

PrimeNews



Soup Crawl 2024

Soup Crawl Makes More than 93,000 Meals Possible for Muncie Area's Students.

Wednesday October 9th - Tim Pierce and Ben Polk of PrimeTrust Federal Credit Union announced the winners of Soup Crawl and presented a donation check to Bekah Clawson, President of Second Harvest Food Bank. The event raised \$23,278.05 for Second Harvest's The Big Idea initiative, which will help provide over 93,000 meals to students and their families in East Central Indiana.

"Soup Crawl has been a tremendous success in supporting The Big Idea initiative over the years. We've seen about \$185,000 since the inception of the event. It has not only raised critical funds but also increased awareness around food and resource insecurity," said Clawson. "We are grateful to everyone who supports this event year after year."

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Lorraine Tomlin Receives ICUL Award.

Lorraine Tomlin of PrimeTrust Financial FCU received the 2024 Emerging Leadership Award from the Indiana Credit Union League October 4, during the Credit Union Awards Celebration, a special event during the League's annual convention.

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Backpack Drive Helps Muncie Area's Youth.

This summer, the PrimeTrust Charity Committee successfully provided 200 local students with backpacks, each filled with essential school supplies.

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Highlights



Expanded Mortgage Options.

FHA? USDA? First Time? We Do Them All & More....

You spoke, We Listened.

Broadway Branch Opens, New ATM's. More to Come Soon!

Ready to Start Your Business?

We now offer Micro-Loans.

Corporate Summer Events



2024 has been a great year at PrimeTrust so far!

This year has so far been a year of expanding our reach while deepening our local roots. We're making waves and building amazing memories together. Thanks to our incredible members and team! Time to finish 2024 strong!

You Spoke. We Listened.

Broadway Branch Reopening: A Warm Welcome Back!

We're thrilled to announce that the lobby of our Broadway branch is officially open once again! After closing its doors in 2020, we've reopened in response to the valuable feedback from our members.

We're grateful for your continued loyalty and support throughout this transition. Your presence has made a significant difference in the revitalization of this branch.

We invite all members to visit our Broadway branch and experience the friendly service from our dedicated team. Your continued patronage is essential to ensuring the branch's long-term success.

Stop by today and see for yourself!



Your ATM, Upgraded

FASTER · EASIER · SAFER

We're thrilled to announce that we've upgraded our ATM to a state-of-the-art Intelligent Teller Machine (ITM). This cutting-edge technology offers a wider range of services, including cash withdrawals, deposits, transfers, and more. With a user-friendly interface and enhanced security features, our new ITM is designed to provide a convenient and secure banking experience. Come by and give it a try!

Now Available at the Broadway Branch

Your Story Matters..

At PrimeTrust, we value your input more than you know. Your feedback helps us to:

- Improve our services
- Stay connected to the Muncie Area
- Shape our future

Broadway Branch Address:
4018 N Broadway Ave, Muncie, IN 47303

Hours of Operation:
Friday 9 AM-6 PM
Saturday 9 AM-12 PM
Sunday Closed
Monday 9 AM-5 PM
Tuesday 9 AM-5 PM
Wednesday 10 AM-5 PM
Thursday 9 AM-5 PM

Phone: (765) 289-2148

We look forward to serving you!

Explore Our Variety of Mortgage Options!

Attention homeowners! With recent Federal Reserve actions settling, the stage is set for a potential shift in the mortgage market. This could mean exciting opportunities for those considering a refinance or finally making a move into their dream home. PrimeTrust CU is here to help you navigate these changes. Read on to explore our diverse mortgage options. Visit [PrimeTrustCU.com/mortgage](https://www.PrimeTrustCU.com/mortgage) to unlock your homeownership goals!



Advantage Mortgage

Requires 20% down and a mortgage or refinance amount up to \$175,000.



FHA Mortgage

Multiple loan options that help with restricted incomes or lower credit scores.



USDA Mortgage

Special features and benefits exclusively for first-time buyers.



Construction Mortgage

Build the house of your dreams with a construction mortgage.



First-Time Mortgage

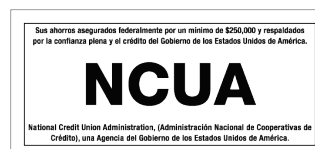
Special features and benefits exclusively for first-time buyers.



HELOC Loans

Unlock the equity in your home...and put it to use!

This is only a sample of our mortgage options, visit [PrimeTrust-CU.com/mortgage](https://www.PrimeTrustCU.com/mortgage) to see our entire list of mortgage options.





Lorraine Receives Emerging Leadership Award

Lorraine Tomlin of PrimeTrust Financial FCU received the 2024 Emerging Leadership Award from the Indiana Credit Union League October 4, during the Credit Union Awards Celebration, a special event during the League's annual convention.

Tomlin, who is Executive Vice President of Commercial Services, has been with the credit union since 2012. She has been responsible for closing more than \$40 million in commercial loans during that time. She also served as project leader during a merger the credit union initiated in 2023. With Lorraine's leadership, the credit union has launched a small business lending program in partnership with the Community Foundation of Delaware County to help small businesses and start-ups with working capital or equipment loans they may not otherwise qualify to receive.

