

## SKYPOINT FEDERAL CREDIT UNION INTRODUCES SKYPOINT CARES AS A COMMUNITY DEVELOPMENT PROGRAM

**February 12, 2021, Germantown, Md.,** – As part of its community development initiative, SkyPoint Federal Credit Union of Germantown, Md., has introduced SkyPoint Cares. It comprises four sub-programs: SkyPoint At Work, SkyPoint Connect, SkyPoint Serves and SkyPoint Thrive.

The At Work program focuses on bringing the credit union's "We Make Banking Simple" philosophy to employers in the community. Connect focuses on partnering with community-based non-profits and connecting with small and independently owned businesses, providing resources and financial assistance to help them grow. The Serves program is the backbone of SkyPoint's employee volunteer program in the community. And finally, Thrive is a suite of Community Development Financial Institution (CDFI) services, such as the Credit Builder loan, Pathway Loan, Reliable Rides program, and more. All together, the initiative demonstrates the effort SkyPoint puts, internally and externally, into supporting local communities.

"Community is the lifeblood of the credit union movement," says Ransford Sarfo, SkyPoint's director of community relations. "It made sense for us to create SkyPoint Cares to cover all aspects of community and internal development."

SkyPoint Federal Credit Union is a certified CDFI. As part of the federal grants SkyPoint has earned, the credit union has committed to serving unbanked and underbanked populations within its field of membership.

"SkyPoint Cares is really a more official embodiment of the internal culture our credit union has lived by for years," says Jim Norris, CEO of SkyPoint. "Now, we're proud to publicly share our efforts in our communities to help drive people's finances in the right direction. I'm excited and energized for what is to come."

SkyPoint started using pieces of Cares in 2020 at employee and volunteer events. In 2021, Cares will be a full-blown initiative under Community Relations. For more information about SkyPoint, visit [www.skypointfcu.org](http://www.skypointfcu.org).

### About SkyPoint Federal Credit Union

SkyPoint Federal Credit Union is one of the premier financial institutions serving Montgomery County, Md.; Frederick County, Md.; Arlington County, Va.; Alexandria and Falls Church, Va.; and the District of Columbia. SkyPoint FCU strives to offer its members a wide array of financial services, supported by the best technology, and offering great value through a member-owned structure.

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