



Dear Members,

I'm here to share some exciting news with you. Things are about to change at ABCO Federal Credit Union – for the better!

You might not know this, but our name, ABCO, originated from combining the letters of two county educational systems that we originally served. Since then, we've added healthcare professionals, underserved communities, and a variety of companies from a range of industries – reaching far beyond the boundaries of those original counties.

In order to thrive, we need a brand identity that connects with our original story but also sets us apart. We're different! And we're proud of that difference. We aren't just another place to deposit your paycheck or get a car loan.

So I'm proud to tell you that after nearly a year of hard work, we've developed a new name and brand identity that speaks to who we are and who we want to be. During this process, we connected with the word "edify," which means "to enlighten or to provide instruction." That's who we aspire to be for you – a financial institution that empowers you with the financial knowledge needed to build generational security.

Therefore, as of July 1, 2024, we will be known as

EdiFi Credit Union

Not much will change for our existing members. For instance, the following services will continue to work just as they do today:

- Debit cards, credit cards, and checks
- Member account numbers
- Direct deposits
- Credit Union's Routing number (ABA)
- Online and mobile banking login credentials
- ABCOFCU.org website (*We will automatically reroute you to our new website address*)

Over the next month, each of our branch locations will undergo renovations to reflect our new brand. We are working to avoid any service interruptions at our branch locations; however, we will communicate all expected member impact information to you via email, our website, and on social media.

We know change can be challenging, but I think that this upgrade is one we will all find exciting. The future is bright for EdiFi and YOU are a part of our future!

To check out the evolution of our brand and get a sneak peek of what's coming soon, visit abcofcu.org/rebrand.

As always, thank you for your membership and for choosing our credit union. We look forward to serving you and helping you to achieve your financial goals!

Sincerely,

Jill A. Peterson
President / CEO