



INSIDE

BLAZE CHECKING


Now you can earn 5% in your checking account with our new Blaze Checking!

30 Dayz of Blaze...

Check out some cool giveaways!

Win some Detroit Tiger Tickets!

Cut out your entry form and bring it in!



Wildfire CU

Vision/Mission Statement

Vision Statement

The vision of Wildfire Credit Union is to build life-long relationships that benefit our members, employees, and communities.

Mission Statement

The mission of Wildfire Credit Union is to be the most trusted financial partner for our members.

Wildfire CU

Service Promises

1. VALUE every member

• We promise to greet every member with professionalism, respect, and a genuine passion for service, making them feel valued and appreciated.

2. SOLVE with the highest priority

• We are committed to meet members' needs by offering knowledgeable support, effective solutions, and taking ownership of every concern with urgency and care.

3. SERVE others

• We are passionate about making it easy to do business with us, showing appreciation for our members, and supporting the communities we serve.

SPOTLIGHT

WILDFIRE HAS A NEW TAGLINE—AND IT MEANS MORE THAN YOU THINK.

We're excited to introduce Wildfire Credit Union's bold new tagline: **Blaze Your Own Trail.**

This isn't just a catchy phrase—it's a reflection of who we are and where we're going. It captures the spirit of independence, empowerment, and forward momentum that defines both our members and our mission. Whether you're buying your first home, launching a business, or planning for the future, Wildfire is here to help you take charge and move forward with confidence.

So why the change? As Wildfire prepares for exciting new developments, we knew it was time for a refresh—something that re-energizes our members and employees, reflects our vision for the future, and lets the world know: **we're ready to lead, grow, and inspire.**

Blaze Your Own Trail (BYOT) is more than a tagline. It's a call to action. A mindset. A promise. It represents our renewed commitment to supporting every unique financial journey—with personalized service, trusted tools, and unwavering support every step of the way.

The trail ahead is wide open. Let's blaze it—together.





Wildfire wanted a Jeep that would turn heads and inspire adventure—and we were up for the challenge.

— ALEX ORNELAS, TRI CITY KUSTOMZ

SPOTLIGHT

MEET THE NEWEST MEMBER OF THE WILDFIRE FAMILY – OUR BYOT JEEP!

When we began dreaming up our new tagline, Blaze Your Own Trail, we knew we needed something bold, adventurous, and unmistakably Wildfire to bring it to life. What better way to embody that spirit than with a custom-branded Jeep Wrangler?

Check out our new Wildfire vehicle! With its lifted frame, rugged tires, and trail-ready build, this Jeep is designed to go anywhere—just like the path we hope our members feel empowered to forge for themselves. Wrapped in bold Wildfire graphics and featuring a custom license plate that says it all, this Jeep is more than just a ride—it’s a statement.

We’re thrilled to roll it out at community events across the area. So keep an eye out for the Wildfire Jeep, and if you’re in a Jeep too—don’t forget to give us the signature Jeep wave!

Our new Jeep is hitting the road! Find us at these exciting local events – come say Hi!

Bay City Jeep Freedom Ride
Saturday, May 17th, Registration at 9am
Tri-City Brewing Company

Saginaw PRIDE Friday Night Lights
Friday, August 15th, 5:30pm-9:30pm
Morley Plaza

DEAR at the Zoo
Wednesday, June 25th, 10am-3pm
Saginaw Children’s Zoo



PRODUCTS

BLAZE INTO 5%—THIS CHECKING ACCOUNT IS ON FIRE!

Introducing our new Blaze Checking Account, designed to ignite your savings with an unbeatable 5% APY* on your balance. Whether you’re managing everyday expenses or setting money aside, our new Blaze account puts your money to work harder—without locking it away. Enjoy the freedom of a checking account with the earning power of a high-yield savings account. It’s time to turn up the heat on your finances with Blaze checking! To qualify, simply meet a few easy monthly requirements:

- Swipe your Wildfire credit or debit card 25+ times
- ACH deposits of at least \$750
- Enrollment in e-statements

Ready to open a New Blaze Checking account?

