2019 IMPACT REPORT

CREATING NEW OPPORTUNITIES EVERY DAY

Opportunity comes in many forms.

Our mission is to enable the underserved, unbanked, and no credit population to build and fulfill dreams by taking the Peoples "Advantage".

PEOPLES ADVANTAGE
FEDERAL CREDIT UNION

PEOPLESADVFCU.ORG
(804) 748-3081

CERTIFIED
CDFI
Over the past year, we have continued to live our mission of helping individuals, families, and communities realize their personal and financial dreams. The end of 2019 marks the second year of our CDFI designation which allows us to accomplish even more mission-driven work in the communities we serve. We believe that by connecting people to vital resources such as education, transportation, health and wellness, we are building the foundation for a thriving community.

We would like to express how grateful we are to every member of Peoples Advantage FCU. By being a part of our mission, you are providing life changing initiatives to people in your community.

At PAFCU, we like to say that we are not “order takers.” We are not merely here to be a financial institution that cashes checks and takes loan applications. We are here to think outside of the box and find real solutions for our members. With this in mind, we have carefully crafted products and services that cater to the unique needs of our membership field, and we base our entire mission around the needs of the community.

PAFCU has worked diligently to provide the essential tools needed to promote a thriving community. Award winning programs such as Reliable Rides and Free Credit Score Analysis have helped countless individuals open their eyes to new opportunities. Partnerships with organizations such as Petersburg Area Transit and Consumer Credit Counseling MD have made it possible to provide life changing resources.

Looking towards the upcoming year, we plan to leverage our CDFI designation in order to create more innovative products, develop meaningful partnerships and continue living our mission every day.

To our members and our employees, I’d like to express my deepest thanks for all of your continued support and hard work!

Sincerely

Patsy Smith; Chief Executive Officer
TABLE OF OPPORTUNITIES

4 Membership
5 I Said “Yes” to Membership
6 We’re Mobile
7 Auto Loans
8 Reliable Rides
9 Payday Alternative Loans
10 Mortgage Loans
11 Financial Coaching
12 Checking Accounts
13 Fresh Start Accounts
14 Home Equity
15 Refer A Friend
16 Certificates
17 Save to Win
18 Community Involvement
19 Summary
20 CDFI Certification
21 New Partnerships
As a community credit union, we serve the coolest people (that's you) who live or work at businesses located in the Richmond Tri-City and surrounding areas.

3 LOCATIONS
Petersburg, Colonial Heights, & West Broad

300,000+ ATMS
Access your money everywhere with CU24 ATMs

9,256 MEMBERS
Increasing in membership every day
I SAID “YES” TO MEMBERSHIP

1,609 NEW MEMBERS
WE’RE MOBILE: OUT AND ABOUT IN OUR COMMUNITY

The PAFCU mobile unit is a full-service branch on wheels. Our "Street Team" travels throughout the community to assist members with everything from processing transactions to opening accounts and processing loan applications. Follow us on Facebook or visit our website to keep up to date on the mobile unit locations.
AUTO LOANS: THE OPPORTUNITY OF APPROVAL

**EXAMPLE:**

<table>
<thead>
<tr>
<th>Amount - $16,000</th>
<th>Term - 60 Mo.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>36%</td>
</tr>
<tr>
<td>Payment</td>
<td>$578</td>
</tr>
<tr>
<td>Interest Paid</td>
<td>$18,688</td>
</tr>
<tr>
<td>Total</td>
<td>$34,688</td>
</tr>
</tbody>
</table>

$13,171,159
SAVED IN INTEREST*

$10,722,357
Financed

$20,210
Average Loan Amount

*Based on a $20,271.19 average auto loan, 60-month term, paid monthly at 36% APR average subprime loan vs. average 10.3% APR at PAFCU. Average from https://www.investopedia.com/terms/s/subprime-borrower.asp
EXAMPLE:
AMOUNT - $16,000
TERM - 60 MO.

<table>
<thead>
<tr>
<th></th>
<th>Predatory Lender</th>
<th>Dealership</th>
<th>Reliable Rides</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest Rate</td>
<td>36%</td>
<td>22%</td>
<td>14%</td>
</tr>
<tr>
<td>Payment</td>
<td>$578</td>
<td>$442</td>
<td>$372</td>
</tr>
<tr>
<td>Interest Paid</td>
<td>$18,687</td>
<td>$10,520</td>
<td>$6,350</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$34,687</td>
<td>$26,520</td>
<td>$22,350</td>
</tr>
</tbody>
</table>

Through our partnership with Enterprise Car Sales, we provide affordable vehicles with a low-cost interest rate. Reliable Rides is an award-winning program that requires a mandatory training course on properly maintaining a vehicle and expenses associated with vehicle ownership.

