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## Win-Win for Employers, Employees

### Alliant Credit Union Works to the Benefit of All

For nearly 75 years, Chicago-based Alliant Credit Union has offered businesses and their employees a win-win proposition that, on its face, seems too good to be true. To employers, it is a simple, cost-free program that makes good business sense. To employees, it is a welcome benefit that offers immediate, significant and lasting value.

That value lies in the dividends credit union members enjoy: high rates of return on deposits, low loan rates, a full array of financial services and state-of-the-art convenience. It lies, too, in the ability of sponsor organizations to provide a powerful benefit package and to ensure employees' interests are given top priority by a member-owned, not-for-profit financial institution.

### Members Are the Driving Force

In sharp contrast to retail banking institutions seeking to maximize profits for public shareholders, Alliant operates, intro-



David W. Mooney

duces products and provides services solely to suit the needs and preferences of its members, who are its only shareholders. Its board consists of members and is not compensated. All income after expenses returns to members in the form of higher rates of return on deposits, low loan rates and few, if any, fees.

"Our whole proposition comes back to our mission," explains Alliant President and CEO David W. Mooney. "As a member-owned financial cooperative, our sole purpose is to serve the interests of our member owners and the sponsor organizations that represent them."

### Decades of Distinct Service, Strength

An irresistible product and a fiscally conservative philosophy have propelled Alliant Credit Union to the top of its industry. Now the eighth largest credit union in the country with \$4.9 billion in assets and over \$600 million in capital reserves, Alliant serves roughly 207,000 members representing over 140 employers and associations. A strong and active lender, Alliant originates and funds most of its loans without selling to outside investors. In terms of member returns via higher deposit and lower loan rates, Alliant consistently beats other banking institutions and ranks in the top 1 percent of credit unions nationwide.

Originally established for the exclusive benefit of United Airlines employees, Alliant eventually expanded its charter to serve other types of businesses as well. The diverse sponsor organizations that partner with Alliant take pride in their ability to offer the gold standard of employee benefits.



### Real Value for Employees

A recently completed analysis of the benefits of membership prepared by the Credit Union National Association (CUNA) Economics and Statistics Department estimates Alliant Credit Union provided \$166 million in direct financial benefits to its 207,000 members during the 12 months ending September 2007. The study further revealed:

- Alliant benefits are equivalent to \$803 per member or \$1,526 per member household.
- Alliant offers lower loan rates on credit cards and loans (including vehicle, mortgage and home equity loan products) than banking institutions.
- Alliant pays its members higher dividends on federally insured savings, HSAs, certificates and IRAs than banking institutions.

### Competitive Advantage for Employers

In an effort to balance the rising costs and benefits of acquiring and retaining talent, employers are turning to voluntary benefits to complement employer paid benefits. Alliant's 140+ sponsor employers and associations offer their employees and members real direct value without cost, significant work or risk, resulting in a stronger benefit package and a more effective way to attract and retain the best and brightest individuals.



11545 W. Touhy Ave.  
Chicago, IL 60666

800-328-1935 • [www.alliantcreditunion.org](http://www.alliantcreditunion.org)