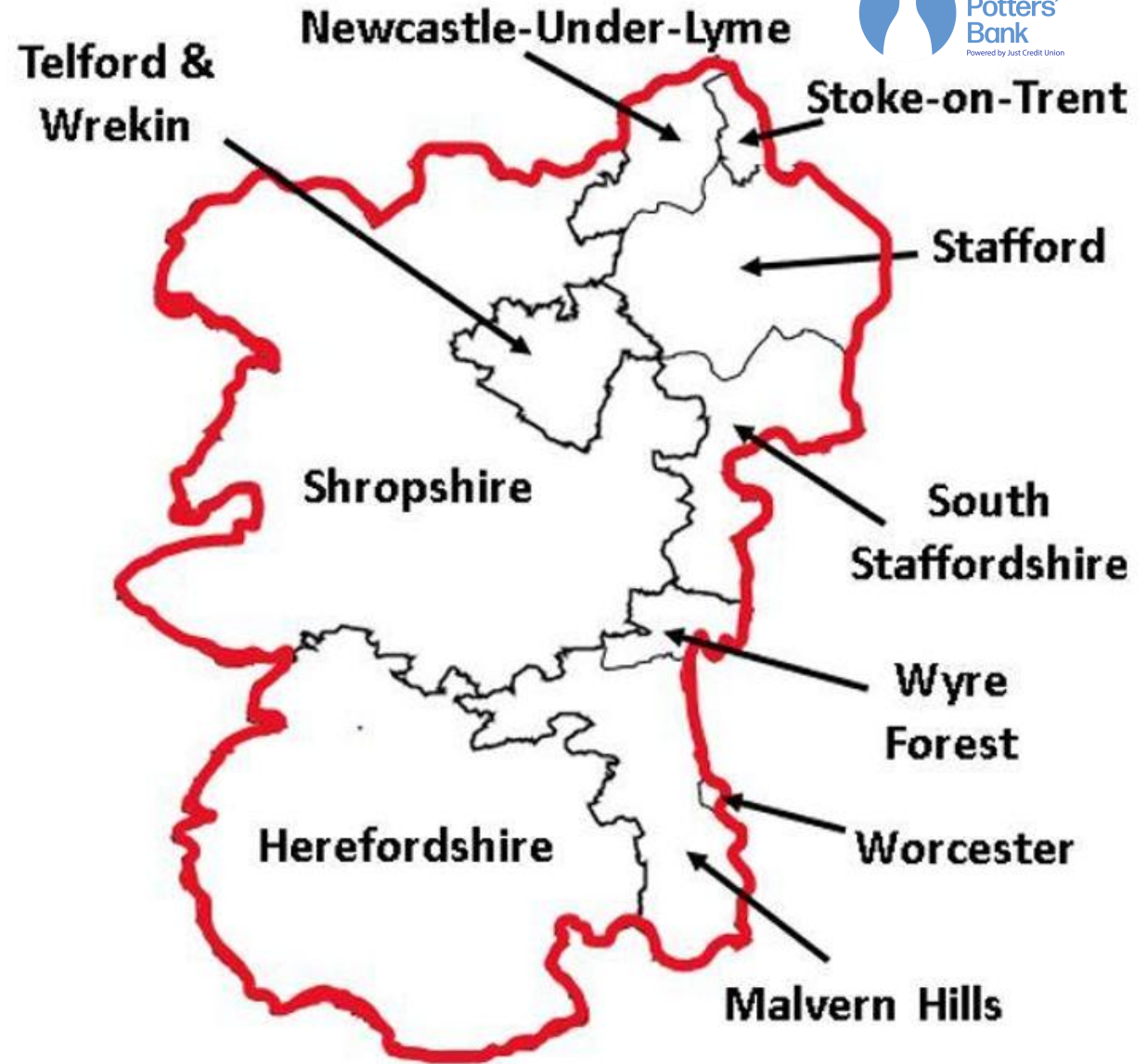




The
**Potters'
Bank**

Powered by Just Credit Union



Vision

We exist to raise the standard of living and better the lifestyle of our members and our staff and make an economic contribution to the communities we serve.