You can easily apply online at wildfirecu.org, or visit any of our branches and we’ll be happy to help you get started.

Switch current Checking to New Blaze Checking?

Switching your current account to Blaze Checking is simple—just give us a call at 989.249.8200 or stop by your nearest branch and we’ll take care of the rest.



*APY=Annual Percentage Yield. 5% APY earned on balances up to \$10,000 with no minimum balance to earn stated rate when certain requirements are met. APY is accurate as of today’s date, may be variable, and may be subject to change after account is opened. Fees and other conditions may reduce earnings.

#1 Rated Member Service!

We are beyond proud to share that Wildfire has been ranked #1 IN OVERALL SATISFACTION across the entire industry for both our Branches and Contact Center in Q1 2025 by the Member Loyalty Group.

This outstanding recognition comes directly from our incredible members and reflects every valued interaction we have together—whether you’re visiting us at a branch or calling into our Contact Center. Member Loyalty Group partners exclusively with credit unions nationwide, helping us turn your feedback into action and continuously strengthen our member experience. Thanks to your trust and dedication of our amazing team, Wildfire is proud to continue setting the standard for service excellence.

Your feedback powers our progress, and we’re excited to continue building even stronger connections, one conversation and one visit at a time.

WHAT’S NEW

BLAZE YOUR OWN TRAIL—ONLINE!

We’re thrilled to unveil our newly redesigned website—built with you in mind and crafted to elevate your digital banking experience. With a fresh, modern look, simplified navigation, and powerful new features, it’s now easier than ever to

take control of your finances and explore all that Wildfire has to offer.

From seamless access to essential banking tools and personalized financial resources to the convenience of scheduling appointments at any of our locations

online, our new site empowers you to bank your way—whenever and wherever inspiration strikes.

We can’t wait for you to explore it. Your journey starts now—blaze your own trail at wildfirecu.org!

dayz of BLAZE



—BLAZE YOUR OWN TRAIL—

NAME _____

PHONE _____

Child name _____ Age _____

Parents/Guardian name _____

Phone _____

—BLAZE YOUR OWN TRAIL—

Dayz of Blaze – We’re turning up the heat to celebrate our new tagline:

—BLAZE YOUR OWN TRAIL

Stop by any of our four Wildfire branches and enter to win epic prizes inspired by the spirit of adventure. Each branch has a unique theme—visit one or visit them all to experience the full blaze!

Stop by, say hi, and enter to win!

Let’s blaze into summer with adventure, relaxation, and a whole lot of fun. Only at Wildfire.

Because now, more than ever—it’s time to **Blaze Your Own Trail**.



Main Office:

“Relax”

Chill out in style and comfort:

- Gazebo
- Six-Person Water Float
- Smokeless Fire Pit
- Two Wildfire BrüMate® Tumblers



Bay City:

“Water”

Make a splash with this water-loving prize pack:

- Two Kayaks
- Two Wildfire Water Bottles
- Two Wildfire Beach Towels



Saginaw West:

“Trail”

Hit the trail and turn up the tunes:

- One Men’s Bike
- One Women’s Bike
- Wildfire JBL® Portable Speaker
- Two Wildfire Backpacks



Midland:

“Camping”

Gear up for the great outdoors:

- Two Camp Chairs
- RTIC® Cooler
- Camping Griddle
- Classic S’mores Kit



CHECK IT OUT

WHAT IS THAT THING ANYWAY?

You’ve probably noticed the “flutter” in our logo since it made its debut in 2009—but have you ever wondered what it represents? So did we.

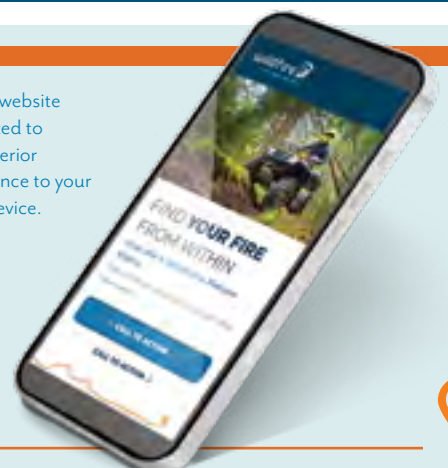
That’s why we’ve given it a deeper meaning—one that reflects the heart of who we are. Each of the three pieces of the flutter symbolizes a vital pillar of Wildfire: our members, our employees, and our community.

