



Bethpage Federal Credit Union Reaching out to the Un-banked

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Bethpage Federal Credit Union

Reaching out to the un-banked

- Collaboration with Community Groups
- Voluntary Income Tax Assistance
- Serving the Latino Community



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Reaching out to the un-banked

- Collaboration with Community Groups for Financial Services
 - Offer financial services onsite at not for profits to reach people in a trusted environment
 - Onsite Financial Counseling
 - Onsite Account opening
 - Onsite Financial Education Seminars
 - Dedicated Credit Counselor combined with Balance Credit Program



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Reaching out to the un-banked

- Voluntary Income Tax Assistance
 - Collaboration with Community Groups and Legislators to form a LI Earned Income Tax Coalition
 - Train other VITA Centers
 - Expanding VITA puts money in the hands of Un-banked and back into the local economy
 - Promote Volunteerism in local communities
 - Educate about savings and split deposit features
- Mobile Vita
 - Bring VITA to trusted locations
 - Serve as ITIN Agent where appropriate
 - Educate on Savings
 - Community Collaboration Key

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Reaching out to the un-banked

- Serving the Latino Community
 - Partner with Latino Not For Profit Community
 - Offer Onsite Services in Spanish at Community centers engaging NFP staff
 - Research Latino Brand
 - Products and Services
 - Understand needs
 - Listen to everyday people
 - Do not presume you know best
 - Round Table of Latino Community Leaders
 - Advisory Role