

***Arco, Idaho, is home to 1,000 people, and is the gateway for adventurers headed to the Craters of the Moon National Monument. After banks abandoned Arco, citizens had to drive 30 to 60 minutes to reach a financial institution. But East Idaho Credit Union came to the rescue in 2012, because serving members on Main Street is what credit unions do.***

Whether you're in a fast-growing metro area, or in a rural community, credit unions are there for you. There are more than 217 branches located throughout the Gem State, and 24/7 technology to help one million Idahoans manage their money. Across rural communities in Idaho, 49% of the population belongs to a credit union.

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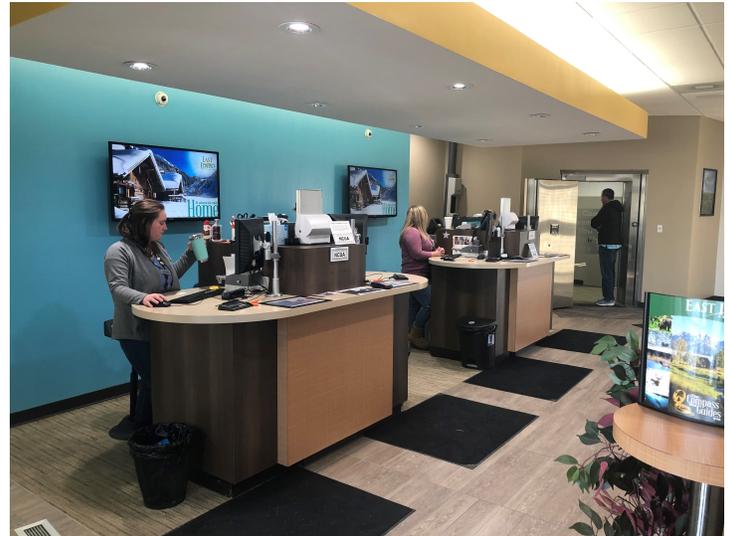
East Idaho Credit Union's Arco branch has been a Godsend for Jeff Schaefer. He joined his first credit union back in the early 1990s, but when life brought him to Arco, it was pretty difficult at first to get financial services.

"Prior to East Idaho coming to Arco, you had to drive almost 100 miles to get any banking done. It took forever," Jeff said. "Economically, it's saved me a lot since I don't have to take a whole day off work to get service. You can walk to the branch, you're met by local people, and decisions are made locally."

Jeff sure is a cheerleader for credit unions, and not just because he has a convenient local branch in his community. As a lineman for another cooperative, Jeff knows the benefits of belonging.

"You're a member and that gives you great pride. And the work credit unions do in communities is everlasting," he said.

We agree! Serving members on Main Street wherever Main Street might be is what credit unions do!



***“The work credit unions do in communities is everlasting.”***  
*- Jeff Schaefer, East Idaho Credit Union Member*