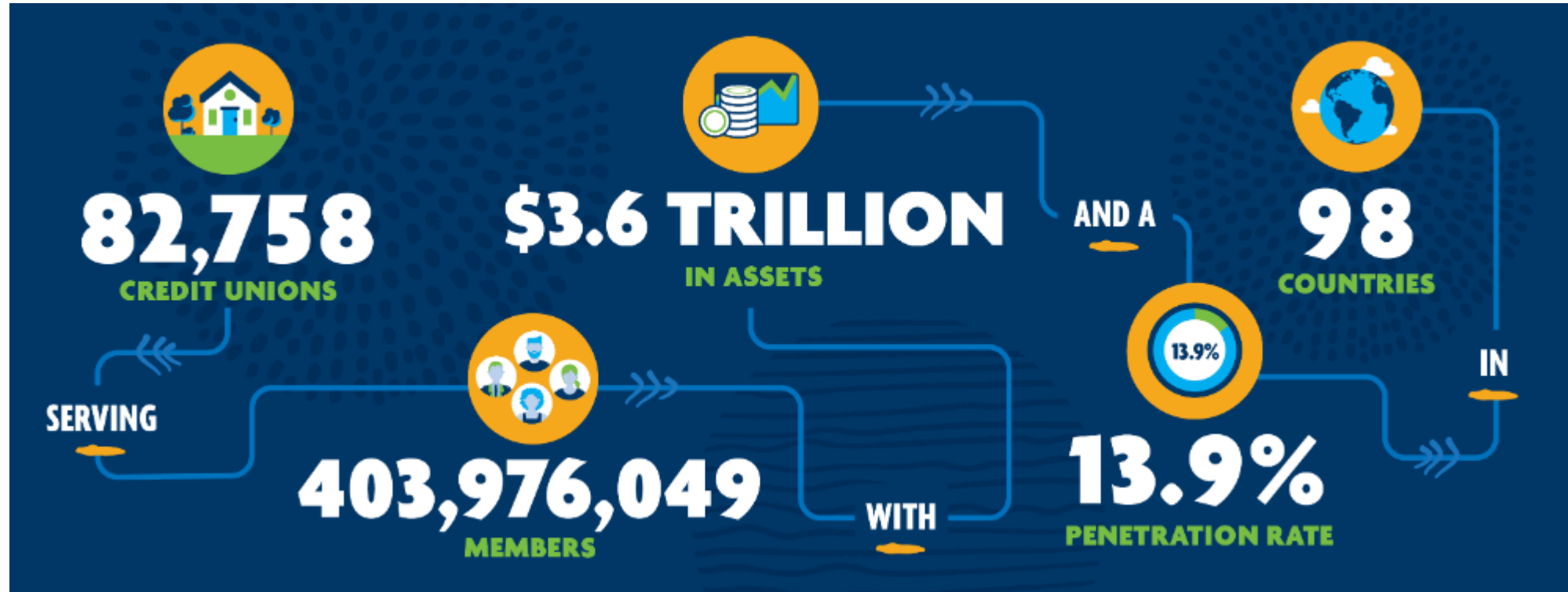
Mission

To be a community and member led financial institution providing access to high quality, fair financial products and services;

- to help our members improve their financial stability and
- to build a better quality of life for individuals within that community.

Why	Purpose	We exist to improve people's lives
How	Process	We do this by helping people and communities build financial resilience and their ability to make great money choices
What	Output	We provide equitable access to fair, ethical and affordable financial products specifically affordable loans and secure easy access savings

A Global movement



CUs began in Britian in 1964 growing to more than 1.2 million members across England, Scotland and Wales.

Glasgow credit union is the largest in the UK (£100m assets and 50,000 members).

Navy Federal Credit Union (US) is the largest in the world (\$156,645,098,590 total assets and 12 m members.)



Key Principles & Values



INCLUSION



EQUITY



TRANSPARENCY

Not for profit

Cooperative

Owned by its members

Run for their mutual benefit

Democratic

Educating

Communality



**MUTUAL
INVESTMENT**



KNOWLEDGE



COMMUNITY

Credit Union Regulation and Security

How are credit unions FSCS protected?

FSCS protection is the same for credit unions as it is for banks. If your credit union goes out of business and can't pay back your savings, we'll step in to ensure you get your money back.



fscs Financial Services
Compensation Scheme

fscs.org.uk



The regulated entity is
Just Credit Union Ltd



How Credit Unions Work

Member Savings Pooled

Members combine their savings to provide loans and financial services within the credit union community.

