

# cNotes



## Let's Celebrate cPort's 90th!

We are asked often about what the "c" stands for in our name cPort Credit Union. Our recognizable "c" encompasses everything we do. For us, our "c" represents character, confidence, cooperative, current, and community. Our name may be young, but our history serving the community reaches back to 1931.

In the midst of the Great Depression, Federal Employees Credit Union was founded. Its sole purpose was to create a financial institution for postal employees during a very challenging economic time in our country's history. Starting with only \$60 in funds, we were the third credit union to open in the state of Maine. Shortly after our start, we changed our name to Government Employees Credit Union (GECU) to better reflect our membership requirements.

We've changed locations a couple times from when we started. Our original location was at the Portland Maine Post office located at 169 Middle Street. All operations were run out of a single desk drawer! We remained there for about three decades. In 1965, the Portland Post Office in the Old Port was demolished, and we relocated to 125 Forest Avenue in Portland. Over 20 years later, the main office for GECU was moved to 555 Forest Avenue, then moved one final time to our current location at 50 Riverside Industrial Parkway.

Our original membership consisted of government employees such as postal workers and military personnel. As GECU grew and improved, our charter expanded to offer memberships to anyone who lives or works in one of the following five counties: Cumberland, Kennebec, Androscoggin, Sagadahoc and York. Because of the new diversity of member needs, along with our expansion in 2005, we changed our name to what we are called today, cPort Credit Union.

Over the years we have seen our share of challenges and prosperity. These experiences helped to build the character of our financial institution. Through cooperation with our members and staff, we've become what we are today - one of the strongest and fastest growing financial institutions in Maine.

From a single desk drawer to five branch locations over the course of nine decades, cPort Credit Union continues to strive to provide the best financial experience to our members.

We live here, we work here, and we are committed to our local communities. **Join us for the next 90 years!**



## Message From The CEO

We are excited to invite you to celebrate cPort's 90th year with us. Loyal members like you have

helped us remain strong throughout the years and we are grateful for that. We have more members than ever before and continue to be Maine's fastest growing credit union. We are honored to serve you, your friends and family. Please join us this summer at one of our member appreciation events where we can take the time to say thank you in person! We are very much looking forward to this celebration.

We have a lot to be grateful for when considering the contributions of people and events through our past. We are thriving right now and anticipating our future and all the exciting developments it holds.

The protective barriers we installed in our branches to allow members and staff to work safely together during the pandemic have been removed. Things are looking more normal now. This is enabling us to focus on making your financial experience with us better every day.

Our eBanking and mobile app team has been hard at work bringing you cutting-edge capabilities to help members monitor finances and make good decisions around their money. Through a collaboration with SavvyMoney, all cPort members can check their credit score for free each time they bank with cPort online. Additionally, we've launched a new Financial Wealth widget. This exciting new feature helps you understand where you spend money and how it impacts your finances, providing more of a global view.

I would like to express how humbled and grateful I am that cPort Credit Union received a special honor from the Portland Regional Chamber of Commerce. The Champion Award, presented to us by UNUM, recognizes a Portland business each year that puts racial and social equity at the forefront of its work in the community. For us at cPort, we are truly proud of receiving this award because it shows we are following our mission to help our community. We received this award because of the devotion of our employees and their commitment to serving the needs of our members. This honor was earned by our entire staff, and they inspire me every day.

Sincerely,

Gene Ardito  
President and CEO



## Member Appreciation Week

August 2-6



### Membership Appreciation Week is Back in Person!

At cPort, we love to celebrate you. Join us the week of August 2 -6 for our favorite time of year. Throughout the week you can visit one of our cPort locations for complimentary food, drinks, and cake to celebrate cPort's 90th year!

- Scarborough Branch – Monday, August 2
- Augusta Branch – Tuesday, August 3
- Middle St Branch – Wednesday, August 4
- Forest Ave Branch – Thursday, August 5
- Riverside Branch – Friday, August 6

Whether you can join us at one of the branches or virtually, be sure to enter to win some of our cool giveaways. And of course, every member can spin our prize wheel for cPort swag all week long.





### Last chance to enter cPort's 2022 Photo Calendar Contest!

The calendar will feature 12 winning photos with the Grand Prize photo on the cover. The Grand Prize winner also wins \$150!

