

Westerra Unveils New Logo, Colors, and Website Changes are part of transformation to a modern financial community



As the saying goes *Change is Good*—and you have likely noticed significant positive changes to the credit union's look and feel. Following an extensive process, which included analyzing current market trends, receiving feedback from focus groups, engaging in discussions with members and staff, and conducting member and non-member surveys, Westerra has unveiled a new logo, colors and enhanced website experience. These changes are part of our ongoing transformation into a modern financial community.

"We put a lot of time, effort, heart and soul into creating the new look for Westerra. We hope our members can feel how thoughtfully these changes were designed," said Wade Paschall, Chief Marketing Officer at Westerra Credit Union. "These new elements align with the digital-first approach to how we deliver financial services to our members."

In conjunction with our rebrand, Westerra has also implemented several other beneficial changes:

- **Elimination of all overdraft fees and non-sufficient funds fees on checking accounts.** While the credit union has been waiving all fees since the pandemic began in March 2020, we have since permanently discontinued all overdraft and non-sufficient funds fees. Westerra is among the first financial institutions in the nation to make this move.
- **Ability to open the new Everyday Money spending account in just 5 minutes.** The new Everyday Money spending account is now available featuring getting paid up to two days early when you have direct deposit, cash-back on purchases, fee-free overdrafts up to \$200 through WeGotYa/Courtesy Pay, free ATMs, no Visa® foreign transaction fees, and no hidden fees. Managing your everyday money has never been easier!
- **Making Energy Efficiency Loans affordable.** With a focus on our environment, Westerra has introduced options to make renewable energy home improvements affordable for members. Ranging from \$500 up to \$50,000 for primary, secondary or vacation homes, an Energy Efficiency Loan can provide support for common energy efficient projects, such as solar panels or purchasing new ENERGY STAR appliances.
- **Offering a Close-On-Time Guarantee for home loans.** With the competitive real estate market, Westerra's pre-approval process lets sellers and their agents know offers are ready to go, which provides the opportunity for buyers to compete against other offers, even cash offers. Westerra is so confident of our process, we guarantee home loans will close by the purchase contract closing date or we will pay the buyer *and* seller \$500 each at closing.
- **Modernizing the web experience.** While the Westerra website can still be found at www.WesterraCU.com, members have told us they appreciate its updated, easy-to-navigate functionality that is highly intuitive and features the new logo and colors.
- **Providing digital tools for financial awareness.** Honoring our educational roots, Westerra provides a variety of digital tools to help members learn to proactively manage their accounts. Westerra also regularly conducts financial checkups to help members understand how to utilize these tools. The credit union was started by eight Denver teachers in 1934 – and we continue to focus on teaching one another to prosper.

"We're undergoing a transformation at Westerra," said Jay Champion, Westerra President and Chief Executive Officer. "Westerra already has a reputation for its commitment to education, top-notch service, and an excellent member experience. These recent changes demonstrate our commitment to our members, our community, and our environment—all through a digital-first approach to our changing world."

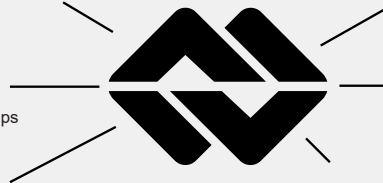
Our New Visual Identity

The new Westerra logo is simple and clean when taken as a whole, but within each element lies deep and intentional meaning.

The points at the top and bottom represent that life is a series of peaks and valleys.

The line through the middle represents our constant, steady presence in our members' lives, always here for them during life's ups and downs.

The W is the solid foundation the Westerra brand is built on.



We retained the Colorado mountain reference from our current logo.

Together, the W is a reflection of the peaks. This idea of reflection also stands for continuous improvement. We are always looking at ourselves and the job we are doing for our members, looking for ways to be better.

Looking at the logo horizontally, we see an interlocking C and U, which represents both credit union and the clasping of hands as we guide people through life's financial journey, teaching them to prosper.

Say Hello to Spending Accounts!

We're calling them what they are—and introducing the new Everyday Money spending account! All members can gain these exciting features with the new Everyday Money spending account—and they automatically come with your existing Free and Interest spending/checking accounts, too:

- **Early Paycheck** – Get paid up to two days early with direct deposit – all ACH deposits get to your account up to two days before the settlement date. No need to sign up – it's automated for all members!
- **No hidden fees** – We've put an end to those annoying fees. Now you can use your debit card while traveling or making purchases outside the U.S. without Visa® fees—Westerra is covering them on your behalf. We've also eliminated fees for overdrafts/non-sufficient funds and for out-of-network ATMs. *See the article at right for a full list of changes.*
- **Cash rewards** – As always, you earn rewards for cash-back, travel, and more—one point for every \$3 when you sign for purchases.
- **Digital-first features** – Contactless cards, Samsung Pay, Google Pay and other easy access touchpoints are coming in 2022.

