

APRIL 2024

# shore lines

A QUARTERLY NEWSLETTER OF LAUNCH CREDIT UNION

## INTRODUCING NEW LAUNCH CU BUSINESS VISA® CREDIT CARDS!\*

**The solution to your day-to-day expenses!**

Use wherever Visa cards are accepted.

### ■ Business Rewards

■ Earn 1.5% Launch Reward Dollars on purchases

■ 3.90% Introductory Rate

The 3.90% introductory APR for purchases only will apply to transactions posted during the first 6 billing cycles following issuance of your card. After the introductory period your APR will be Wall Street Journal Prime Rate + 5.00% to Wall Street Journal Prime Rate + 9.00%, based on creditworthiness.

■ Variable Rate

■ Additional Authorized Users can be added

■ Credit Line from \$500 to \$50,000

### ■ Business Secured

■ Solution for a business just starting

■ No Introductory Rate ■ Fixed Rate

■ Additional Authorized Users can be added

■ Credit Line from \$500 to \$50,000

To apply, contact Business Services at 321-455-9400 or 800-662-5257, opt. 8

\*Subject to credit approval. The rate you pay is based on credit history. Introductory Rate and Balance Transfer Rate: APR = Annual Percentage Rate. Business Rewards Visa Credit Card –Cash advances and balance transfers are excluded from the introductory APR. Foreign transaction fee of 1.00% of each multiple transaction in US Dollars and 1.00% of each single currency transaction. Rewards Card holder earns 1.5% cash rewards on purchases only made with Launch CU Business Visa Rewards Card. Balance transfers and cash advances do not earn rewards. The accumulated cash rewards are distributed at the end of the October statement billing cycle in the form of a statement credit provided that the Card earning such rewards is open and in good standing on that day. Launch CU Business Secured Credit Card is fixed rate and does not earn Rewards. 120% of approved credit limit will be secured in separate account. Refer to your Launch Rewards Terms and Conditions. Requires Launch CU Savings account to open Visa Credit Card. \$5 deposit required to open account. Open to those businesses which maintain an office located in the counties we serve. New membership accounts are subject to account opening requirements and approval. An Early Closing Fee of \$10 will be applicable to any accounts closed within 6 months. Federally insured by NCUA.

## Refer A Business And Earn! With Launch CU!

From April 1st through June 30th, refer a NEW Business member to Launch CU and **EACH of you will receive \$100** deposited into your Launch savings account!\*

- New business account must be opened on or between April 1st and June 30th, 2024.
- New business account must provide the referring member or business' contact information at the time of account opening.
- New business account must open a savings and checking account, enroll in estatements and digital banking within the first 30 days of account opening.
- New business account will receive \$100 in their new Launch business savings account\*
- Referring member will receive \$100 in their Launch personal or business savings.

For more information, contact Business Services at 800-662-5257, option 8

Referring Business or Member: By submitting via account opening, the name of the person who referred you, you are giving express consent to Launch to notify the party who referred you that you have become a member of Launch Credit Union. This consent is provided only for the purpose of crediting the referring party's account for the referral bonus that is described above.

\*Offer good April 1 - June 30, 2024. \$5 minimum deposit required to open an account. Open to those businesses which maintain an office located in the counties we serve. New business accounts are subject to account opening requirements and approval. To qualify for the bonus, the business must open a savings and checking account, enroll in estatements and digital banking within the first 30 days of account opening. The offer is subject to change or discontinuance at any time. Launch CU employees and their immediate family are not eligible for the bonus. \$100 incentive will be credited to the referring Launch business savings account and referrer's personal or business savings account after 60 days if criteria are met and accounts are open, active and in good standing. Each member is responsible for its own taxes on bonus, if any. The bonus will be reported on tax form 1099-INT.

BRANCHES, please enter a "Refer a Business" opportunity on each new account opened under this program.

## WHAT OUR MEMBERS ARE SAYING ABOUT LAUNCH CU!

"...helped me open a business account and they went above and beyond to do so. It was a pleasant experience."

*Member Robin*

"Have been with this credit union for 30 plus years. The best banking experience you could ask for."