Individually, they’re powerful. Together, they form the foundation of everything we do. The unification of these three elements is what Wildfire stands for—and what we work to strengthen every single day.

So the next time you see that flutter, let it be a reminder: we’re here to blaze a trail together—with purpose, with passion, and with you.



The new website is optimized to bring superior performance to your mobile device.



SUMMERPROMOTION

GET A LOAN,
GET CASH BACK!

“Summer Cash Bonus” is back, but with a new name! Our “Explore More” loan debuts in May, allowing our members to get cash back* deposited into their account when taking out a new loan. Members can receive up to \$200 cash back, based on the tier structure below:

Loan Amount	Cash Back Amount
\$5,000-\$14,999	\$100
\$15,000-\$24,999	\$150
\$25,000 or more	\$200

*Mortgage products, 1st and 2nd mortgage loans, HELOC loans, Visas, Overdraft, Quik Check, and Prestige Lines of Credit are excluded from this year’s Explore More Loan.



Did You Know?

The CO-OP symbol you see on your Wildfire Credit Union debit/ATM card means you have access to one of the largest networks of credit union ATMs and branches in the country. Through the CO-OP network, you can withdraw cash, make deposits, or check balances with no fees at thousands of locations nationwide. It’s like having your credit union with you wherever you go, offering convenience, flexibility, and peace of mind. Just look for the CO-OP logo and know you’re connected!

Do you know of a workplace or non-profit that could benefit from a financial literacy presentation from one of our team members? Visit wildfirecu.org/financial-presentation-request to fill out a request form! One of our trained staff members will work with you to tailor a presentation that works for your school, business, or community group!

Wildfire is proud to be a part of Impact Saginaw, which is the collaborative effort of credit unions working together to support the Saginaw community. Impact Saginaw partners with the Saginaw YMCA and the Food Bank of Eastern Michigan to pass out food to families in need.



Help Us Blaze a Better Trail!

We’re excited to bring you the new Trailblazer Newsletter—and we’d love to hear what you think. If you have suggestions to help us make it even better, please email Tricia Schabel at tschabel@wildfirecu.org. Your feedback helps us keep the path clear and meaningful for every reader.

WILDFIRE IS GEARING UP FOR ANOTHER BUSY SUMMER!

Our annual member events are as follows:

Hot Dog Days

- June 27, 2025 Main Office
- July 11, 2025 Bay City
- July 25, 2025 Midland
- August 8, 2025 West

Classics Golf Outing

August 14, 2025
Location: Maple Leaf Golf Course

More details and how to register will be out soon!

Shred Days

October 16, 2025

Summer Closings:

- Saturday, May 24
- Monday, May 26
- Friday, July 4
- Saturday, July 5
- Saturday, August 30
- Monday, September 1



FINANCIAL LITERACY

WILDFIRE FAMILIES—YOUR KIDS’ FINANCIAL ADVENTURE STARTS HERE (FOR FREE*)!

Wildfire Credit Union families can join Greenlight for free*!

We’ve teamed up with Greenlight to bring Wildfire Credit Union families free access to the award-winning money app for kids and teens!

Join over 6 million parents and kids already using Greenlight to build smart money habits—together. With their very own debit card, kids learn how to earn, save, and spend wisely. And for you? Full control in the palm of your hand with an easy-to-use app: send money instantly, set spending limits, and get real-time notifications.

As a Wildfire member, you’ll get Greenlight SELECT—completely free* just for linking your Wildfire account. Because it’s never too early to raise confident, money-smart kids.

Ready to spark their financial future? Let’s blaze this trail together!



*Wildfire Credit Union members are eligible for the Greenlight SELECT plan at no cost when they connect their Wildfire Credit Union account as the Greenlight funding source for the entirety of the promotion. Subject to minimum balance requirements and identity verification. Upgrades will result in additional fees.