$377,331
Total Amount Financed

$13,476
Average Loan Financed

*Based on 36% for 60 month term from competitors to an average of 14% APR with us
**PAYDAY ALTERNATIVE LOANS:**
A HEALTHY OPPORTUNITY

**Example:**
Amount - $1,000 | Term - 6 mo.

<table>
<thead>
<tr>
<th>Predatory Lenders</th>
<th>Payday Alternative Loans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest Rate:</td>
<td>400%</td>
</tr>
<tr>
<td>Payment:</td>
<td>$316</td>
</tr>
<tr>
<td>Interest Paid:</td>
<td>$896</td>
</tr>
<tr>
<td>TOTAL REPAY:</td>
<td>$2,433</td>
</tr>
</tbody>
</table>

$303,174
Saved in Interest

$626,534
Total Amount Financed

$986
Average Loan Financed

*Based on an average $986.67 loan, 6-month term, paid monthly at 400% APR average payday loan vs. 28% APR at PAFCU. Average from https://www.opploans.com/rates-terms/virginia/*
Purchasing a new home is one of life’s biggest decisions. We understand this and want to help our members navigate the mortgage process. We are willing to help every step of the way to make the process as easy as possible.

$4,159,028
Mortgages Funded

25 New Mortgages

50+ Home Buyer’s Seminar Attendees
Every member is educated from the moment they start their membership.

3,111 INDIVIDUAL FINANCIAL COACHING SESSIONS

19% OF PAFCU MEMBERS INCREASED THEIR CREDIT SCORE BY 50+ POINTS

57% OF MEMBERS WHO PURCHASED A HOME WITH PAFCU STARTED THEIR JOURNEY IN CREDIT COUNSELING
CHECKING ACCOUNTS:
ENDLESS OPPORTUNITIES

$42,881
SAVED IN MONTHLY FEES

$8,879
Saved in ATM fees**

$887,904
Total saved in overdraft fees***

*Based on an average monthly maintenance fee of $12 compared to our free checking accounts with no monthly maintenance fees. https://www.nerdwallet.com/blog/banking/average-checking-account-fees-study/.
**Based on an average $2.75 ATM outside of network fee compared to all members who used an ATM outside of our network with no fee from the credit union. This does not consider any fee that may have been charged by the ATM. https://www.nerdwallet.com/blog/banking/average-checking-account-fees-study/.
***Based on an average $34 median overdraft fee compared to all overdraft fees charged at PAFCU in 2019. https://www.nerdwallet.com/blog/banking/average-checking-account-fees-study/
Every person deserves a fresh start. Fresh Start Checking is designed for members who have experienced a financial hardship in the past. Our goal is to provide members the convenience of a checking account with minimal fees.
HOME EQUITY:
OPPORTUNITIES FOR IMPROVEMENT

$1.5 MILLION
IN DEBT CONSOLIDATION
& HOME IMPROVEMENT
LOANS USING HOME EQUITY
REFER A FRIEND: GIVE THE GIFT OF OPPORTUNITY

Refer a friend to PAFCU, and receive up to $100 for you and the person you refer to us!

$42,625 PAID OUT TO MEMBERS AND THEIR FRIENDS
When you want to make the most of your money, invest in a share certificate to maximize your return.

$215,907 PAID IN DIVIDENDS
SAVE TO WIN PROGRAM:
THE SMARTEST WAY TO SAVE

For every $25 deposited into a Save to Win account, members are entered into a drawing to win cash prizes!

For each additional $25 deposited into a Save to Win account qualifies members for the Save to Win national prize of $5,000 quarterly and members will also be entered to win PAFCU’s quarterly prize of $500.

BETTER THAN WINNING THE LOTTERY, GET PAID TO SAVE!

$2,600 PRIZE GIVEAWAYS

Official account and prize entry rules, and a complete list of prizes are available at savetowin.org. Void where prohibited by law. © CU Solutions Group, 2017. All rights reserved.
COMMUNITY INVOLVEMENT: THE OPPORTUNITY TO LEND A HAND

At PAFCU, we value giving back to our local community in numerous ways.

350 CANS OF FOOD DONATED TO CARES AND COLONIAL HEIGHTS FOOD PANTRY AT CHRISTMAS

150 CANS DONATED TO "CARES" AND COLONIAL HEIGHTS FOOD PANTRY AT THANKSGIVING

75 FREE TAX PREPARATIONS THROUGH VITA PROGRAM

$1,830 RAISED FOR REACH OUT FOR LIFE
Petersburg VA, November 13, 2018 - Peoples Advantage Federal Credit Union (PAFCU) announces its CDFI certification awarded by the U.S. Department of the Treasury.

CDFIs are mission-driven financial institutions. PAFCU became CDFI certified by continuously providing financial services to meet the needs of economically challenged individuals within their communities. This certification affords PAFCU the opportunity to take the next step in their mission to change lives by providing financial services and education to over one million people in the tri-cities area.

For more information about our CDFI certification, please visit us on the web at: www.peoplesadvfcu.org.
Consumer Credit Counseling Services is an organization that holds the same core values as PAFCU, which is helping people reach their financial goals!

Together, our organizations will host educational events, coach members one on one, and provide personalized plans to help you get where you want to be.

We believe transportation provides the framework for access to resources in the community providing access to stable employment, healthy food options, affordable healthcare and many other necessities. That is why we partnered with Petersburg Area Transit in 2019!