

# Money

Q1-2025

# Talk

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*Invested in you.*



**Introducing  
Prosperity Accounts**  
*Designed with you in mind*

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### HOLIDAY CLOSINGS

Martin Luther King Jr. Day: Monday, January 20

# Simplify Your Finances with a Debt Consolidation Loan Special

Tired of juggling multiple payments? Essential Credit Union's debt consolidation loan special can help you regain control of your finances. Combine high-interest credit cards, personal loans and other debts into one manageable monthly payment with a lower interest rate. **Plus, pay nothing for the first 90 days!\***

With streamlined payments and potential savings on interest, you'll have more time and money to focus on what matters most.

**Apply online, visit a branch or contact us at (888) 369-2207.**

\*Consolidation loans are only available during promotional time period. Ninety-day no pay is only available on consolidation loans depending on credit score. Interest will accrue beginning at closing of the loan. All loan approvals are based on standard loan underwriting guidelines and credit-scoring benchmarks. Actual rate may vary based on credit score, discounts and/or surcharges, loan term and loan to value. Offer does not apply to loans currently financed with the credit union. Cannot be combined with any other offer. Loan discounts cannot be applied.



## Free FINANCIAL WEBINARS

RESERVE YOUR SPOT BY VISITING [ESSENTIALCU.ORG](https://essentialcu.org); CLICK "LEARN," THEN CHOOSE "FINANCIAL WEBINARS."

### JANUARY – BASICS OF PERSONAL FINANCE

From managing daily expenses to investing for retirement, this session helps participants set personal finance goals, learn the basics of smart money management and build a solid financial foundation for the future.

**Session 1: Tuesday, January 7, 2025 | 12:30 pm CST**

**Session 2: Thursday, January 16, 2025 | 7:30 pm CST**

### FEBRUARY – UNLEASHING THE POWER OF CREDIT

Credit is a valuable financial tool, but knowing how it works is crucial to making it work for you. This session delves into the fundamental aspects of credit, including credit scores, credit reports and their effects on your financial well-being. Discover the various types of credit, the factors that shape your credit score and effective strategies for building, maintaining or improving your credit.

**Session 1: Tuesday, February 11, 2025 | 12:30 pm CST**

**Session 2: Thursday, February 20, 2025 | 7:30 pm CST**

### MARCH – TAP INTO WISE CREDIT CARD USE

Much like driving a car, understanding the rules and best practices of credit card use can significantly impact your financial journey. In this session, uncover the essentials of using credit cards wisely, from exploring various card types, interest rates and fees to finding the card that best suits your needs. Uncover practical strategies for budgeting and managing debt that empower you to use credit cards responsibly.

**Session 1: Tuesday, March 11, 2025 | 12:30 pm CST**

**Session 2: Thursday, March 20, 2025 | 7:30 pm CST**

## Essential *FAQ*

**Q:** How can I make deposits without visiting a branch?

**A:** You can deposit checks quickly and securely using our mobile banking app. Simply snap a photo of the check and follow the on-screen instructions. You can also make deposits at Essential ATMs or through shared branch locations.

## Introducing Prosperity Accounts

At Essential Credit Union, we understand that your financial needs evolve over time. That's why we're thrilled to introduce Prosperity Checking and Savings Accounts, tailored exclusively for our members ages 62 and older. These accounts are crafted to make managing your finances simpler while rewarding you for your loyalty and planning for your future.

**What Makes Prosperity Accounts Unique?** The Prosperity Accounts combine flexibility, accessibility and exceptional rewards.

### Prosperity Checking

- **Direct Deposit Convenience:** Simplify your financial life with a required direct deposit.
- **ATM Fee Refunds:** Withdraw cash where and when you need it with ATM fees reimbursed.
- **No Fees, No Hassle:** Focus on managing your everyday expenses without worrying about monthly maintenance fees.

**Why Choose Prosperity Accounts?** Your retirement years are about enjoying life, not stressing over financial details. Prosperity Accounts offer benefits that simplify banking while letting your money work harder for you. It's easy to open your Prosperity Accounts. Simply visit your nearest Essential Credit Union branch, call us at 888-369-2207, or add a Prosperity Account online at [essentialcu.org](http://essentialcu.org).