*Member Stan*

"It was probably the greatest thing I've experienced ever in the banking or any other financial institution!!!!"

*Member JP*

"I now have a reliable banking partner that I can trust to support my business every step of the way."

*Member Manu*

"Always good friendly vibes at Launch Credit Union..."

*Member DeShawn*



We would appreciate your feedback. Scan the QR code and let us know how we're doing



## LAUNCH PRESENTS HOME-OWNER EDUCATION DAYS

Visit a Launch branch during a special Homeowner Education Day! Talk to a Launch Mortgage Specialist, an Insurance Representative, and a Preferred Realtor. Get information about real estate loans and the real estate market, all in one place! All Real Estate Information Days are from **11 a.m. to 2 p.m., except where noted.**

### DAYTIME EVENTS

**Friday, April 12** – Merritt Island

**Friday, April 19** – West Melbourne

**Friday, May 10** – Palm Bay

**Friday, May 24** – Melbourne-Wickham

**Friday, June 7** – Orange City

**Friday, June 14** – Ormond Beach

### AFTER HOURS EVENTS

**Tuesday, April 16** – Melbourne-Babcock  
Homeowners University Event  
5:30 p.m. to 7:00 p.m.

**Tuesday, June 18** – Orange City  
Homeowners University Event  
5:30 p.m. to 7:00 p.m.



## USE YOUR HOME TO FINANCE YOUR DREAMS WITH LAUNCH CU

Do you need money for that home improvement project you have been putting off, or to help you pay off medical bills? Do you simply want to consolidate your higher-rate debt into one easy-to-manage payment? A home equity line of credit from Launch CU could be the perfect solution.

With a home equity line of credit, (HELOC), use your home's equity to your advantage to control over how much you borrow and when. Since HELOCs are backed by the equity you have in your home, their interest rates are typically lower than other types of loans. A HELOC may also provide you with certain tax advantages; however, you should consult with your tax adviser to determine how a HELOC may benefit you.

**Launch CU offers both fixed rate and variable rate HELOCs, with great low rates & flexible terms.**

**Fixed Rate Home Equity Line of Credit:** With a fixed interest rate, your interest rate will not fluctuate throughout the term of your loan. Launch CU now offers up to 100% LTV\*\* on a fixed-rate Home Equity Line of Credit (HELOC), with a maximum loan amount of \$250,000.

**Variable Rate Home Equity Line of Credit:** Variable interest rate simply means that your interest rate may fluctuate over time. With a variable rate HELOC, you are able to borrow up to 80% of your property's value, with a maximum loan amount of \$250,000.

**Apply online at [launchcu.com](http://launchcu.com), by phone at 800-662-5257, or at any branch location.**

\*APR = Annual Percentage Rate. The interest rate and APR's shown are subject to change without notice. Closing Fee only required if appraisal is necessary. The maximum loan amount is \$250,000. The rate you pay will be based on your credit history. If your risk profile puts you in a higher risk category your rate may be higher. The index used to determine the APR is the Prime Rate published in the Money Rates column of the Wall Street Journal.

\*\*Based on an appraised value of 100% of the assessed taxable value of the home.



## JOIN LAUNCH CU FOR "AMERICA SAVES WEEK" APRIL 8 - 12

It's America Saves Week! Each year we encourage our community to dedicate this week to pause and do a financial check-in, and this year is no different. Join us this week to get a clear view of where your finances are, where you want them to be, and what small steps you can take to put you on a path forward.

We all have unique circumstances that in many cases, makes it difficult, or nearly impossible for many to save at this stage of their lives.

Despite this, we understand that people are still committed to doing the work, taking control of their finances, and becoming more financially stable - in every stage of life.

- Set up automatic savings
- Establish an emergency fund
- Save for major milestones
- Pay down debt
- Save at any age

Get more information about saving at [americasavesweek.org!](http://americasavesweek.org!)



