

IT'S HERE!

At UKFCU, we're committed to bringing you better banking, and that includes our refreshed website which launched on January 29th!

What's new? You can expect:

A sleek, modern design that's easy on the eyes, improved navigation to help you find what you need faster, and tools and resources to help you reach your financial goals. While the look is new, your accounts and personal information remain protected with the same high-level security you expect from us.

This upgrade is designed with YOU in mind, bringing you a more seamless and efficient online experience.

Thank you for trusting us with your financial journey—we really hope you enjoy our new look!



Nicholasville GRAND OPENING

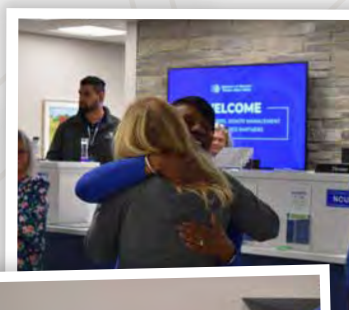
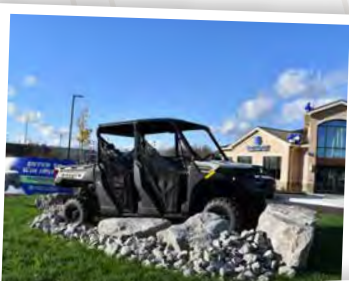
After breaking ground on our new location at 201 Bryant Drive in Nicholasville in October of 2023, our beautiful new branch received its official Grand Opening this past November.

But we weren't content to just open a new branch - we wanted to arrive in style! We kicked off our Grand Opening with a \$2,500 donation to Jessamine County Food Pantry before our senior staff, board members and local community leaders cut the ribbon on our first branch outside Fayette County!

In addition to the Grand Opening festivities, we also ran two special promotions that were only available at our Nicholasville location!

First, we had the Big Blue Adventure Sweepstakes, where anyone who opened a new Checking or Money Market Account was entered to win a 2025 Polaris Ranger UTV! After receiving hundreds of entries, we're proud to announce that the big prize was won by Sonny S, a proud U.S. Marine Corps veteran, local business owner, and valued UKFCU member!

Plus, we also ran our \$200 for You, \$100 for Nicholasville campaign, where anyone who opened a new Checking Account received a \$200 bonus for themselves and a \$100 donation to their choice of three local charities, namely the Thomson-Hood Veterans Center, Jessamine County Senior Center and Nicholasville Firefighters Toy Drive! When this promotion ended on January 4th, the donations reached \$3,800, \$2,500 and \$3,000, respectively!





SWIPE & SCORE

Sweepstakes



And the Winner of the Swipe & Score Sweepstakes Is...

With legendary Coach John Calipari bringing his Arkansas Razorbacks to Rupp Arena to face UK and Mark Pope on February 1st, we wanted to mark this new era in Kentucky basketball by giving away a pair of tickets to a UKFCU member! We called this giveaway the Swipe & Score Sweepstakes and every time a member swiped their UKFCU debit card between October 28th and January 18th, they were entered to win!

After millions of debit card swipes and entries, we randomly selected,

Mary C.

We hope they enjoy what is sure to be a memorable occasion!



Financial EDUCATION

We've leveled up our financial education efforts with the Mindful Money Podcast, now streaming on your favorite podcast platform. Our episodes feature insights from experts on a wide range of topics, including two UK student-athletes sharing their experience of managing money with NIL opportunities, Shellie May from the Kentucky Office of the Attorney General offering tips on fraud prevention and keeping finances secure in a digital age, and UKFCU President & CEO Ryan Ross discussing the importance of taking care of employees, settling into Lexington, and the keys to his career success.

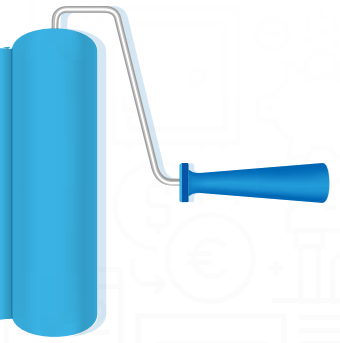


CHECK IT OUT *here!*

UKFCU
Gazette



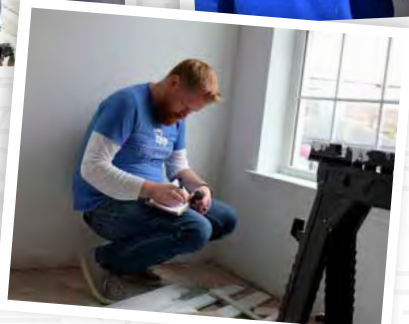
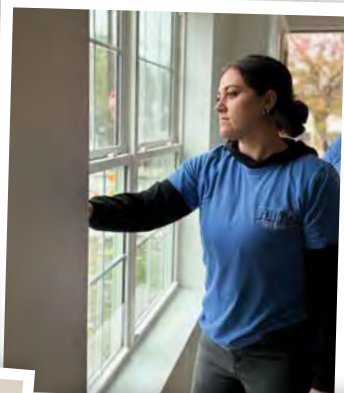
Habitat for Humanity® Home Build



UK Federal Credit Union proudly sponsored Lexington Habitat for Humanity's milestone 500th home build. The recipient, Marsha, a lifelong Lexington resident, had been living in a home that was in constant need of repair and no longer felt safe.