\*APY=Annual Percentage Yield. See full details at [essentialcu.org](http://essentialcu.org).

### Prosperity Savings

- **High-Yield Rewards:** Earn 4.00% APY\* interest on the full savings balance when a \$75,000 minimum is met and paired with a Prosperity Checking Account that meets the direct deposit requirement.
- **Regular Savings Rate for Smaller Balances:** For balances under \$75,000, enjoy our competitive standard savings rate.

## Maximize Your Savings with New Money Market Tiers

Essential believes your savings should work as hard as you do. That's why our Money Market Account now offers tiered interest rates designed to reward higher balances with even greater earnings.

- **NEW! Balances \$50,000 and Above:** Earn a competitive 3.30% APY,\* giving your savings a powerful boost.
- **Balances Under \$50,000:** Continue to enjoy a great rate while maintaining easy access to your funds.

Whether you're building an emergency fund or planning for future milestones, our Money Market Account combines flexibility with high-yield potential.

Ready to grow your savings? Visit your local branch, go to [essentialcu.org](http://essentialcu.org) or call us toll-free at 888-369-2207.

\*APY=Annual Percentage Yield. See full details at [essentialcu.org](http://essentialcu.org).

## ESSENTIAL Scholarships



Education is essential, and that is why we're offering two \$1,000 scholarships to graduating seniors!

Scholarship Applicant Eligibility Requirements:

- Applicant must be a graduating senior planning to attend a recognized/accredited college or university in the fall following graduation.
- The applicant must be an Essential member in good standing, or the applicant's legal guardian must be an Essential member in good standing.
- Applicant must have a cumulative GPA (Grade Point Average) the equivalent of 3.0 or greater on a 4.0 scale.
- Applicant must intend to carry a full academic load during the scholarship period (12 credits).
- The applicant must be involved in school and/or community activities.
- Essential employees, officials and their immediate family members are not eligible.

Download your application, complete with details, at [essentialcu.org](http://essentialcu.org). **All applications must be submitted no later than Monday, March 31, 2025.**

## MEMBER SERVICES

DEPOSIT ACCOUNTS  
Personal Savings Accounts  
Personal Checking Accounts  
Interest-Bearing Accounts  
Holiday Club Accounts  
High-Yield Money Market Accounts  
Certificates and IRAs (Regular & Jumbo)  
Business Checking Accounts

CONSUMER LOANS  
New & Used Cars, Trucks & SUVs  
New & Used Boats  
Motorcycles, RVs & ATVs  
Secured & Unsecured Loans  
Educational Loans  
Full Line of Visa® Credit Cards

MORTGAGE LOANS  
Conventional First Mortgages  
Fixed & Adjustable Rates  
Second Mortgage Loans  
Home Equity Lines of Credit

BUSINESS LOANS  
Commercial Real Estate  
Lines of Credit  
Working Capital for Inventory  
Fleet Vehicle Financing  
Business Titanium Visa  
SBA-Approved Lender

BUSINESS SERVICES  
Checking Accounts  
Monthly Earnings Credits  
Same-Day Credit on Deposits  
FREE Online Banking  
Full Line of Merchant Services  
Currency Management  
Local Support & Service

ONLINE SERVICES  
FREE Online Banking  
FREE eStatements  
FREE Online Bill Pay  
View Cleared Checks Online  
Visa Online Statements  
Remote Deposit Capture  
Electronic Account Alerts  
Secure Messaging  
Scheduled Transfers  
Check Reorders  
Mobile Banking

CONVENIENCE SERVICES  
Instant-Issue Debit Cards  
Multiple Locations  
Full-Service Call Center  
Fee-Free ATM Network  
24-Hour Telephone & Online Access  
Direct Deposit  
Night Deposit  
Notary Service  
Money Orders  
Certified Checks  
Wire Transfers  
Overdraft Protection  
Travelers & Gift Checks



## CONTACT INFORMATION

MAIN NUMBERS

(225) 353-8238

Toll Free: (888) 369-2207

Fax: (225) 353-6387

WEBSITE

[essentialcu.org](http://essentialcu.org)

