



NEWSLETTER

PRESIDENT'S MESSAGE

Aloha CU Hawai'i Members,

Thank you for being a part of our credit union in our growing legacy to serve you and our extended community. We will celebrate our 69th anniversary this year and plan to continue growing and expanding in ways that support your flourishing.

In 2024, we focused our efforts on improving some of our processes to better serve you and make transactions smoother, and more efficient. We expanded online account opening, enhanced loan application processes, and deployed new ATMs for Hilo, Kea'au, Kona, Nā'ālehu, Pāhoā, and Ocean View. We will continue this work into 2025 and beyond.

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FEATURED IN THIS NEWSLETTER

Community Service & Outreach
International Credit Union Day
Business Member Spotlight

Avoid text message scams
Social Media Giveaways
Happy Retirement

Employee Anniversaries
Spirit Week
2024 Impact Report



NEWSLETTER

PRESIDENT'S MESSAGE

(Message continued from page 1)

We expanded our community development efforts by opening another student branch at Kea'au High School in April 2024. We are grateful for the opportunity to empower Kea'au High School students through work-based learning opportunities and financial literacy education, in addition to providing credit union services on campus.

In the coming year, we plan to invest in developing our people through training and education as well as invest in the next generation of leaders for the credit union through our Management Development program. We will continue to improve how we do things at CU Hawai'i to better serve you and create More Possibilities for you and your 'ohana.

Mahalo,

James Takamine
CU Hawai'i
President/CEO



KEA'AU STUDENT BRANCH OPENING



EMPLOYEE DEVELOPMENT WORKSHOP



COMMUNITY SERVICE & OUTREACH

We have been involved with 19 outreach events, talks, and workshops in 2024, reaching a total of 2,000 people in the community. Here are a few events and donations that we were a part of:



WALK TO END ALZHEIMER'S

We raised **\$2,718** to create More Possibilities for Alzheimer's care, support, and research.



TOYS FOR TOTS

Mahalo to all of our members and employees who helped us collect Toys!



RELAY FOR LIFE

We raised over **\$5,874** to create More Possibilities for cancer research and patient care.



HAWAII ISLAND'S FOOD BANK

We helped pack food boxes for the Kūpuna Pantry Program. We packed 900+ food boxes.

**CREATING MORE POSSIBILITIES
FOR OUR COMMUNITY** 



CU HAWAII
Federal Credit Union



PĀHOA PAINT PROJECT

Some CU Hawai'i staff volunteered for the paint project at Pāhoa High and Intermediate School, we painted their stairwells and railings.



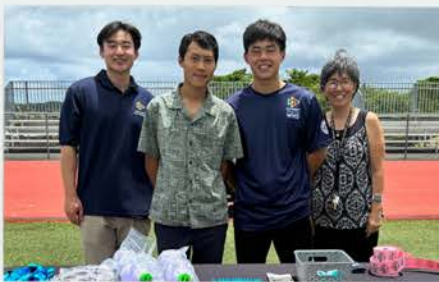
KA'Ū COFFEE FESTIVAL

We had a spin wheel, giveaway, and handed out CU Hawai'i swag to attendees of the Ka'ū Coffee Festival.



NĀ'ĀLEHU SUMMER PROGRAM

Our annual visit for the Nā'ālehu Keiki Summer Fun Program. Keiki learned about financial literacy and was given a CU Hawai'i piggy bank.



WAIĀKEA CLUB DAY

Our Waiākea Student Branch represented CU Hawai'i at Waiākea High School's Annual Club Day.



KA'Ū COMMUNITY HEALTH FAIR

At the Ka'ū Community Health Fair, our booth handed out water, granola bars, and had a few giveaways.



HOME FAIR & EXPO

We had our fun plinko game, handed out CU Hawai'i swag, and gave away some amazing prizes.



PĀHOA FAMILY FUN NIGHT

We were truly honored to participate in the family night at Pāhoa Elementary School, which featured food, games, and festivities!



KA'Ū TARO FESTIVAL

At the Ka'ū Taro Festival, we had a match and win game where participants had a chance to win taro plushies or some CU Hawai'i swag.



PĀHALA CHRISTMAS PARADE

Our Nā'ālehu branch represented us at the Pāhala Parade. Our theme was Candy Land and we handed out glow-in-the-dark items.



JOIN OUR SCHOLARSHIP ALUMNI!

Our 2025 scholarship program is now open. Scan QR code for MORE POSSIBILITIES and details!

Follow for updates! [@cuhawaii](https://www.facebook.com/cuhawaii) [@cuhawaii](https://www.instagram.com/cuhawaii)





COMMUNITY SERVICE & OUTREACH

Financial Reality Fair

In October, we held a Financial Reality Fair at Waiākea High School which provided students with a meaningful and authentic financial experience.



Photos featuring our Waiākea Student Branch MSRs, volunteers, and students during our reality fair.



WAIĀKEA REALITY FAIR



HILO BRANCH WINNER

Two lucky members who both received a cooler bag for their golden ticket on International Credit Union Day.

INTERNATIONAL CREDIT UNION DAY

On International Credit Union Day, members who visited a branch received a gift. Some gifts included a golden ticket to win our black cooler bag!



PUAINAKO BRANCH WINNER





BUSINESS MEMBER SPOTLIGHT

We choose a business member periodically and share a little bit about their business. Our goal is to support and create MORE POSSIBILITIES!