UKFCU employees from all departments rolled up their sleeves to make Marsha's dream of a safe, stable home a reality. From hammering nails to painting walls to installing cabinets, the team worked together to build not just a house, but a place Marsha could truly call home.

Reflecting on her new home, Marsha shared, "This is such a blessing, a victory. I feel like I am truly blessed." It's moments like these that embody UKFCU's mission to make a meaningful impact in our community.





**UNIVERSITY OF KENTUCKY
FEDERAL CREDIT UNION**

University of
Kentucky[®]

As the Official Credit Union of the University of Kentucky, UKFCU is dedicated to supporting students and faculty whenever we can. In the final months of 2024, we headed to campus for Coffee On Us, offering students a much-needed pick-me-up as they prepared for finals. Additionally, our Business Development team hosted a Lunch and Learn at the UK College of Pharmacy, providing valuable financial education for staff and faculty.

To kick off the next semester with a warm welcome, we proudly attended the Big Blue Orientation for Freshmen, International Students, and Transfers. We're always here to cheer on the Wildcat community and help them thrive!



BIG BLUE MOVE-IN



COFFEE ON US



BLITZ THE BLUE

**OFFICIAL
CREDIT UNION**
of
**THE UNIVERSITY
OF KENTUCKY**



BIG BLUE ORIENTATION



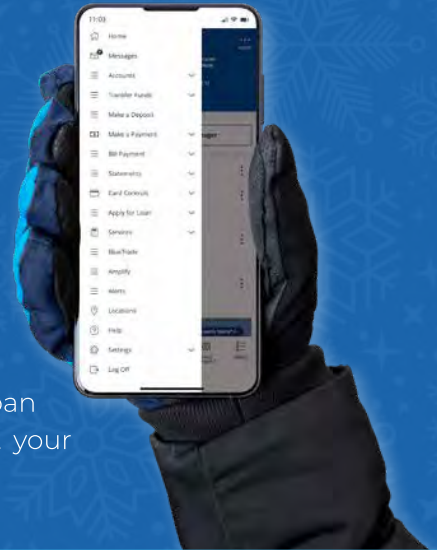
COLLEGE OF DENTISTRY PRESENTATION



LUNCH & LEARN

Keeping Your Finances *Warm,* Despite the *Cold!*

With the unprecedented winter weather conditions over the last number of weeks, we want to remind our members that even if you can't get to us physically, we're still available to serve your financial needs! With our Online and Mobile Banking options, you always have access to your accounts, with mobile deposit, bill pay, loan applications, card controls and funds transfer capabilities right at your fingertips.



Download our app!



OFFERING *members* THE BEST RATES

**NET YOURSELF
BIGGER
SAVINGS**

AS HIGH AS
4.00%
APY*

HIGH YIELD SAVINGS ACCOUNT

[Learn More ▶](#)

0%
APR* 12 Months

**Credit Card
Balance Transfers****

STRETCH *your money* **HERE**

**Refinance your
auto loan and get a**

**2% Cash
Rebate***

[Learn More ▶](#)

FEDERALLY INSURED BY NCUA

CATS ROLL-YOU ROLL

**0.25% OFF YOUR
AUTO LOAN**

Auto Loans ▶

FEDERALLY INSURED BY NCUA

JESSAMINE COUNTY
SAINT NICH FEST



GOD'S PANTRY FOOD BANK



KEENELAND EMPLOYEE
SCHOLARSHIP PRESENTATIONS



JESSAMINE COUNTY
FOOD PANTRY



HERE FOR YOU
here for life

KY REFUGEE MINISTRIES



UKFCU INTERNS AT
HABITAT FOR HUMANITY



TRANSY
PUMPKINMANIA



PEPPERPOINTE
LUNCH AND LEARN



PREFERRED PARTNER
DELIVERIES

HELPING OUR MEMBERS *Helps Us Grow!*

As part of our continued commitment to providing excellent service to our members, we want to share one of the many wonderful reviews our frontline staff have received over the past few months. See what Richmond P. had to say about a recent visit to a UKFCU branch:

“ John’s erudite knowledge of all things banking and UKFCU has played an integral role in solving a myriad of modern issues. From fraud protection to general account queries, John’s consistently neighborly customer service stands out. ”

2024 Accolades



2024 National Philanthropy Day Honoree





HIGH YIELD SAVINGS ACCOUNT

We're all saving for something. But what if you could save FOUR something? At UKFCU, we want you to reach your savings goals faster. And that's why we created our High Yield Savings Account, offering as high as 4.00% APY*!

That's right! As high as 4.00% APY! That's almost 10 times the national average** savings rate!

Plus, there are no monthly fees, no minimum balance and you can access your money whenever you want!

So are you ready to save FOUR something? Visit ukfcu.org or visit one of our seven branches!

▶ **WATCH NOW**



*It's banking
...only better!*



UNIVERSITY OF KENTUCKY
FEDERAL CREDIT UNION

UKFCU
Gazette