

# Mission, Vision and Goals

*Why do we exist?*

## Mission

Improve our members' financial wellbeing through a select offering of quality products and remarkable service.

*What are we trying to achieve?*

## Vision

Serve as a valued benefit for members offering financial strength, competitive rates, and enhanced relationships between associates and the enterprise.

## Goals

*How will we achieve our vision?*

Sustain financial strength as a foundation to drive key business outcomes.

Provide a relevant benefit that supports the enterprise goal to attract and retain talent.

Foster an environment of continuous improvement to enable operational excellence.

Engage and develop our employees to promote a high performing work environment.