

OHIO'S LEADING CREDIT UNIONS

## A Value to the Community

TrueCore Federal Credit Union understands the importance of trusted relationships.

“**T**here’s a lot of value in having a face-to-face conversation with someone about your financial needs,” says Jason Hall, President and CEO of TrueCore Federal Credit Union. “We’re able to help people find the right financial solutions and provide them with truly personalized service.”

Founded in 1940 to serve workers at the Owens Corning plant in Newark, the credit union’s reach has grown considerably over the past 85 years. Today, TrueCore serves more than 16,000 members throughout central Ohio, with membership open to anyone that lives, works, worships, or attends school in Licking, Fairfield, Knox, Muskingum, and Perry Counties. While the credit union’s footprint has grown, its founding mission remains the same.

“We’re a member-owned, not-for-profit financial cooperative,” Hall says. “This means that we aren’t restrained by prioritizing shareholder returns over everything else. Our profits are returned directly to the organization for the benefit of our members in the form of better rates, lower fees, new technologies, and more flexibility in how we serve members and the community.”

TrueCore currently serves members from four locations in Licking County and is developing plans for new branches in neighboring counties. While reaching new communities and expanding the credit union’s digital reach is a priority, Hall notes that the focus will always be providing members with exceptional service.

“We like having that small-town feel,” Hall says. “We know many of our members on a first name basis. These are trusted relationships that develop over the years. Technology creates convenience, but it’s personal experience that creates strong relationships.”

### Staying True to Core Values

Founded shortly after the start of World War II, TrueCore has guided members through

some of the most economically turbulent and unpredictable periods in modern history. Hall credits this resilience to the credit union’s core values of integrity, innovation, service, and community.

“We talk a lot about our core values,” Hall says. “Every decision has to pass the integrity test, because we need to ensure that our members continue to place trust in us. Innovation is also important, because we have to make smart investments in new digital tools and technologies that provide easier and more convenient solutions for our members.”

Another cornerstone of the credit union’s philosophy is providing members with “top-notch, exceptional service.” Hall notes that the staff is dedicated to making every member feel welcome and comfortable when they enter a TrueCore location. The credit union also continually refines and improves its member experience, guided by feedback from regular satisfaction surveys.



Where TrueCore truly shines, Hall notes, is in its dedication to community. Since 2017, the TrueCore Foundation has worked to fulfill unmet community needs. The credit union’s charitable arm provides financial and volunteer support to a variety of regional nonprofit organizations, community projects, and financial education initiatives. By bringing these values together, TrueCore is able to improve the financial well-being of its members while strengthening their communities.

“At the end of the day, we’re here to serve people, not profits,” Hall concludes. “That’s what makes us different, and it’s what continues to drive our success.”



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