**To enter:** Please submit digital photo entries to [photo@cportcu.org](mailto:photo@cportcu.org) by Friday, July 30, 2021. Photos must be all least 300 DPI and horizontally oriented.

For full photo calendar contest guidelines, visit [cportcu.org/photo](https://cportcu.org/photo)



### cPort Receives the Champion Award

On Wednesday, June 9, the Portland Regional Chamber awarded cPort Credit Union the Champion Award. Presented to us by UNUM, this award recognizes our efforts to strengthen the foundation of the Portland region through our work to promote racial and social justice.

Highlighted during the presentation were our financial literacy resources and programs geared to Maine's immigrants and refugees, such as The Indus Fund (making microloans available to small business owners within the immigrant community), along with our efforts to promote diversity and inclusion within our own organization. We strive to do this through recruitment and retention efforts within underrepresented racial and ethnic groups.

The award was given during the Portland Regional Chamber's Imagine Portland virtual celebration to honor the individuals and organizations that have made a difference to the Portland region.

We are grateful to be honored as the recipient of the 2021 Champion award.



### cPort Sponsors Maine Public News Connect.

cPort Credit Union is a sponsor of Maine Public News CONNECT, a six-month pilot program by Maine Public to deliver the news in the four most commonly spoken languages in Maine, after English: French, Spanish, Portuguese and Somali. cPort's underwriting message for this program is cPort Credit Union. Providing innovative banking solutions while actively supporting Maine's diverse communities.

Every Friday afternoon, Maine Public will "broadcast" a Connect News Pod over YouTube, Facebook, Twitter, and on [mainepublic.org](https://mainepublic.org). Each segment will be hosted by a community spokesperson who will share Maine Public News of each specific week.



[cportcu.org](http://cportcu.org)

Toll free: 1-800-464-0253

CUPhone: 1-888-306-0033

# New Products and Services for Members

## BRANCHES

### Portland Riverside (Main Office)

50 Riverside Industrial Parkway  
Portland, Maine 04103  
P: (207) 878-6200

### Portland Forest Avenue

285 Forest Avenue  
Portland, ME 04101  
P: (207) 200-2300

### Portland Middle Street

35 Middle Street  
Portland, Maine 04101  
P: (207) 305-0020

### Augusta

399 Western Avenue  
Augusta, Maine 04330  
P: (207) 623-1001

### Scarborough

313 US Route 1  
Scarborough, Maine 04074  
P: (207) 883-2448

## BRANCH HOURS

**Monday - Friday:** 8 am - 5 pm

**Saturday:** Closed

## MEMBER CARE CALL CENTER

**Monday - Friday:** 8 am - 5 pm

**Saturday:** 8 am - 12 pm

## HOLIDAY CLOSINGS

### Independence Day

Monday, July 5, 2021

### Labor Day

Monday, September 6, 2021

The articles in this publication are for general information only and are not intended to provide specific advice or recommendations for any individual. We suggest you consult your attorney, accountant, financial or tax adviser with regard to your individual situation.

We at cPort are always improving the ways you do banking with us. Hopefully, you'll find that these updated features widget simplify your financial experience and helps to promote a healthy financial future



## Savvy Money Credit Scores

Now cPort members can monitor their credit score and protect their identity on free on a daily basis. cPort Credit Union has partnered with SavvyMoney to bring members free credit score monitoring whenever they log into eBanking on a computer or mobile device.

[cportcu.org/creditscore](http://cportcu.org/creditscore)



## cPort Business Debit Cards

This is the latest installment in our effort to help simplify the way members do business. What's new about this debit card? Well, it has higher debit card limits of up to \$10,000. There are additional cards available for any authorized signer on the account. But also, there is a new design that's distinguishable from the cPort Consumer Debit Card.

[cportcu.org/businessaccounts](http://cportcu.org/businessaccounts)



## Financial Wellness Widget

The next time you log into cPort's eBanking platform you will see a new Financial Wellness widget (formerly Budgets). This exciting new feature learns buying habits based on your spending history and automatically categorizes transactions for you. This way you can understand where you spend money and how it impacts your finances.

[ebanking.cportcu.org](http://ebanking.cportcu.org)