### BATON ROUGE AND GONZALES HOURS

M – F: 9 am – 6 pm

Saturday: 9 am – 1 pm

HOUSTON HOURS

M – F: 8 am – 5 pm

### PLAQUEMINE AND WALKER HOURS

M – F: 8 am – 5 pm

Saturday: 9 am – 1 pm

### TOWNE CENTER DRIVE-THRU HOURS

M – F: 8 am – 5 pm

Saturday: 9 am – 1 pm

PLAQUEMINE BRANCH

21925 Highway 1 South

BATON ROUGE BRANCH

6725 Siegen Lane, Suite K

GONZALES BRANCH

1051 North Airline Highway

HOUSTON BRANCH

12012 Space Center Boulevard

TOWNE CENTER DRIVE-THRU

2370 Towne Center Boulevard

WALKER BRANCH

28645 Walker South Road

CENTRAL ATM

10513 Sullivan Road

GENERAL MAILING ADDRESS

PO Box 66278

Baton Rouge, LA 70896

GENERAL EMAIL

[eservices@essentialcu.org](mailto:eservices@essentialcu.org)

LOST/STOLEN CREDIT CARD

(800) 558-3424

LOST/STOLEN DEBIT CARD

(833) 933-1681



## Member ANNUAL MEETING

**Wednesday, March 19, 2025**

**Addis Community Center**

**7520 LA-1, Addis, LA 70710**

**Doors open at 6 pm**

**Presentation begins at 6:30 pm**

This is your opportunity to hear updates on Essential's growth, celebrate our accomplishments and participate in shaping our future. Meet fellow members, connect with leadership and learn more about the value of being part of the Essential family.

We can't wait to see you there! Stay tuned for more details, and thank you for being an essential part of our success.

## Honoring Mary Overall *and Welcoming New Leadership*



After years of dedicated service, we bid a fond farewell to Ms. Mary Overall, a valued member of Essential Credit Union's Board of Directors. Ms. Overall's steadfast leadership and commitment to our mission have made a lasting impact on our organization and our members. We thank her for her contributions and wish her all the best in her retirement.

As Ms. Overall steps down, we are pleased to announce that Ms. Louise Crochet, formerly serving as the Supervisory Committee Chair, will take her place on the Board of Directors. Ms. Crochet brings extensive experience and a deep understanding of Essential's vision, and we are excited to have her continue her leadership in this new role.

In turn, Mr. Boyd Courville will assume the role of Chair of the Supervisory Committee. Mr. Courville's dedication and strategic insight will guide the committee's critical role in ensuring our credit union operates with excellence and integrity.

Lastly, we extend a warm welcome to Velvet Caballero, who joins the Supervisory Committee. Ms. Caballero's fresh perspective and enthusiasm will be a valuable addition as we continue to grow and serve our members.

Thank you to Mary, Louise, Boyd and Velvet for their commitment to Essential Credit Union. Together, we're building a brighter financial future for all!

## 2025 HOLIDAY SCHEDULE

New Year's Day:  
Wednesday, January 1

Martin Luther King Jr. Day:  
Monday, January 20

Good Friday: Friday, April 18

Memorial Day: Monday, May 26

Juneteenth: Thursday, June 19

Independence Day: Friday, July 4

Labor Day: Monday, September 1

Columbus Day: Monday, October 13

Veterans Day: Tuesday, November 11

Thanksgiving Day:  
Thursday, November 27

Black Friday: Friday, November 28

Christmas Eve:  
Wednesday, December 24,  
Early Closure at 12 pm

Christmas Day:  
Thursday, December 25

New Year's Eve:  
Wednesday, December 31,  
Early Closure at 12 pm

## VEHICLE TRANSACTIONS WITH ESSENTIAL TAG AND TITLE

At Essential Credit Union, we're always looking for ways to make life easier for our members. That's why we're proud to offer Essential Tag and Title, LLC, a convenient service designed to streamline your vehicle-related transactions. Whether you're buying, selling or renewing, we've got you covered with fast, efficient and affordable solutions.

- **Title Transfers**
- **Vehicle Registration**
- **License Plates**
- **And more!**

Schedule your appointment at  
[EssentialTagAndTitle.com](http://EssentialTagAndTitle.com).