Common Bond Membership

Members share a geographic, occupational, or organizational bond which unites the credit union community.

Democratic Governance

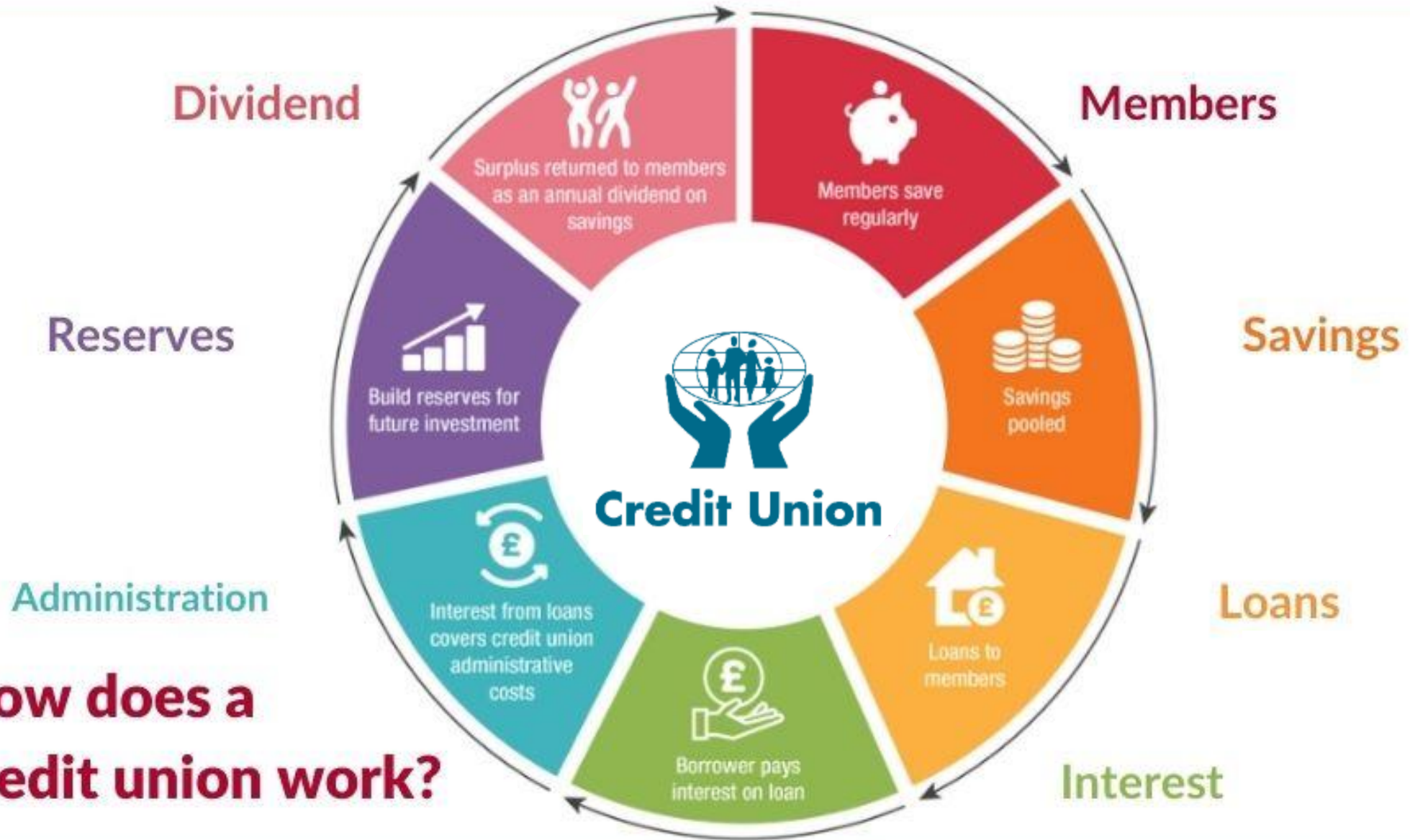
Members participate in decision-making ensuring profits benefit members, not external shareholders.

