



FICU Financial Wellness Initiative



# **INSTANT CASH**

## Loan Program

COUNTY OF IMPERIAL  
EMPLOYEE LOAN PROPOSAL



July 16, 2020

# OVERVIEW

**Program Name:** Instant Cash Loan Program

**Proposed by:** First Imperial Credit Union  
1602 West Main Street  
El Centro, CA 92243

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**About FICU:** First Imperial Credit Union is a financial institution headquartered in El Centro, California. The credit union is committed to providing quality and affordable financial products with an exceptional member-focused experience. FICU is the only state chartered financial institution in Imperial County and operates four branches in El Centro, Calexico, Imperial, and Brawley.

As a long-standing financial institution in Imperial County for more than 75 years, a premier focus is to support the growth and quality of life in our community. In 2018, FICU was proud to contribute more than \$45,000 to community causes, participate in 67 community activities and conduct 19 financial literacy seminars.

## Components

**Prepared for:** Tony Rouhotas Jr.  
County of Imperial  
940 West Main Street  
El Centro, CA 92243

- **Component 01: Service Proposal**
- **Component 02: Accounts**
- **Component 03: Account Features**
- **Component 04: Loan Products**
- **Component 05: Instant Cash Loan Program**
- **Component 06: Marketing Plan**

# COMPONENT 01

## Service Proposal

This proposal is presented by First Imperial Credit Union with a goal to establish a long-term financial partnership with the leadership team of the County of Imperial and its employees. We are looking forward to working together and providing you with professional banking services and products. We are committed to work with Imperial County to offer our banking services as part of your benefits package.

As part of our services, we will provide the County of Imperial with consistent in-service visits by our knowledgeable FICU team members, to ensure that all employee questions or concerns are addressed. We may also conduct official presentations at meetings and other events at your convenience.

# COMPONENT 02

## Accounts

**Regular Savings Account:** This account is required to join FICU and may be opened with \$5.00, includes an ATM card, competitive monthly dividends and bank by phone service to avoid travel time.

**Loyalty Checking Account:** This account is for those employees that want to completely avoid a monthly service fee. No minimum deposit is required to open this account as long as direct deposit is established. Additional benefits include access to a VISA Debit Card, eServices including Bill Pay, eStatements and Mobile Check Deposit, 24/7 account access via Online Banking or Mobile App, and Overdraft Privilege.

### **Additional account types offered:**

- Regular Checking Account
- Opportunity Checking Account
- College E-Checking Account
- Non-Profit Checking Account
- Business Checking Account
- Individual Retirement Accounts (IRAs)
- Certificate of Deposits (CDs)
- Money Markets
- Holiday Saver
- Summer Saver
- Scholar Saver



# COMPONENT 03

## Account Features

FICU eServices (home banking, mobile access, bill pay): allows employees to access their accounts 24 hours a day, 7 days a week.

- Obtain account/loan balance information
- Obtain clearance of specific checks
- Transfer funds between accounts
- Pay bills electronically

Audio Response (Quick Teller) Service: Allows employees to access our Quick Teller Audio response service to perform these transactions:

- Request a check withdrawal from your share (savings account), Checking account or line of credit;
- Transfer funds between their savings account, checking account or line of credit
- Obtain account/balance information;
- Make loan payments via transfer

# COMPONENT 04

## Loan Products

First Imperial Credit Union's interest rates, loans, and fees are some of the lowest in Imperial County. Loan products offered include:

- Auto Loans
- Mortgage Loans
- Home Equity Line of Credit (HELOC) Loans
- Signature/Personal Loans
- Regular Lines of Credit
- Visa Credit Cards
- FAST Cash Loans (Alternative to payday lending)



# COMPONENT 05

## Instant Cash Loan Program

Loan Features and guidelines:

- Member can apply online or at any branch location
- No minimum credit score required
- Minimum one year permanent employment (verified)
- Minimum monthly gross earnings of \$2,500
- Member has the option to have their credit pulled to inquire if they qualify for better rates and/or higher loan amounts or waive option and take established amounts and rates

	LOAN AMOUNT	TERM	INTEREST RATE	TOTAL INTEREST PAID	BI-WEEKLY PAYMENT
TIER 1	\$3,001 - \$4,000	24 MONTHS	13.00% APR*	\$550.87 for \$4,000 loan	\$87.52 for \$4,000 loan
TIER 2	\$2,001 - \$3,000	18 MONTHS	14.00% APR*	\$333.10 for \$3,000 loan	\$85.47 for \$3,000 loan
TIER 3	\$1,000 - \$2,000	12 MONTHS	15.00% APR*	\$159.06 for \$2,000 loan	\$83.05 for \$2,000 loan

Loan must be paid through automatic payroll deduction. FICU will work with County of Imperial staff to set up a process that will be easy for both to manage.

# COMPONENT 06

## Marketing Plan

FICU will collaborate with County of Imperial in developing an appropriate approach for employees. This plan will keep everyone informed of the ICLP details as well as current promotions that will assist employees in understanding which options benefit them the most.

FICU will ensure one team member oversees the plan, delivers marketing materials, and fulfills the following commitments:

- Provide a representative for scheduled visits to the County offices to promote credit union services upon mutually agreed days and hours.
- Deliver most updated marketing materials to be placed in visible areas.
- Coordinate periodic meetings with Imperial County Administrators to determine how to further improve the financial wellness of their employees.
- Create consistency and commitment in order to engage employees in a manner which fosters trust.
- Track program viability and prepare reports that provide detailed and summarized data.

## Marketing Plan, continued

### Financial Wellness

As a benefit to our community business partners, First Imperial Credit Union provides opportunities for employees to improve and sustain **Financial Wellness** through our education platform. We believe that everyone should have access to personal financial education, regardless of career or age group. FICU would like to cater to your needs to help build money savvy employees that will serve you today and for years to come.

FICU has had the opportunity to share its program with multiple local agencies such as:

El Centro Regional Medical Center, Imperial County Office of Education, Brawley Union High School District, Imperial Valley Regional Opportunities Program, GeoEntry, Imperial Valley College, and Center for Employment Training among others.



One of the most beneficial resources are our targeted presentations on financial literacy topics which include a Loan Basics series: Auto Buying, Auto Refinancing, Personal Loans and Credit Cards; Managing your Budget; How to Choose a Financial Institution; Reading the Fine Print; Identity Theft 101; Today's Choice, Tomorrow's Future (Credit Score and Retirement); Managing College Debt; and Checking Account Management. All of the topics can be tailored to fit your employee needs in group or one-on-one sessions.

*Note: Due to the COVID-19 pandemic, FICU will work with the County of Imperial in offering socially distant compliant financial literacy and resources including, but not limited to: video conferencing and one-on-one sessions.*

## SUMMARY

First Imperial Credit Union is focused in establishing a lending program that is non-predatory in nature and will avoid employees having to seek payday lenders and/or hard money lenders during difficult times. In order to assist employees, FICU will use the employee's established employment with the County of Imperial to grant loans at attractive market rates.

As a local government agency and us as a local financial institution, it is important that we support each other and create partnerships to build a strong foundation of financial wellness for the members of our community.

We appreciate your review and consideration of this proposal and look forward to establishing a mutual beneficial financial relationship.