# VACAY YOUR WAY

**Launch wants you to VACAY YOUR WAY for a chance to win \$250!\***  
**Whether you play tourist in your own town, explore the outdoors, fly the skies, or catch a train, your vacay could equal CASH!**

- Use your Launch Visa® Credit Card in April, May, and June 2024 when you VACAY!
- Earn 1 entry for every \$100 you spend on vacation related travel\*
- Three lucky winners receive a \$250 Statement Credit\*

**Don't have a Launch CU Credit Card yet? Apply online at [launchcu.com](https://launchcu.com)!**

\*This offer is not transferable. A qualified transaction is a transaction of at least \$100 spend on vacation related travel on your Launch CU Visa® Platinum or Rewards Credit Card made between April 1 and June 30, 2024. Business Credit Cards are not eligible for promotion. Receive one entry for every \$100 qualified spend for a chance drawing for 1 of 3 \$250 Statement Credits. Balance Transfers, Cash Advances, returns, finance charges, all fees including foreign transition fees and payment protection charges are not eligible for this promotion. Members who have met the qualification criteria are eligible for this promotion. Launch CU employees, their immediate families, and Board members are not eligible for drawing. Maximum statement credit is \$250. Subject to your available credit limit. Foreign transaction fee of 1.00% of each multiple transaction in US Dollars and 1.00% of each single currency transaction. Credit card approval depends on creditworthiness and other qualifications. Savings account required to open a credit card. \$5 minimum opening deposit required to open account. You must live, work, worship, or attend school in the counties we serve to become a member. Account must remain in good standing from the time of purchase through the date the statement credit is awarded in order to receive statement credit. For those who qualify, the statement credit will be posted to your Launch CU Platinum or Rewards Visa® account balance within two billing cycles after the promotion concludes on June 30, 2024. Statement credit is not considered as a payment. Member is responsible for taxes associated with \$250 statement credit. \$250 statement credit will be reported on 1099-INT tax form. See contest rules for complete details. Federally insured by NCUA.

## LAUNCH CU CHOSEN AS ONE OF NEWSWEEK'S "BEST REGIONAL CREDIT UNIONS"

Launch Credit Union is honored to be recognized as one of America's Best Regional Credit Unions for 2024 by Newsweek and Plant-A Insights Group.

The analysis was based on independent customer surveys of more than 35,000 U.S. citizens. The survey was designed to review institutions through their customer journeys on 12 categories using 75 items. The survey collected more than 140,000 reviews for regional banks and credit unions distributed across all states. In addition, more than 1.3 million social media reviews and 148 million Apple App store and Google Play store reviews were collected to support the scoring model.

"Regional banks and credit unions play a pivotal role in meeting the needs of communities across the nation. Newsweek and market-data research firm Plant-A Insights are proud to introduce 'America's Best Regional Banks and Credit Unions 2024,' highlighting local lenders that are committed to the needs of their communities." Nancy Cooper, Global Editor in Chief, Newsweek.

"Being named to the America's Best Regional Credit Unions for 2024 by Newsweek is quite an accomplishment, however, we have always strived to be the best for our members here locally," says Kelly Haskins, VP Marketing, Launch Credit Union. "Serving our members' needs with the highest level of services and compassion is just what we do every day."



## LAUNCH ANNOUNCES SHRED DAYS

Launch CU has scheduled five FREE Shred Days. Members and the public may bring up to five boxes of paper material to one of these events and have it securely shredded and disposed of at no charge.



Do NOT include any plastic, such as plastic bags or CDs, and no metal or garbage. Remove metal and binder clips. However, it is not necessary to remove staples. No material may be left at the branch; shred will only be accepted during the event. In order to adhere to safety measures, all shred material must be boxed or bagged, and left in your trunk. Please remain in your vehicle and a Launch representative will remove the shred from your trunk.

**Friday, April 26**

**8:30 a.m. - 10:30 a.m. ■ South Daytona Branch**

**Monday, April 29**

**8:30 a.m. - 10:30 a.m. ■ Orange City Branch**

**Wednesday, May 1**

**8:30 a.m. - 10:30 a.m. ■ West Melbourne Branch**

**Wednesday, May 1**

**1:00 p.m. - 3:00 p.m. ■ Melbourne-Wickham Branch**

**Friday, May 3**

**8:30 a.m. - 10:30 a.m. ■ Port St. John Branch**

## CREDIT UNION YOUTH MONTH CELEBRATION WITH LAUNCH CU



Encouraging young people to learn financial responsibility is an important goal for Launch CU! We are celebrating Credit Union Youth Month in April with a special account opening offer and a special drawing.

