



For Members of Robins Financial Credit Union

July 2023 News & Notes

Holiday Closings

Labor Day

Monday, September 4

Columbus Day

Monday, October 9

Veterans' Day

Saturday, November 11

Thanksgiving Day

Thursday, November 23

Day Before Christmas Eve

Saturday, December 23

Christmas Day

Monday, December 25

New Year's Day

Monday, January 1

2023 Scorecard Update

As of 5/31/23

Membership: 265,532

Assets: \$4,280,775,351

Robins Financial Credit Union's
Routing Number is: **261171587**

**BETTER
BANKING
IS WHAT
WE DO BEST**

**Member
Focused
Financial
Partners
Community
Proud**

A Message from the President & CEO



I am immensely proud of the progress we have made together in my three years serving as your President and CEO. I am grateful for the continued strength and success of our credit union. This year we have welcomed over 14,000 new members, bringing our total membership over 265,000 and counting. We remain financially strong and secure, so you know your funds are safe. Our success and stability would not be possible without your support.

In April, we completed the integration process and welcomed all Persons members and employees to Robins Financial. We also welcomed two new branch locations in Perry and Conyers, allowing us to better serve our existing members plus reach new members. We are excited to expand across Middle Georgia and beyond!

As your trusted financial partner, we are focused on enhancing your member experience by providing the products and services you need. We have added a number of new products, including MyBenefits Checking Account, Vacation Loans, Electric Vehicle Loans, and new Home Equity Line of Credit options, with more products on the way! We also expanded our commercial products and services to better meet the needs of our business members. Additionally, we added several new member service features, including a Virtual Assistant chatbot available in our app or website, along with a co-browsing feature when you need hands-on support.

We continue to support our community through donations, sponsorships, item collections, volunteer hours, and numerous other programs. Our employees have gone above and beyond in their volunteer efforts, exceeding 600 volunteer hours in just the first half of the year! Our team once again amazed me with our annual fundraising campaign for Children's Miracle Network supporting our local children's hospital, raising over \$60,000. I am consistently blown away by the generosity of our employees, and am thankful to work alongside such an incredible group of people. Through our other donations and programs this year, we have given back over \$360,000 to support our community.

As we continue into 2023, we hold steadfast in our commitment to enhancing the financial well-being of our members and community. Thank you for your continued support and trust in Robins Financial Credit Union. In everything we do, we honor our mission to be Member Focused, Financial Partners, Community Proud.

Christina O'Brien

Integration Updates & New Branches

In April, we completed System Integration and Account Conversion for Persons, a Division of Robins Financial Credit Union, and officially welcomed all Persons members and employees to Robins Financial Credit Union.

With the addition of two new branch locations, we now have 23 branches to serve you. We added a second branch in Perry, located at 1006 Main Street. We also added our first branch in Conyers, located at 1793 Hwy 138 SE. We are proud to continue growing and expanding, allowing us to better serve our existing members and reach new members.

New Products to Meet Your Needs

As your trusted financial partner, we are dedicated to providing the products and services that meet the needs of our members. We have been developing a number of brand new products as well as tailoring our existing products to better work for you.

MyBenefits Checking Account

Providing you with benefits you can count on, MyBenefits Checking makes it easier than ever to protect your finances, save on everyday purchases, and get more out of life.

Vacation Loans

Planning your dream vacation? Look no further than our Vacation Loans, created to help you make memories that last a lifetime. Say goodbye to budget woes and hello to a worry-free getaway.

Electric Vehicle (EV) Loans

Our EV Loans reward members for making the switch to cleaner, more efficient transportation. You can help the environment plus receive a rate discount. Drive towards a greener future!

Home Equity Line of Credit (HELOC)

We improved our HELOC options to make it easier for you to take advantage of great rates and enjoy easy access to the equity in your home.

Newly Expanded Commercial Services

We expanded our commercial services to better meet the needs of our business members. We are proud to offer Business Checking, Savings, Commercial Loans, Commercial Credit Cards, Merchant Services, Treasury Services, and more!

New Member Service Features

Our commitment to better banking starts with our commitment to members. That is why we have been working diligently to roll out new and convenient ways for you to stay connected and elevate your banking experience. Our new member service features allow us to more efficiently serve you by providing the latest tools for you to take care of your banking needs in your own time. Experience seamless assistance, enhanced navigation, and personalized support like never before. As technology evolves, so does our longstanding commitment to serving our members in the ways that work best for you.

We are proud to provide these new service options for our members:

Virtual Assistant

Meet Robin, your new Virtual Assistant! Robin is here to help you 24/7 with basic account needs and questions. For needs that still require the helping hands of a human, Robin can connect you to a live representative during business hours and we'll take the conversation from there! This feature is a new way for us to offer more efficient service for members who prefer a quick chat rather than having to call or come in. Click the "Let's Chat" button on our website or in Digital Banking to chat with Robin!

Co-Browsing

When you need hands-on support, we're here to help! With co-browsing, our representatives will walk you through how to perform tasks in Digital Banking, find information on our website, and more. Once you give permission for us to co-browse, our representatives will be granted access to see your screen so we can help you navigate to what you need. Since co-browsing only works on Robins Financial platforms like on our website or in our app, you know that your information is safe and secure.

Stay Connected

Keep in touch by following us on social media and sharing our content with your friends!

- Facebook
- Instagram
- Twitter
- LinkedIn
- YouTube
- Vimeo

Contact Us:

Telephone: 478-923-3773 or 800-241-2405

Online: www.robinsfcu.org

[Hours and Locations Listed Online](#)

Schedule Appointments Online



Services and rates described herein are periodically changed and/or deleted. Robins Financial Credit Union's participation with any enterprise is only an attempt to provide a service to its members and has no responsibility for transactions between said enterprise and members. We are an Equal Housing Opportunity Lender; Federally insured by NCUA. All loans are quoted as Annual Percentage Rates and all deposits are quoted as Annual Percentage Yields. Rates are variable and subject to change based on the Prime Rate. Terms and conditions apply; visit www.robinsfcu.org. Contact Robins Financial Credit Union for membership details.