help Grant One Local Boy's Dream

On June 12, 2010, Viriva Community Credit Union participated in the Sunshine Foundation's 8th Annual Walk of Dreams event to help answer the dream of Chase, a 5-year-old local boy who suffers from severe congenital hydrocephalus epilepsy. The Sunshine Foundation is the original wish granting organization for ailing children and has grassroots in the Buck's county area. The organization's headquarters is located just over 6 miles from Viriva's Warminster branch. During the event Captain Viriva provided financial literature and goodies to the walk participants. Visit Captain Viriva's Facebook page to view additional pictures of the event. To learn more about the Sunshine organization, you can visit www.sunshinefoundation.org.



Rate WATCH

To view updated/current rates, visit us online, or call our Phone Center.

Variable Savings Rate Accounts **APY***

Regular Savings Accounts	
\$5.00 to \$499.99	0.05%
\$500.00 to \$1,999.99	0.10%
\$2,000.00 and above	0.25%
Christmas/Vacation Clubs	0.05%
IRA Share Accumulation	0.40%
Share / IRA Certificates**	
6 months	0.80%
12 months	1.05%
24 months	1.51%
36 months	2.02%
48 months	2.22%
60 months	2.63%

Jumbo Certificates:

\$50,000-\$98,999: add 0.05% to the normal rate. \$99,000 or above: add 0.10% to the normal rate.

These bonus rates apply to all Certificates with a minimum term of 1 year and are added to the normal Certificate rate in effect at the time of purchase.

Money Market Draft Accounts*

\$500 - \$9,999.99	0.30%
\$10,000 - \$24,999.99	0.45%
\$25,000 - \$49,999	0.60%
\$50,000 and over	0.75%

*Money Market Rates are effective as of August 1, 2010.

Loan Rates **APR***

Auto Loans (new & used)	
as low as**	2.99%
Personal/Signature as low as**	5.00%
Second Mortgages as low as***	4.99%
No Doc Fast Equity	
Home Loan as low as	5.24%
80% HELOC (60-120 months)***	3.50%
90% HELOC (60-120 months)***	3.75%
Share/Share Certificate Secured (up to 120 months)	Call for rates
Revolving Line of Credit	as low as 3.25%

Stock Secured:

1-48 months	Call for rates
49-120 months	Call for rates

VISA® Credit Cards:

Platinum.....as low as 3.25%
 Platinum Secured.....as low as 3.25%
Variable rate based on the Prime Rate + the applicable margin. Final approval & actual rate subject to individual creditworthiness of individual applicant.

Mortgages

First Mortgages..... Call for Rates

Savings Rate Disclosures *APY=Annual Percentage Yield. Share/Savings Rates shown are effective 2nd Quarter of 2010 and subject to change without notice. **IRA=Individual Retirement Account. Penalty for early withdrawal. Share Certificate APYs effective July 29, 2010, and may change without notice. Interest is compounded monthly or quarterly, depending upon account type. Interest and principal must remain on deposit for a full year to achieve the stated APY. \$500.00 minimum balance requirement. **Loan Rate Disclosures:** *APR=Annual Percentage Rate. All of the listed loan rates are in effect on 7/29/10 and are subject to change without notice. **Rates shown are promotional rates; no discounts can be applied. The 2.99% Auto Loan rate applies to a 3 yrs auto loan. 72 month auto loans must be greater than \$20,000. The 5.00% Signature loan rate applies to a 1 year term with a minimum loan amount of \$1000. Other Signature Loan Promotional rates and terms available. Contact the Credit Union for details. ***Second Mortgage loans and Home Equity Lines of Credit are subject to a loan processing fee up to \$300 (business loans are subject to a \$375 loan processing fee). HELOC=Home Equity Line of Credit. HELOC Rates valid 6/1/10. 80% LTV HELOC is based on Prime - 0.50%; 90% LTV HELOC is based on Prime + 0.50% as of 30 days prior to each new quarter. Floor rates for HELOCs are: 3.50%.

We'll "Beet" That Auto Loan Rate By At Least 1/2%*!

