

Quick Facts

About the change

- We were not bought out and we did not merge with any other financial institution.
- Your account number will not change.
- All Credit Union phone numbers remain the same.
- The Credit Union's routing number did not change, so your current automatic payments and deposits (including the direct deposit of your paycheck) remain the same.
- Your personal checks still work the same. The next time you order checks, they will have the new logo on them.
- Your credit cards and debit cards still work the same. When your credit card renews, you will be issued new cards with the new logo.
- Our staff has remained the same. You will continue to see the same friendly employees that you've grown accustomed to, and you will continue to receive the personal care and service you've always enjoyed.
- Our website address is changing to ElevationsCU.com.



Your partner to new heights

303.443.4672 800.429.7626

ElevationsCU.com

Mailing Address

P.O. Box 9004
Boulder, CO 80301-9004

For more information
about our name change
visit ElevationsCU.com



ELEVATIONS
CREDIT UNION

*NEW NAME
SAME VALUES*

Diagonal Branch

Longmont Branch





Your partner to new heights

U of C Federal Credit Union is now

Elevations Credit Union

Although our name has changed, we are still

- 100% member-owned
- 100% local, and
- 100% committed to our community

For over 50 years your Credit Union has been operating under the name U of C Federal Credit Union.

"We're very proud of our history," says Board Chair, Lynn Walloch. "Even though we will have Elevations CU displayed on our branches and ATMs, we remain dedicated to serving the University of Colorado and will continue to be actively involved with that important community."

Since the Credit Union was established, the groups that we serve have expanded to include over 150 employers and organizations. We are still proud to serve faculty, staff and students of the University of Colorado who comprise 30% of our total membership.

The name U of C Federal Credit Union gave the impression that you needed to be associated with the University in order to join. Since membership growth is important for the credit union to maintain its financial

strength and accessibility, it was essential to remove this perception of exclusivity. With each new member, we are able to bring added flexibility, convenience and value to all members.

Our new name, Elevations, better represents the entire scope and diversity of our membership while accurately reflecting the beauty and lifestyle of the front range of Colorado.

Thank you for your membership and continued support as we make this exciting transition.

Baseline Branch

UMC Branch



How we picked "Elevations"

In choosing this name, management adopted the best practices used by other companies and credit unions that have changed their name.

The process involved an exploration of our heritage, values, and commitment to the local community. We then looked to the future to how the credit union would grow in its mission and ideals. Our front range location and our members' commitment to an active outdoor lifestyle was another important factor.

One of the largest challenges was to choose a name that would pass very stringent Trademark requirements so we would not face name challenges in the future.

Inspired by the mountain views we all enjoy every morning as we commute to work, school or recreation, the name Elevations was chosen. It is dynamic and unique in the marketplace.

We hope you like our new name and that when you're out in the community you can proudly say, "Elevations—that's my credit union!"

For more information about our name change, visit ElevationsCU.com