This is just the beginning – watch for more to come as we continue to build the Everyday Money spending account to meet the needs of our modern financial community. If you do not already have a spending account at Westerra, now is the time to open one! Open your account online in less than 5 minutes at WesterraCU.com/spending.

More Fees Permanently Eliminated

Most fees were waived for all members beginning in March 2020 to assist with the financial hardships of the pandemic—and most of those fees have now been permanently eliminated or reduced, and a few have been reinstated.

Discontinued fees—These fees were permanently eliminated: overdraft fees, non-sufficient funds fees, Visa® debit card foreign transaction fees, as well as fees for ATMs outside the CO-OP Network, temporary checks, returned mail, express delivery, account research/reconciliation, printed copies/account histories, deposits of foreign items, third party returned deposit items, ATM access cards, Online Banking external transfers to another financial institution, and Regulation D withdrawal limits on savings, Money Market, and Certificate accounts.

Reinstated fees— Effective February 1, 2022, the Interest spending/checking fee of \$10 if the monthly average end-of-day balance is below \$2,500 will be reinstated, as well as all business account fees (savings, Money Market and spending/checking accounts) and minimum balance fees on all business shares. The 2% fee for credit card cash advances will be reinstated February 1.

We hope that the fee waivers over the last nearly two years, combined with the elimination and reduction of many of those fees, has helped you, your family, and the small businesses in our community gain greater peace of mind during the impacts of the COVID-19 pandemic. As always, if you need assistance, please visit any branch or call us at 303-321-4209.

Westerra Awards 101 Grants to Local Schools

In 2021, Westerra Credit Union has awarded \$50,000 in grants to 101 schools in Brighton 27J Schools, Denver Public Schools, Douglas County

School District, and Jeffco Public Schools to provide financial support for programs and activities that might not otherwise be possible. For a full list of schools that received grants—and to learn how they will use the funds—visit WesterraCU.com.



Tools to Help You Manage Your Accounts

With so many people living paycheck to paycheck, Westerra announced last September that we have eliminated all overdraft fees and non-sufficient funds fees. We want to provide tools to help members manage their money, instead of charging fees when they can least afford it.

Easy ways to monitor your account. Use these tools to make it easy to manage your money:

- **Set Alerts in Online Banking** to let you know if your account reaches a certain high or low balance or if transactions over a certain amount take place on your account. Online Banking is free for all members.
- **Download the free CardNav App** to receive real-time notifications on your phone every time a transaction is made on your account. You can set spending limits, approved merchant locations, and types of transactions—and you can turn your cards on or off instantly.
- **Use the free Westerra Mobile Banking App** to quickly and easily check your balances.
- **Record all your payments**—automated transactions, bill payments, online banking transfers, checks, debit card transactions, ATM withdrawals, and other payments. Be sure you are tracking your *actual balance*, not just your *available balance*.

How to ensure your transactions are covered. Here are a variety of ways to prevent your transaction from being declined if there are not sufficient funds in your spending/checking account:

- **Set up transfers from a savings account.** Westerra's standard practice is to link your spending/checking account to your share/savings account to automatically transfer funds as needed. If you would like to link a Money Market Account or other savings account to your spending/checking account, please inquire at any branch or call us at 303-321-4209.
- **Add an overdraft line of credit** to automatically transfer funds as you need it. Apply online, inquire at any branch, or call us at 303-321-4209.
- **Westerra may cover your transaction at our discretion**, through Courtesy Pay, without a fee, as explained in the next section.

What happens if there are not enough funds in your account?

- **If you have Free Checking or Interest Checking**, and there are not sufficient funds in your account to cover a debit card transaction, the transaction is simply denied without a fee. If a check or ACH transaction is submitted and there are insufficient funds in your account—after accessing any available savings, overdraft options, or Courtesy Pay up to \$750—the transaction will be declined and returned to the payee. A Returned Item notice will be sent to notify you of our actions. Westerra does not charge a fee. The company you intended to pay may charge a fee.
- **If you have the new Everyday Money spending account**, there are two differences from the above—one is that WeGotYa/Courtesy Pay will cover debit card transactions, too, up to \$200 without a fee after accessing any available savings and overdraft options. The second difference is that WeGotYa/Courtesy Pay may cover checks and ACH transactions up to \$200, rather than \$750.
- **If you had previously opted-in to Courtesy Pay for debit card transactions** you will continue to receive this service.
- **For all members, you can opt-in or opt-out of Courtesy Pay for debit cards, or for checks and ACH**, at any branch or by calling us at 303-321-4209. Learn more about Courtesy Pay at WesterraCU.com.

