

Soo Co-op Credit Union

# WHAT DRIVES US?



**OUR VISION AND MISSION STATEMENTS HELP GUIDE OUR BIG-PICTURE AND DAY-TO-DAY DECISIONS; SO, WHAT ARE WE STRIVING TOWARDS?**

***OUR VISION* is to work together to improve financial well-being for Our Members, Our Credit Union, and Our Community.**

Our vision statement describes where SCCU aspires to be upon achieving its mission; it helps give us a compass in our everyday decisions and big picture plans. When making decisions for our organization and each member, helping build the financial well-being of our members, credit union, and community should always factor in.

***OUR MISSION* is to improve the financial wellness of our members through outstanding service, education, and community involvement.**

If a vision statement is a destination, our mission statement is a roadmap. While our vision describes ***what*** we want to accomplish, our mission statement describes ***how*** we will get there. We strive to provide excellent service and financial education, while also making a positive impact on our community.