



FOR IMMEDIATE RELEASE

EECU's Mobile Branch Brings Financial Services to Rural Fresno County Residents

FRESNO, Calif. (Dec. 3, 2025) – In a town where many residents face long drives to reach the nearest full-service bank, a large blue and white vehicle is changing that story. Educational Employees Credit Union's (EECU) Mobile Branch is bringing financial services directly to families in Mendota through its partnership with the AMOR Wellness Center.

The Mobile Branch now visits the AMOR Wellness Center twice per month, offering checking and savings account openings, deposits, withdrawals, ATM access, and assistance with loan applications in both English and Spanish.

The partnership grew from a shared mission: connecting underserved families with essential services that improve daily life. At AMOR's Mendota location, that mission has come to fruition with hundreds of residents visiting the Mobile Branch and beginning their first formal relationship with a financial institution, after years of relying on cash, check-cashing outlets, or prepaid apps.

"Access is everything," said Eddie Zamora, EECU Mobile Branch manager. "When families already trust a place like AMOR, they feel comfortable talking to us, asking questions, and opening an account. They don't have to take a day off work or drive an hour to a branch — the branch comes to them."

The AMOR Wellness Center isn't just a host site, it's an anchor for the community offering healthcare, child care, workforce training, and nutrition assistance. Adding financial services completes that circle of care, giving people the tools to manage paychecks, save for emergencies, and build credit in a trusted, supportive space.

"Our role at AMOR Wellness is to connect families with a variety of resources and services that can improve their well-being," said Stephanie Franco, AMOR Wellness Center rural program supervisor. "With EECU's Mobile Branch here, residents can open an account, ask financial questions, and leave with tools that help them manage their money more easily and build financial stability, all in English or Spanish."

Like many rural communities in Fresno County, Mendota residents have limited bank branches, language barriers, and transportation costs that make traditional banking out of reach. EECU's Mobile Branch bridges that gap by providing a convenient, bilingual, member-owned option that keeps money local and supports community growth.

By partnering with AMOR, EECU ensures its visits are coordinated with other vital services, creating a one-stop location for families who might otherwise be excluded from the financial system. Learn more about EECU's Mobile Branch at myEECU.org.

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EECU serves 12 Central California and Central Coast counties and has 23 branches and more than 393,000 members. Since 1934, EECU has provided affordable financial products and services to meet its members' saving, borrowing, and investing needs. EECU is very active in the communities it serves, proudly supporting numerous programs, activities and events that enrich the community experience, and providing free financial wellness education to people of all ages.