Reach out to

marketing@cuhawaii.com

if you are interested in being featured on our social media and newsletter!



INSERT YOUR PHOTO



INSERT YOUR PHOTO



POHINA PRODUCTS

They are located in Hilo and are the home of the Hana Hou Beef Crisp. They specialize in thin, crispy jerky and make it nearly every day!



SEW DA KINE

They specialize in crafting vegan and sustainable bags from premium cork fabric in their studio located in Hilo.



TRIPLE J DESIGNS LLC

An online business that creates various items such as scrunchies, lanyards, key fob keychains, shirts, pouches, and personalized glass cups.

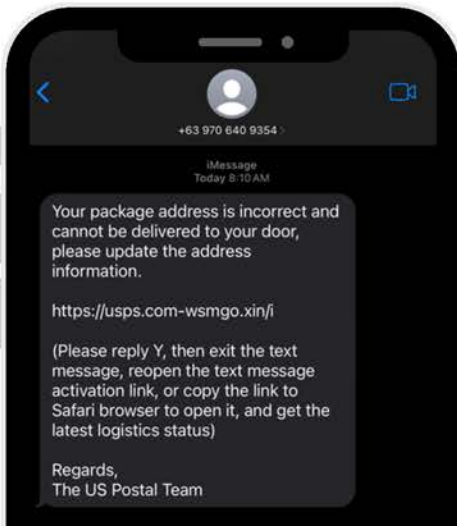


WEHI'S BOUTIQUE

If you are in Honoka'a please stop by! They offer a line of island-inspired clothing, designed in Hawai'i and hand-dyed in Bali.

AVOID TEXT MESSAGE SCAMS

Be cautious of scams during the holiday season, especially smishing, which involves fraudulent text messages about package tracking. This phishing method aims to steal personal information, including credit card numbers, social security numbers, and account passwords 📧



DON'T RESPOND

DON'T CLICK LINKS

BLOCK NUMBERS

PROTECT YOUR INFORMATION





SOCIAL MEDIA GIVEAWAYS

Halloween Keiki Coloring Contest

Keiki up to 14 years of age were able to enter our coloring contest for a chance to win a basket filled with some Halloween treats 🎃



Christmas Keiki Coloring Contest

Keiki 4-7 years and 8-14 years were able to enter our coloring contest to win a gift bag filled with some festive treats



Some of our creative and talented Halloween and Christmas Keiki Coloring contest winners. To view all of our winners check out our social media.



HAPPY RETIREMENT!

Zelda Delacruz

Wishing you all the best in this next chapter of your life, and may your retirement be filled with joy and endless POSSIBILITIES!



EMPLOYEE ANNIVERSARIES

Celebrating our employee milestones 🎉



Alan Shiraishi
Puainako Branch Manager



Puainako Branch

SPIRIT WEEK

In December our staff got into the holiday season with a Spirit Week.

Monday Red Day 	Tuesday Holiday Character Day 	Wednesday Pajama Day
Thursday Green Day 	Friday Sweater Day 	



Lending Department



Kea'au Branch



Nā'ālehu Branch



Kona Branch



2024 IMPACT REPORT (JANUARY-DECEMBER)

Community Events



Engaged with



Community
members

With the help of



CU Hawai'i staff
& volunteers

Financial Literacy Education (FLE)



Engaged with



Community
Members

Educated



Students

Employed



Interns and
Student MSR's



Reality Fair

Held 2 Reality Fairs at Kea'au High School and Waiākea High School

Engaged with



Students

Engaged with



Volunteers & Staff

Community Giveback



2024 Scholarships

Recipients: 6 graduating high school students and 5 college undergraduates



Milestones



Opening of Kea'au High School Student Branch (4/11)

1st Reality Fair since 2020 at KHS (April) followed by WHS (October)

Sponsored & participated in the 1st Annual Taro Festival in Pahala



UPCOMING HOLIDAYS

CU Hawai'i will be closed
on the following days;



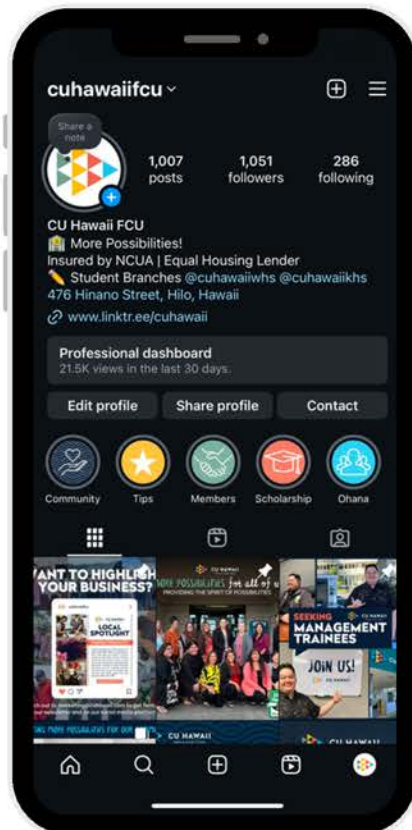
President's Day
Monday, February 17th
Memorial Day
Monday, May 26th

**DON'T FORGET TO FOLLOW US
ON SOCIAL MEDIA FOR UPDATES!**



@cuhawaiifcu

@cuhawaii



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