



August 15, 2020

**Effective November 1<sup>st</sup> - RBCU will be renamed MY CREDIT UNION & MY CREDIT UNION Foundation will be Launched to Support Local Non-Profit Organizations!**

Dear Valued Member:

Over the past several years the Board of Directors and Management Team have created a long-term strategic plan to chart the best path forward to foster future growth and sustainability of RBCU. The process of making the decision to change the name was long, purposeful, and deliberate. Ironically, it was the passion of RBCU members itself which helped identify a simple, yet powerful, unifying name – MY CREDIT UNION!

When we are out in the community, we kept hearing “That’s MY CREDIT UNION,” “I love MY CREDIT UNION” or “I am proud of MY CREDIT UNION” and it resoundingly resonated as the best choice to lead us into the future, not only as a financial institution, but also for our new charitable foundation.

Our goal in making this move now is to make sure we will continue to be here to serve and support Richfield and Bloomington for generations to come, but also broaden our membership base into neighboring Minnesota communities in order to make that possible. When we test marketed the RBCU name outside of the Richfield/Bloomington area, it did not perform as well as we had hoped.

RBCU has one of the most loyal groups of members of any credit union in Minnesota. We thank you and deeply appreciate you for that! Many of you have served on committees, conducted business in Bob Lien’s basement, and stayed with us through good times and bad. A name change can be unsettling and emotional, but we also see it as an opportunity to celebrate how we got here and where we can continue to grow together in the future, while keeping the headquarters where they belong in the Richfield – Bloomington area.

This is not the end of RBCU, just the opposite – a great new chapter which will allow us to add enough new members to expand our branch footprint south of the Minnesota River and invest in the new products/services our members need from us to continue to earn their business. This is not a merger. The same staff, management team and Board of Directors will be here to serve you for years to come.

While this change will not officially take place until November 1, 2020, members will begin to see the transition to MY CREDIT UNION in phases over the coming months and well into 2021. We invite members to share their favorite RBCU memories/stories or ask questions/voice concerns about moving forward as MY CREDIT UNION by emailing [marketing@rbcu.org](mailto:marketing@rbcu.org). Each submission will receive a response from a member of the Management Team or Board of Directors. Some of the best memories will be shared in upcoming newsletters...

Thank you for your continued support of MY CREDIT UNION during this transition!

Sincerely,

Greg Worthen

President

James Habeck

Board Chairperson