Services

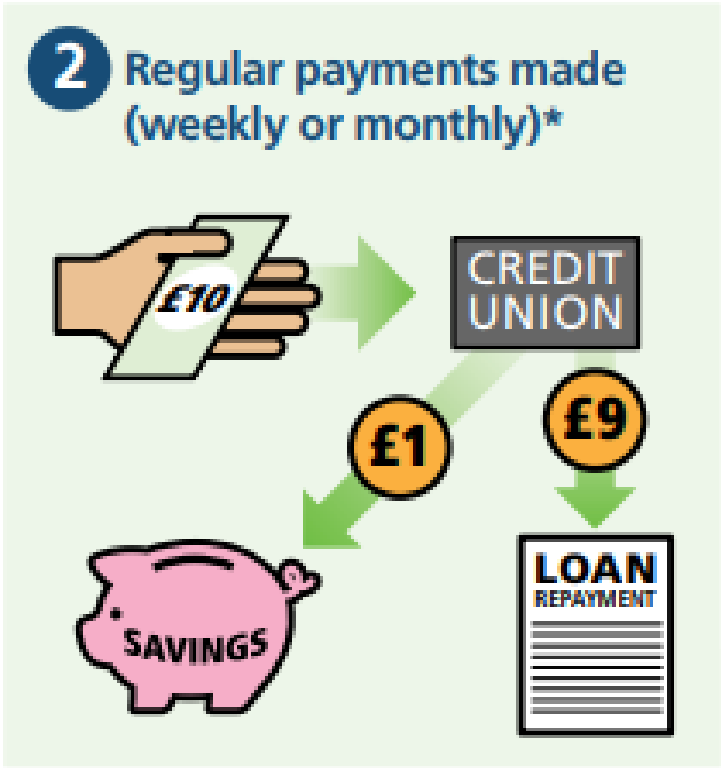
Credit unions provide savings accounts, affordable loans, insurance, and financial education to members.



How does a credit union work?



