



Roy F Bergengren (1880-1955) who played a dynamic role in the establishment and growth of credit unions in the United States of America and Canada agreed with Raiffeisen when he said, "The Good Samaritan is not out of character in a good credit union treasurer."



A cooperative people's bank is not an ordinary financial concern, seeking to make profit at the expense of unfortunates who need loans. ...The people's bank is nothing of the kind; it is the expression in the field of economics of a high social ideal."



Through cooperation, the embodiment of charity in economics, we can build such a society where these needy brothers will have a chance to live and to contribute to the general good.....



Services Is The Competitive Edge

1. Will the service benefit the membership?
2. Does the need it serves justify the cost?
3. Will it, in itself, or in its operation:
 - (a) Oppose or impede the aims of the credit union movement?
 - (b) Require an organizational change that will diminish or minimize participation of members of the credit union?
 - (c) Require a change in operational procedure that will diminish or minimize protection of credit union assets?

Leadership & Management

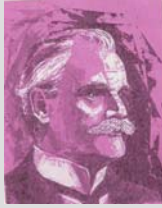


Management is about doing things right

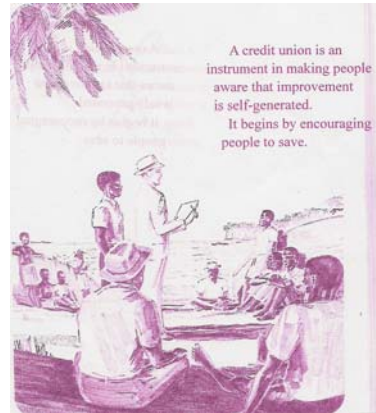
Leadership is about doing the right things.



A credit union is created to serve its members as persons, not as possessors of capital or income or status; that a member is treated as a whole person, with a complex of needs and aspirations and not a mere series of desires to be exploited. In providing services, we do not separate the social, ethical and economic spheres in the everyday life of a person.



“Management is entrusted to the officers but this does not imply that they have authority to do as they please. On the contrary the general meeting composed of all the shareholders is the real and dominating power, the officers being only its servants subject to its constant and direct control.....”



The Secret of Success -- Education



Credit Unions place a strong emphasis on the education of members to help them improve their economic condition.



We must let people talk about our purpose constantly and share our values.
We should stimulate dialogue, passionate debate and exciting initiatives in line with our purpose.

The ideals of Credit Union Founders will continue to serve as inspiration for new generations who seek to advance the benefits of credit union service for people all over the world.



Credit Unions value competition as a Cornerstone of Success

