

WHAT YOU NEED, WHEN YOU NEED IT

SEATTLE CREDIT UNION SEATTLE, WA

Seattle Credit Union prides itself on being big enough to make an impact, but small enough to nimbly create specific loans for individuals who really need them.

“A lot of companies want to come in and tell you how to check boxes. At Seattle Credit Union, we want to start by helping you create those boxes,” says Barney Herrera, Vice President of Strategic Partnerships. “We are here to sit down and listen first.”

When it comes to COVID-19 and the uncertain economic climate it has presented, Seattle Credit Union is escalating its effort to present personalized assistance. The credit union’s responses include Lifeline Loans, Paycheck Protection Program (PPP), Skip-A-Pay options and bridge loans.

Knowing so many of its members and non-members are in search of information and connection, Seattle Credit Union created the bi-monthly podcast What You Need, When You Need It. Discussions on the podcast focus on topics relevant to the city and state, as well as ways to positively impact financial health.

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The show also provides a vehicle to answer community member questions such as “What if I can’t afford my car payments?” and “What will life look like in Seattle after the pandemic?”

Seattle Credit Union was able to move quickly to start helping the community through its approval of PPP loans. By mid-May, the Seattle team had approved 95 loans for a total of over \$7.7 million. With an average loan of about \$82,000, the credit union has supported 818 jobs.





While the podcast is currently hosted by executive staff, plans are in place to cycle in additional team members to cover an even wider variety of subjects.

In the interest of breaking through the isolation with most of its staff working from home, Seattle Credit Union is also in the process of launching an internal podcast. The show features a CEO Corner addressing issues such as how the credit union is doing, best practices, and tactics employees are implementing to cope with their new reality.

Through its conversations with both members and non-members, Seattle Credit Union has created a resource hub of community relief services on topics

such as elderly care and food insecurity. The resource hub includes links to Seattle's organizations and nonprofits—the ecosystem set in place to help ease the impact of uncertain times on the city and its surrounding areas.

In a world where there's a competitor on every corner, Seattle Credit Union stays on top thanks to its authenticity, its effort to listen to the needs and desires of its members, and its dedication to creating products outside of the box.

Learn more about Seattle Credit Union at www.seattlecu.com.