Save as you borrow model

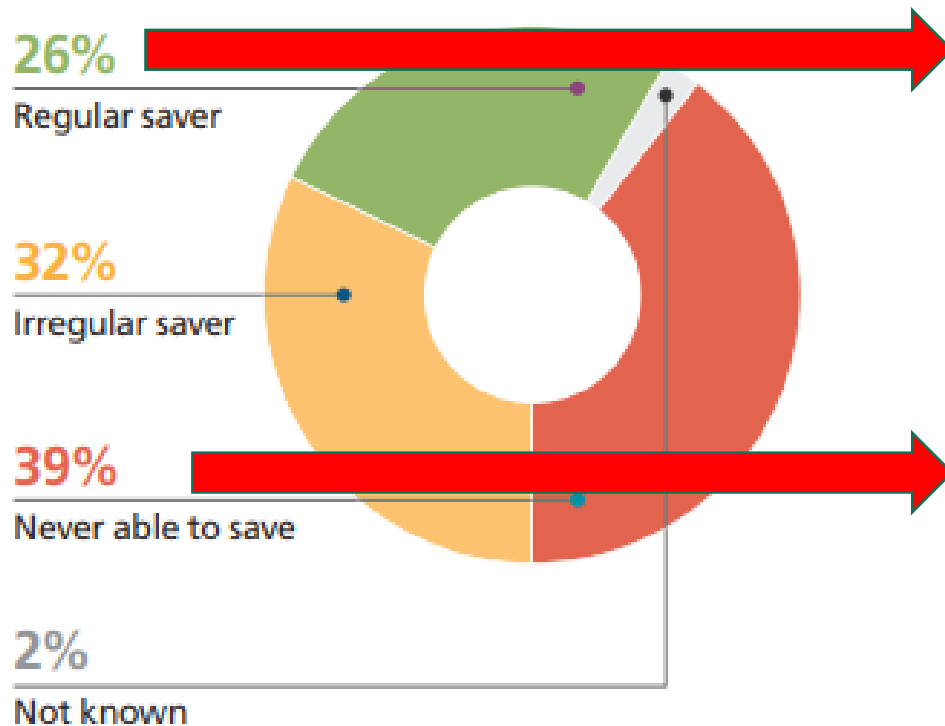


*Example monetary amounts are for illustration purposes only

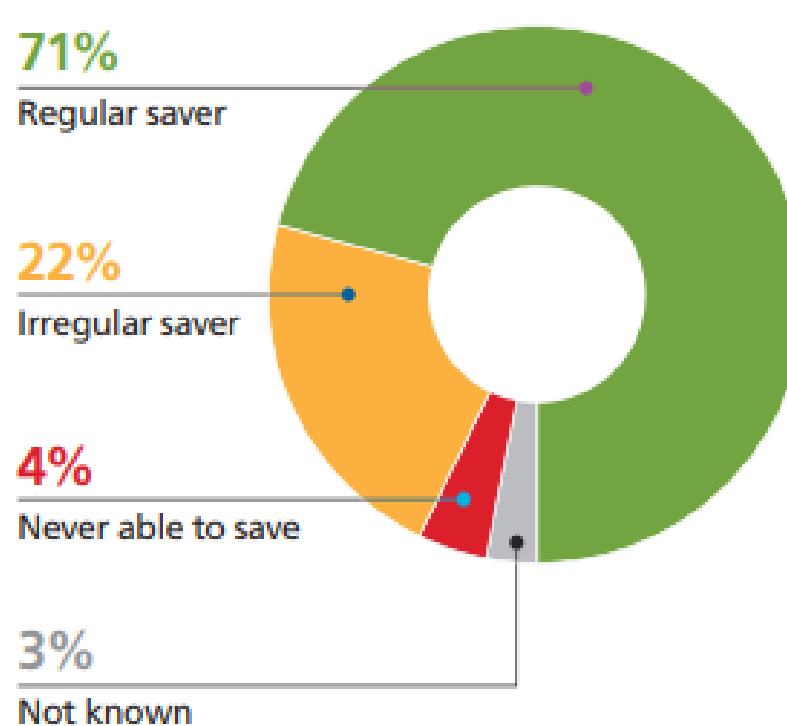


Credit Unions turn borrowers into savers

A. Savings habit before loan



B. Future savings plan after loan has been paid off



“ I didn't need a loan this year - you helped me with that as you encouraged me to save. ”

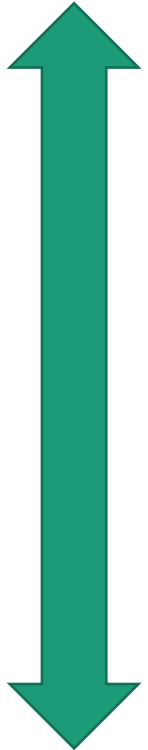
Survey conducted by Ipsos MORI of 1,272 members of seven credit unions.

Sometimes people need to borrow

The least stressful alternative is a credit union

Type of credit	Mental wellbeing score
Payday loans	1.88
Unauthorised overdrafts	1.89
Doorstep loans	2.11
Weekly payment stores	2.34
Bank loans	2.38
Authorised overdrafts	2.53
Credit cards	2.60
Catalogue credit	2.88
Store cards	2.88
Credit unions	3.43