She is an active member of the Muncie/Delaware County Community. She is a member of the Muncie

What is the ICUL?

The Indiana Credit Union League (ICUL) is the trade association representing Indiana credit unions. Those credit unions serve more than 2.8 million Hoosiers.

The League helps credit unions succeed in many ways.

Canal Overlay District and Altrusa International of Muncie, where she is a past president. She is also a past officer of the Muncie Redevelopment Commission, the Muncie Riverfront District Project Review Commission, the Delaware Community Schools Board of Education, and other organizations that benefit Muncie and Delaware County.

The Emerging Leadership Award recognizes the next generation of credit union leaders in Indiana for their accomplishments and for the potential to be an Indiana credit union leader in the future.

The Indiana Credit Union League is the statewide trade association for credit unions in Indiana. Those credit unions serve more than 2.8 million Hoosiers.

Ben Also Honored for Soup Crawl at ICUL Convention.

PrimeTrust Credit Union is proud to announce that Ben Polk, our marketing coordinator, was recognized with an honorable mention for the 2024 Dora Maxwell Award for “Social Responsibility Community Service Award” at the recent ICUL annual convention. This award celebrates individuals who have made significant contributions to their communities through volunteerism and social responsibility initiatives.

We also extend our congratulations to Lorraine and Ben, for their leadership and contributions to the credit union industry at the convention. PrimeTrust is fortunate to have such talented and dedicated individuals on our team.



Lorraine Tomlin's PrimeTrust Involvement with the Muncie Area Community.

Muncie Canal Overlay District

Altrusa International of Muncie

Over \$40 million in bus. loans.



The Muncie Canal Overlay District is a designated area in Muncie, Indiana, focused on revitalizing the city's riverfront and creating a mixed-use neighborhood. The district aims to provide high-quality housing options, pedestrian-friendly amenities, and a dynamic atmosphere.



Altrusa International of Muncie is a service club that has been serving the Muncie community for over 90 years.

It is part of Altrusa International, a global organization of women dedicated to making a difference in their communities.



You deserve a lender with the right tools to provide capital to your business venture. But you also need a partner that's there for you when all you want are simple, easy-to-understand answers.

When you start a commercial lending relationship with PrimeTrust Federal Credit Union, that's exactly what you'll get.



This year's October 3rd Soup Crawl also recognized the outstanding efforts of local restaurants and organizations, with the Vickie Copley People's Choice Award being awarded to the Emily Kimbrough Museum for their Supreme Pear Soup. This marks the second consecutive year the museum has claimed the top honor. In second place was A-Team Party Parlor & Catering with their Nacho Soup, while Westminster Village secured third place with their Sweet and Tangy Green Chili.

Soup Crawl is a beloved annual event where local restaurants and organizations compete by serving soup samples at various downtown Muncie locations. Since the event's return following pandemic restrictions, tickets have consistently sold out, and this year was no exception. With 19 participants, the 2024 event once again showcased the creativity and generosity of the community.

PrimeTrust FCU. "We are proud to be long-term partners with Second Harvest and excited by the ongoing success of this event."

Proceeds from sponsorships, ticket sales, and on-site donations all contribute to Second Harvest Food Bank's mission. "Soup Crawl has become a heartwarming tradition in Muncie, bringing the community together over great food and great company," said Tim Pierce, CEO/President of PrimeTrust FCU. "We are proud to be long-term partners with Second Harvest and excited by the ongoing success of this event."

Looking ahead, the 2025 Soup Crawl will mark its 13th year. The event is set for Thursday, October 2, 2025, during Muncie's First Thursday celebration.

For more information about Soup Crawl, visit the event's Facebook page at www.facebook.com/soupcrawl or contact PrimeTrust Federal Credit Union at (765) 289-2148.

What is Soup Crawl?

Muncie Soup Crawl is an annual event held in Muncie, Indiana, where local restaurants and businesses compete to serve the best soup.

It's a popular community event that benefits Second Harvest Food Bank. Attendees purchase tickets and can sample a variety of soups from different participating venues.

A Waste-Free Event

Thanks to a generous donation and partnership with the Muncie Sanitary District, all soup bowls and spoons used at our event are eco-friendly. The bowls are made entirely from recyclable materials, and the spoons are biodegradable.

We are incredibly grateful to all of our sponsors, donors, and partners for their support.

PrimeTrust Charity Committee Provides 200 Backpacks, Expands Food Bank Partnership

This summer, the PrimeTrust Charity Committee successfully provided 200 local students with backpacks, each filled with essential school supplies. We strengthened our partnership with Second Harvest Food Bank by participating in three distribution events through their Big Idea Initiative.



People Helping People



This was our inaugural year partnering with the Big Idea Initiative, and we're excited to expand our involvement in the future. We were able to achieve this thanks to generous donations from our members and profits from winter sales of candy bars and pies. Our goal is to double our impact next year and continue making a positive difference in the community.



Cindy Harrold took a pie in the face as a result of the PrimeTrust team hitting their lofty Charity Team Goals.