

712 members and region surveyed

185 names considered

42 weeks of reflection and discussion

13 committee members

3 strategic partners

1 unanimous Board recommendation

**WE'RE EXCITED FOR
THE ROAD AHEAD AS...**

Pathwise CREDIT UNION

VISION

Everyone deserves a path to financial success.

The name Pathwise represents the feeling of guidance, community, and approachability; signifying the support and financial wisdom you need for your life path - no matter what stage you're at.

We recognize and celebrate that each of our members is forging their own way. We instill confidence, and provide insight, so you're able to make the right choices on your journey, regardless of your goals or the steps it will take to get there.

MISSION

We support our members' personal and business goals with convenient banking solutions and genuine, lifelong guidance.

We empower our members to make confident decisions by providing holistic financial advice through understanding each member's unique needs.

We ensure members have a say and that they grow their money locally, supporting where they live, work and play.

Now it's up to each of us to take the step towards our **bright** future.

OUR PATH TO A NAME RECOMMENDATION...