**Anyone 18 and under who opens a savings account in April:**

- Gets **\$50** deposited in their account\*
- Is automatically entered into a drawing for a reMarkable tablet device\*\*

Parents, now is the time to open your child's account with Launch CU and start them on a lifetime of good financial decisions!

\*\$5 minimum deposit required to open an account for new members. To become a member, individuals must live, work, worship, or attend school in Brevard, Volusia, Orange, Seminole, Flagler, or Osceola County. New membership accounts are subject to account opening requirements and approval. To qualify for the bonus, the new member must open a savings account. The new account must be opened between April 1 and May 10, 2024. Bonus of \$50 will be deposited in new Launch CU Savings Account. Savings Accounts must be active and in good standing to receive \$50. \$10 account closure fee if closed before 6 months. Minors under 18 years old must have a parent, grandparent, or legal guardian as a joint owner, who shall be jointly liable for any activity on the account. Offer can be terminated or changed at any time. Member is responsible for taxes associated with bonus. Amount of bonus will be reported on 1099-INT tax form.

\*\*Drawing prize of one Remarkable 2 tablet device will take place after April 30, 2024. To qualify, the winner (main account holder) must be in good standing on all accounts held with Launch. Launch CU employees, their immediate families, and Board members are not eligible for drawing. Winner will be contacted by telephone. If winner cannot be reached within 3 days of drawing, a secondary winner will be drawn. No substitution of prizes; approximate prize value of \$300. ReMarkable is not affiliated with Launch CU or responsible for this drawing. All taxes on prizes are the responsibility of the winner. It is the responsibility of the winner to report any winnings as income to the IRS.

## BRANCH HOURS

M - W 9:00 A.M. - 5:00 P.M.  
TH & F 9:00 A.M. - 6:00 P.M.  
Drive-thru opens at 8:30 A.M.

321-455-9400 (inside Brevard)  
800-662-5257 (outside Brevard)

## LOCATIONS

### VOLUSIA

**DeLand**  
301 W. New York Ave.

**Edgewater**  
2810 S. Ridgewood Ave.

**Orange City**  
2277 Veterans Memorial Pkwy.

**Ormond Beach**  
240 Williamson Blvd.

**South Daytona**  
2290 S. Ridgewood Ave.

### BREVARD

**Melbourne - Babcock**  
685 South Babcock Street

**Melbourne - Wickham**  
2200 North Wickham Road

**Merritt Island**  
415 Fortenberry Road

**Palm Bay**  
5225 Babcock St. NE

**Port St. John**  
7347 N. Hwy. U.S. 1

**Rockledge**  
3300 Murrell Road

**Titusville - Singleton**  
90 S. Singleton Ave.

**Titusville - U.S. 1**  
3950 S. Washington Ave.

**West Melbourne**  
4301 Norfolk Parkway

### RESTRICTED ACCESS

**Cape Canaveral Space Force Station\***  
E&L Bldg., Room 1435  
Cape Canaveral SFS  
M-F 8:00 a.m.-4:00 p.m.

**KSC Central Campus Building\***  
M7-0301, Room 1022  
Kennedy Space Center  
M-F 8:00 a.m.-4:00 p.m.

**KSC Multi-Function Facility\***  
Room 102  
Kennedy Space Center  
M-F 8:00 a.m.-4:00 p.m.

**Spruce Creek High School\***  
801 Taylor Rd.  
Port Orange, FL  
T-W During Lunch

**University High School\***  
1000 W. Rhode Island Ave.  
Orange City, FL  
T-Th During Lunch

**Administration\***  
300 S. Plumosa Street  
Merritt Island, Florida, 32952

\*No Drive-thru

# FRAUD ALERT

Be on Alert 24/7 for fraud! Launch will never call, text or email you asking for identifying information i.e.: account numbers, PIN #s or Secure Access Codes. If you receive a call like this, DO NOT provide any information.

