



FOR PROFIT

Banks are **for-profit** financial institutions that are owned by shareholders. They offer a wide range of services, and ultimately want to increase shareholder profits. Most profits are made by charging fees and high interest rates to customers.

FOR PEOPLE

Credit unions are **for-people** financial institutions that are owned by members of the credit union. They offer many of the same services as banks, but function as a cooperative institution in that members work together to help other members.

DIFFERENCES

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Profit-focus

Profits are returned to shareholders and customers are generally charged higher fees and rates.



Not-for-profit

Profits are returned to members through lower fees, lower rates on loans, & enhanced services.

Owned by shareholders

Banks are run by business and financial professionals who focus on profits.



Owned by its members

Credit unions are governed by a volunteer board of directors made up of member-owners.

High interest rates on loans

Banks, which operate as for-profit, might offer a wider range of financial products and services, but typically at higher interest rates & fees.



Low interest rates & fees

Credit Unions, which operate as a not-for-profit, pass their earnings back to their members in the form of lower interest rates & fees.

FDIC Government agency founded in 1933 to protect all deposit accounts at banks



INSURED DEPOSIT ACCOUNTS UPTO \$250,000



Established in 1970 to protect accounts at federal credit unions.

Forward Together ▶▶▶

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LEVO
Credit Union