Here's a healthier alternative for your wallet... We'll "BEET" the Annual Percentage Rate on your auto loan (from another lender) by at least 1/2%*. Adding extra greens back in your wallet can't get any easier, so relax! Contact Viriva to apply today or visit us on the web to apply anytime at www.viriva.com.



*The "Beet" the Rate offer is based on applicant's individual credit worthiness. Refinance must be at least \$5,000 to qualify. Loan approval not guaranteed. As of July 29, 2010, rates are currently as low as 2.99% APR (Annual Percentage Rate). No other discounts can be applied. Other restrictions apply. Contact Viriva CCU at 888-7-VIRIVA for details.

Doing the Little Things Can Help Preserve the Environment Too!

Select to receive eStatements today and help preserve the environment!

With eStatements you can receive your statements faster, in a more secure manner, and with less clutter.

And when you do, you'll receive a FREE* Viriva Go Green Tote Bag... plus you can earn \$5.00**. Doing the little things can add up too!

*Tote bag must get picked up at a Viriva branch location on or before the end of the promotion period.** New eStatement users must remit a completed eStatement referral from Viriva CCU and have signed up to accept eStatements now through September 30, 2010. Funds will be deposited after the new eStatement users have had their first eStatements mailed to them.



Attention Small Business Owners...

If you're a small business owner whose financial needs are not being met by your current financial institution, we'd love the opportunity to discuss moving your relationship over to the Credit Union, where you'll enjoy the same friendly service you've become accustomed to for your personal financial needs. Viriva Community Credit Union now offers business services, including deposit and lending services, to meet the needs of your small business. On the deposit side we offer business-based savings and checking accounts, while on the loan side we offer financing for a wide variety



of business needs. To date, we've provided funding for commercial property renovations, business debt restructuring and business acquisition. Our present focus is on real estate secured financing, whether backed by commercial or residential real estate, for businesses with ample cash flow.

Contact James McCaw at 215-333-1201 x727 or jmccaw@viriva.com if you would like to receive additional information.

Business owners can also fill out a short Business Survey at www.viriva.com/business for a chance to win \$25. No purchase necessary.



Branches

CENTER CITY PHILADELPHIA

1423 Spruce Street • Philadelphia, PA 19102
Monday - Friday: 9:00AM - 5:00 PM
Surcharge-free ATM: 24/7

NORTHEAST PHILADELPHIA

7346 Frankford Avenue • Philadelphia, PA 19136
Monday - Thursday: 9:00AM - 5:00 PM
Friday: 9:00AM - 6:00 PM
Surcharge-free ATM: 24/7

SOUTH PHILADELPHIA

Sheet Metal Workers Local Union 19
1301 S. Columbus Boulevard
Philadelphia, PA 19147
Monday - Friday: 9:00 AM - 5:00 PM
Closed every day from 1:30 to 2:00 PM

DELAWARE COUNTY

18 W. Baltimore Pike • Springfield, PA 19064
Monday - Wednesday: 9:00 AM - 4:30 PM
Thursday & Friday: 10:00 AM - 6:00 PM
Closed every day from 1:00 to 1:30 PM
Surcharge-free ATM: 24/7

BUCKS COUNTY

157 York Road • Warminster, PA 18974
Monday - Wednesday: 9:00 AM - 4:30 PM
Thursday & Friday: 10:00 AM - 6:00 PM
Closed every day from 1:00 to 1:30 PM
Surcharge-free ATM: 24/7

Contact Us

Phone Center:

888-7-VIRIVA • 215-333-1201 (local)
Monday-Friday 8:30 am to 5:00 pm
Main Fax: 215-333-6053

Web Site: www.viriva.com
www.virivapeople.coop

Email: info@viriva.com

Instant Decision 24/7 LoanLink Center:

www.viriva.com
(open 24 hours per day/7 days per week)
Please contact our Phone Center or visit our Web Site for Branch Directions, Phone/Fax numbers, Hours of Operation and more.

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Holiday Closings

Labor Day
September 6th
Columbus Day
October 11th
Veteran's Day
November 11th

Thanksgiving Day
November 25th

Christmas Eve
December 24th

(All branches will be closing at 1:00 PM EST)

New Years Eve
December 31st

(All branches will be closing at 1:00 PM EST)

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GRAND RAPIDS, MI
PERMIT 1