Please treat it as suspicious and call our Contact Center at 800-662-5257. Be vigilant about monitoring your account(s) for any suspicious activity. We always strive to protect our members from fraudsters.



## HOLIDAY CLOSINGS

All branches will be closed:

**Monday, May 27<sup>th</sup>** – Memorial Day

**Wednesday, June 19<sup>th</sup>** – Juneteenth

### DIVIDENDS ESTABLISHED Month ending March 31, 2024

Savings & Business Savings	Dividend Rates	APY*
\$5.00 - \$199.99 (minor accts)	.05%	.05%
\$200 - \$2,499.99	.05%	.05%
\$2,500 - \$9,999.99	.10%	.10%
\$10,000 - \$24,999.99	.15%	.15%
\$25,000 - \$49,999.99	.20%	.20%
\$50,000 - \$99,999.99	.25%	.25%
\$100,000 and up	.30%	.30%

\*APY\* as used above means "annual percentage yield". Contact a Credit Union employee for further information about applicable fees and terms. Dividends will be compounded monthly, and dividend rates may change monthly. Please see [launchcu.com](http://launchcu.com), call 321-455-9400 or 800-662-5257, or inquire at your local branch for current rates.

Money Market Account	Dividend Rates	APY*
\$2,500 - \$9,999	1.05%	1.06%
\$10,000 - \$24,999.99	1.25%	1.26%
\$25,000 - \$49,999.99	1.25%	1.26%
\$50,000 - \$99,999.99	1.30%	1.31%
\$100,000 - \$249,999	1.50%	1.51%
\$250,000 and up	1.65%	1.66%

**Dividend Bearing Checking** .10% .10%  
(Elite, Business Elite, Business Premier, and Business Non-Profit Checking. Dividends only earned on daily balances of \$1,000 or more.)

<b>Holiday Account</b>	.30%	.30%
<b>First Time Homebuyers Savings</b>	.30%	.30%
<b>IRA Savings Accounts</b>	.75%	.75%

(Declared April 1, 2024)

Visit our website at [www.launchcu.com](http://www.launchcu.com)

- Apply for a loan
- View locations and phone numbers
- Enroll in Digital Banking
- And much more!

**NMLS #407506**

## BOARD MEMBERS

# INSTALLED AT LAUNCH CU ANNUAL MEETING

The Annual Meeting of the Membership was held virtually on February 21, 2024. The Nominating Committee nominated three candidates to fill three Vacancies on the Board of Directors: Percy Cohrs, Hollimarie Montijo and Charles E. Jenkins, Jr. The three candidates were elected via acclamation.

The Meeting was open to all credit union members to join virtually via GoToWebinar.

## NOTICE OF MAILING

For auditing purposes, you may receive a letter from Warren Averett, CPAs and Advisors. If you receive this letter, please follow the instructions and confirm your account balance(s). **This is a legitimate mailing and your information will not be shared.**



### FREQUENTLY CALLED NUMBERS

#### Contact Center

321-455-9400, Option 0 ■ 800-662-5257, Option 0  
(Inside Brevard County) (Outside Brevard County)

#### Automated Response System

321-455-9400, Option 1 ■ 800-662-5257, Option 1  
(Inside Brevard County) (Outside Brevard County)

#### Make a Loan Payment

321-455-9400, Option 3 ■ 800-662-5257, Option 3  
(Inside Brevard County)

#### Lending Center

321-455-9400, Option 5 ■ 800-662-5257, Option 5  
(Inside Brevard County) (Outside Brevard County)

#### Business Services

321-455-9400, Option 8 ■ 800-662-5257, Option 8  
(Inside Brevard County) (Outside Brevard County)

#### Credit Card and ATM/Debit Card

888-691-8661 ■ 888-891-2435 ■ 855-341-4650  
(Activation) (Change PIN) (Lost/Stolen)

#### Retirement and Investments

Jim King: 321-456-5317  
Priscilla Guillen-Cadet: 321-456-5318



Federally insured by NCUA