WORST

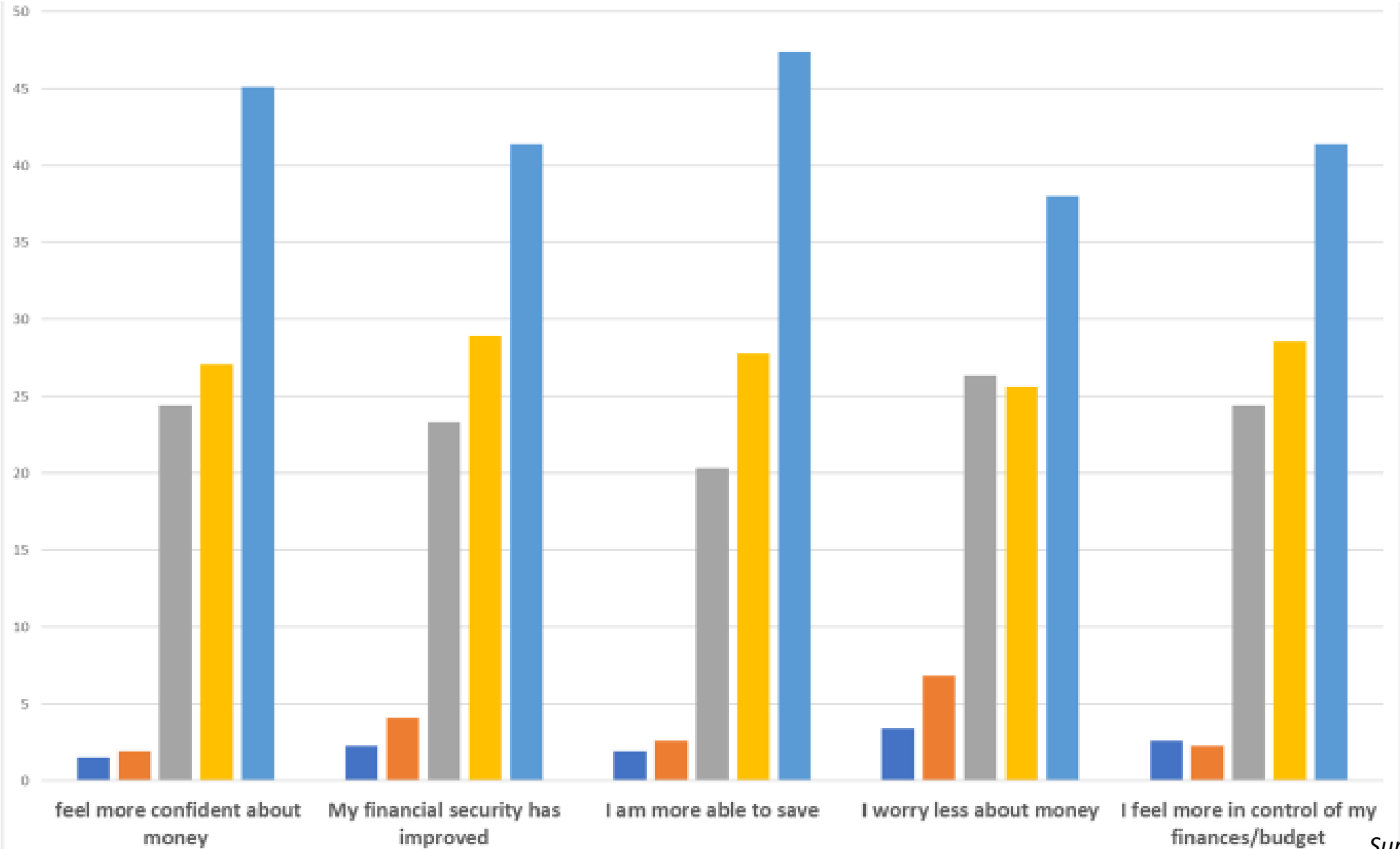


BEST

“When my circumstances changed, I was able to talk to someone, we agreed some changes to the loan it was such a relief.”

Source : Royal Society for Public Health

Does a credit union really make a difference?



Survey JCU Members



9 million adults are missing payments or feeling like keeping up with their bills is a heavy burden

24 million adults do not feel confident making decisions about financial products and services

11.5 million adults have less than £100 in savings

77 per cent of workers said money worries were having an impact on them at work

Lack of financial wellbeing impacts businesses on multiple fronts:

22% - reduced productivity

22% - loss of talent

19% - higher short-term and long-term absences

Stress is the norm, not the exception



described themselves as **'struggling'** or **'in crisis'**.



said they are **'managing'**.



said they are **'comfortable'**.



have had to **cut back on essentials** in the past 12 months.

43% of employees feel stressed about money **'sometimes'**.

