



WHAT: Workers Credit Union (WCU), a member-owned and member-focused \$2 billion-dollar credit union, is building the financial wellness of its more than 110,000 members through coaching, products, and support that empowers them to build a better life for themselves and their families. Workers Credit Union also provides convenient traditional banking services with competitive rates.

Headquartered in Littleton, MA, Workers Credit Union recently adopted a federal charter that enables it to serve a broader set of members wherever they live. Workers Credit Union is a Community Development Financial Institution and Low-Income Designated Credit Union.

HOW: Unlike a traditional bank, Workers Credit Union is a not-for-profit institution. Using a combination of face-to-face coaching and the latest self-serve technology Workers provides a personal, user-friendly banking experience that helps members pursue their goals with confidence.

- **The Workers Way** – The Workers Way provides personalized, judgement-free coaching at no additional cost to its members. All Workers branch staff are trained and certified financial coaches who meet with members one-on-one, both in person and virtually. The coaches become true partners, taking members through a step-by-step process of changing how they think about and manage money so they can achieve their dreams.
- **Workers PlanIt** – Workers Credit Union implemented the latest technology to create modern, inclusive, and welcoming Workers PlanIt locations in Worcester and Hudson that take the friction out of banking so members can focus on their financial well-being. Each Workers PlanIt has private spaces for live coaching meetings. An interactive hologram named Olivia can answer frequently asked questions in several languages including American Sign Language (ASL). Video Teller ATMs offer more services than traditional ATMs, while also allowing members to connect with tellers by video. Plans are in place to open Workers PlanIt locations in Lowell and Shrewsbury and to convert all current locations into Workers PlanIt locations by the end of 2021.
- **Community Support** – Workers Credit Union is committed to building community. As part of this, Workers returns a portion of proceeds to its members annually through the GiveBack program. Despite the challenges of the pandemic, Workers gave back \$1.5 million to its members in 2020 and donated more than \$400,000 to 150 local organizations. As part of its robust employee benefits package, WCU provides staff volunteering incentives that allows Workers Credit Union to devote more than 2,300 hours each year to worthy causes.

WHO: Workers Credit Union has been serving low-to-moderate income families in underserved communities in Massachusetts for more than 100 years. In 2018, Workers Credit Union was [named](#) top three in *Forbes* for Best-In-State credit unions.

WHY: A recent national [study](#) shows that 40 percent of adults in the U.S. have less than \$300 available to use in the case of an unexpected event. Workers Credit Union personalizes a member's path to financial wellness so both they and their community can thrive.

Find out more about Workers Credit Union [here](#).

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