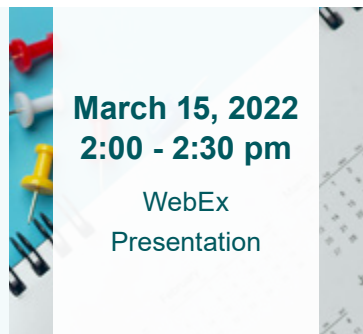
There are no fees for Courtesy Pay. Whenever Westerra covers your transactions, you will need to bring your account to a positive balance within 30 days. ATM transactions are not covered by WeGotYa/Courtesy Pay and are simply declined if there are not sufficient funds in your account.

To set up transfers from savings or an overdraft line of credit, please inquire at any branch or call us at 303-321-4209. Learn more about Courtesy Pay at WesterraCU.com.

Mark Your Calendar for the Virtual Annual Meeting

Since 1934, Westerra Credit Union has been a trusted local resource for members' financial needs. Please join us to learn the highlights of 2021. Speakers include Board of Directors Chairman Andy Raicevich and President/CEO Jay Champion. The Nominating Committee is pleased to nominate the following qualified candidates to the Board of Directors for three-year terms: Jim Kullhem and Ron Walker. The other continuing members of the Board of Directors are: Bill Abbey, Barry Beal, Jr., JT Gaietto, Larry Ottele, and Andy Raicevich.

Please join us in congratulating our leaders at the Westerra Credit Union Virtual Annual Meeting. If you would like to attend, please RSVP by March 7, 2022 to mchalmers@westerracu.com or 303-329-4517, or through the Contact Center at 303-321-4209. Please provide your name, email address, and telephone number so that we may send you instructions for joining us virtually through a WebEx presentation.



Year-End Tax Info

Your Westerra Credit Union year-end tax information will be mailed to you by January 31. You can also find your year-end information on your December 31, 2021 paper and online statement. You will find a section that notes dividends earned and interest paid for 2021. To find mortgage information, log into Online Banking and click on your mortgage loan—in the mortgage site, click on Loan Information and there you will see Year End Information.

FYI on IRAs

Please note the IRA "Fair Market Value" on your statement is the end-of-year balance as of December 31, 2021, and will be reported to the IRS. Also, distributions from your Traditional IRA are subject to federal income tax withholding. You may change your election at any time prior to your receipt of a payment. To make a change please contact Westerra at 303-321-4209.

Important Information Regarding Your Account

In case of errors or questions about electronic funds transfers from your share or savings account, telephone us at the following number or send us a written notice to the following address as soon as you can if you think your statement or receipt is wrong or if you need more information about a transfer listed on the statement or receipt. We must hear from you no later than sixty (60) days after we sent the FIRST statement on which the problem appears.

Call us at: 303-321-4209 or write to:
Westerra Credit Union
P.O. Box 9408
Denver, CO 80209-0408

- Tell us your name and account number.
- Describe the electronic transfer you are unsure about, and explain as clearly as you can why you believe the

credit union has made an error or why you need more information.

- Tell us the dollar amount and date of the suspected error.

If you tell us verbally, we will require that you send us your dispute or question in writing by completing, signing (preferably including notary where indicated) and returning the necessary forms (to be provided by us) within ten (10) business days. If we do not receive written notice within ten (10) business days, we will proceed with the investigation of your issues, but will not have sufficient information to credit your account.

We will determine whether an error occurred within ten (10) business days after we receive the written dispute or question from you and will correct any error promptly. If we need more time, however, we may take up to forty five (45) days to investigate your dispute or question. If we decide to do this, we will credit your account within ten (10)

business days for the amount you think is in error, so that you will have the use of the money during the time it takes us to complete our investigation.

For errors involving new accounts, point-of-sale, or foreign initiated transactions, we may take up to 90 days to investigate your dispute or question. For new accounts, we may take up to 20 business days to credit your account for the amount you think is in error. We will tell you the results within three (3) business days of completing our investigation. If we decide that there was no error, we will send you a written explanation. You may ask for copies of the documents that we used in our investigation.

NOTE: If the error you assert is an unauthorized Visa® transaction, other than a cash disbursement at an ATM, we will credit your account within five (5) business days unless we determine that the circumstances or your account history warrants a delay, in which case you will receive credit within ten (10) business days.



CONVENIENT WESTERRA LOCATIONS

Arvada 7270 West 88th Avenue • **Aurora** 14305 East Alameda Avenue • **Castle Rock** 4625 Trail Boss Drive
Centennial 20991 East Smoky Hill Road • **Denver** Cherry Creek – 3700 East Alameda Avenue **Central Park** – 7305 East 35th Avenue
Lakewood Belmar – 7740 West Alameda Avenue **Green Mountain** – 375 Union Boulevard
Littleton 8906 West Bowles Avenue • **Parker** 10169 South Parker Road

Over 1,000 free ATMs in Colorado. 200 convenient CO-OP Shared Branches. 303-321-4209 • 1-800-858-7212 email@westerracu.com



Your savings federally insured to at least \$250,000 and backed by the full faith and credit of the United States Government