

# *Co-operative* **PRINCIPLES**

BROUGHT TO YOU BY



- IT'S A -  
**MONEY  
THING®**



How do the **7 co-operative principles** shape my credit union experience?

Credit unions put their values into practice by following the 7 co-operative principles. This sets credit unions apart from all other financial institutions, strengthens the community and benefits you too!



Co-operative  
enterprises build  
a better world



**Voluntary  
and open  
membership**

## OFFICIAL PRINCIPLE

Co-operatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political or religious discrimination.





## WHAT IT MEANS TO YOU

*No matter what your financial situation looks like, the door is open, without gender, social, racial, political or religious discrimination.*



**Democratic  
member  
control**



## OFFICIAL PRINCIPLE

Co-operatives are democratic organizations controlled by their members, who actively participate in setting their policies and making decisions. Men and women serving as elected representatives are accountable to the membership. Members have equal voting rights (one member, one vote).





## WHAT IT MEANS TO YOU

*You help call the shots by electing a board of directors. One member equals one vote. This is local democracy in action.*



**Member  
economic  
participation**

## OFFICIAL PRINCIPLE

Members contribute equitably to, and democratically control, the capital of their co-operative. At least part of that capital is usually the common property of the co-operative. Members usually receive limited compensation, if any, on the capital subscribed as a condition of membership.





## OFFICIAL PRINCIPLE

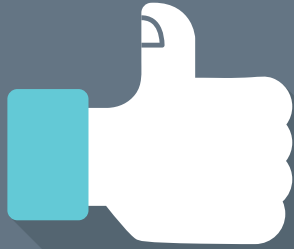
Members allocate surpluses for any or all of the following purposes: developing their co-operative, possibly by setting up reserves, part of which at least would be indivisible; benefiting members in proportion to their transactions with the co-operative; and supporting other activities approved by the membership.



## WHAT IT MEANS TO YOU

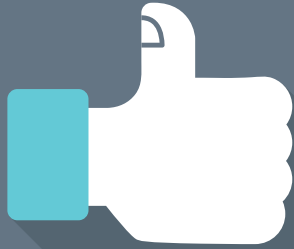
*Better rates, lower fees and services that benefit the entire credit union. The more that members participate, the more there is to go around.*

4



Autonomy  
and  
independence

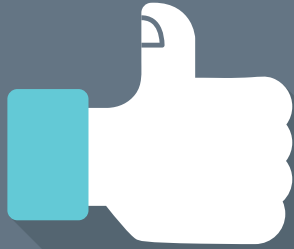
4



## OFFICIAL PRINCIPLE

Co-operatives are autonomous, self-help organizations controlled by their members. If they enter into agreements with other organizations, including governments, or raise capital from external sources, they do so on terms that ensure democratic control by their members and that maintain their co-operative autonomy.

4

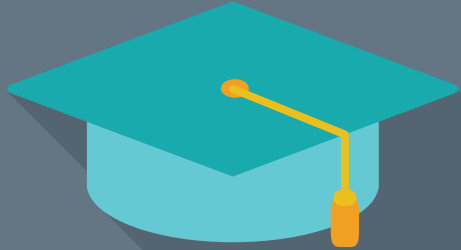


## WHAT IT MEANS TO YOU

*As a financial co-operative, your credit union is controlled by real members like you, instead of outside shareholders.*

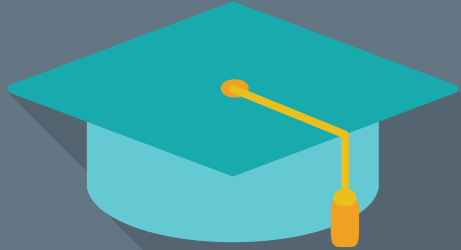


5



**Education,  
training and  
information**

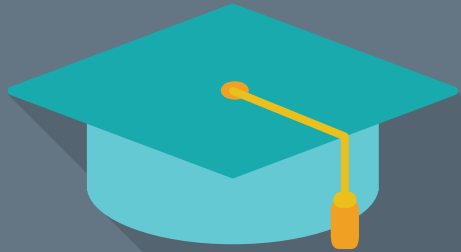
5



## OFFICIAL PRINCIPLE

Co-operatives provide education and training for their members, elected representatives, managers and employees so they can contribute effectively to the development of their co-operatives. They inform the general public—particularly young people and opinion leaders—about the nature and benefits of co-operation.

5



WHAT IT MEANS TO YOU

*Access to financial literacy tools and resources. Credit unions believe that education contributes to personal growth.*



Co-operation  
among  
co-operatives

## OFFICIAL PRINCIPLE

Co-operatives serve their members most effectively and strengthen the co-operative movement by working together through local, national, regional and international structures.



## WHAT IT MEANS TO YOU

*Your credit union strengthens the co-operative movement by partnering with organizations that share the same important values.*





**Concern  
for  
community**

7



## OFFICIAL PRINCIPLE

Co-operatives work for the sustainable development of their communities through policies approved by their members.





## WHAT IT MEANS TO YOU

*Knowing that your day-to-day banking translates into benefits for charities, local businesses and the entire community.*

BROUGHT TO YOU BY



Source: International Co-operative Alliance

It's a Money Thing is a registered trademark of Currency Marketing

- IT'S A -  
**MONEY**  
**THING®**