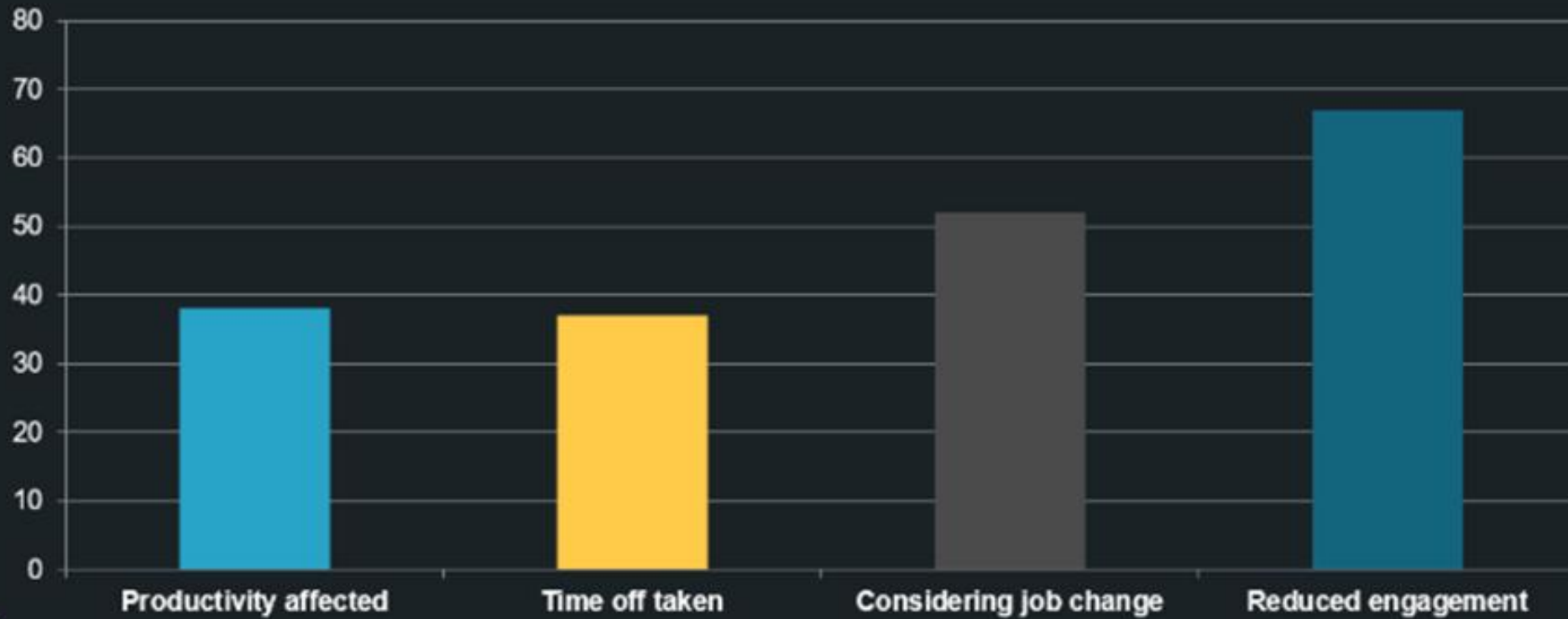
20% feel stressed **'often'** and **9%** say **'always'**.

Just **7%** said they **'never'** feel financially stressed.

Almost **three-quarters** of employees **regularly** experience financial pressure.

A quarter (26%) said they have experienced financial stress **often over the past 12 months**.

Workplace impact of financial stress



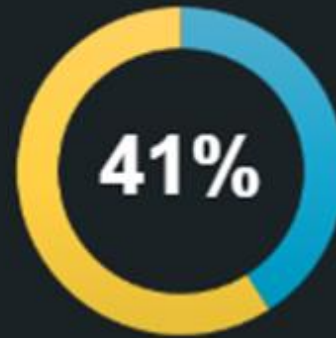
Employees aren't feeling supported



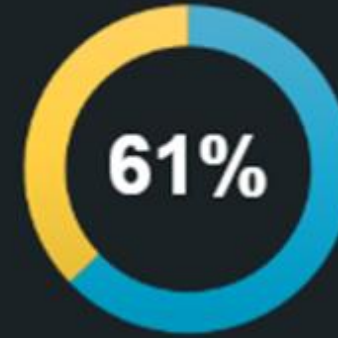
said their employer offers financial wellbeing support.



said no; 15% were unsure



do not believe their employer understands their challenges.



said better support would make them more likely to stay with their employer.

Payroll deduction



**A free employee benefit
- easy to set up
and administrate**



**Tools to support
budgeting and
financial literacy**



**Helps boost employee
wellbeing by reducing
money worries**



**Helps members
start a savings habit to
build financial resilience**



**Access to fair and
affordable credit-
cuts the cost of borrowing**

Employer Commitment

- Promotion of the scheme
- Receive employee's deduction form
- Deduct amount from the salary
- One bank transfer to JCU bank account per payroll period
- Email one schedule of payments made
- No involvement in any loan agreement
- No financial commitment
- If member leaves arrangements cease

PARTNERSHIP



The “why”.....

Due to domestic violence me and my children had to move with nothing but a handful of clothes. Just Credit Union gave me an affordable loan which helped me furnish a home and get the essentials we needed. Later I was able to get things like school uniform and shoes. I'm so thankful because it was a very turbulent and emotionally time in all our lives. And now, I'm savings for a family holiday!