

Maui Wildfires: Interview with Stan Lee, President of the Asian Firefighters Association

When Stan Lee first heard about the Maui wildfires last Fall, he knew the situation looked dire. He also knew from experience that formal requests for aid across state lines can take time, often missing a critical window to provide immediate help to people in need.

“We knew we couldn’t wait for the call to come in when people needed help right now,” said Stan, who along with a dozen colleagues from SFFD/AFA boarded a Southwest flight to Maui in late August. “We were ready to volunteer as civilians and brought our gear in case there was more we could do to support the recovery efforts.”

Initially working in a relief center handing out food and water, after five days they were told to evacuate because a grass fire had started nearby. At that point, Dan Murphy, a member of the SFFD/AFA who had worked in the Maui Fire Department, introduced himself and the team to the Incident Command where they were immediately put to work.

Eighteen firefighters were among those who lost their homes, of the nearly 3,000 homes and businesses destroyed or damaged in the Maui fires. Losses are estimated to be \$6 billion, according to state officials.

A 28.5-year veteran of the SF Fire Department, Stan is Lieutenant at Division of Training and President of the



“We can all be part
of Maui’s recovery.”

Asian Firefighters Association (AFA). Through the AFA’s fundraising arm, his team was able to fundraise and give donations while they were in Maui and help those directly in need. After his initial visit in August, Stan returned to Maui two more times in 2023.

A memorable moment was on his third trip in December, volunteering at a fundraising event called “Holidays for Lahaina,” which invited displaced families to join for an evening of togetherness. Held at a resort in Kapalua, Stan and other volunteers helped hand out toys, food and clothes while attendees enjoyed local island entertainment and, for one evening, could briefly forget about the tragedy all around them.

“While the SFFD was distributing toys to kids in San Francisco during the

holidays, we were doing the same thing in Maui,” Stan said. “Only the families we were giving toys to had lost everything in the fires; the toys meant the world to them.”

Stan hopes to return to Maui again soon to continue supporting the relief effort. And he hopes tourism will resume soon.

“It’s tough for the island to get back to normal when there is still so much devastation. But many work in the tourism industry, so by supporting tourism local businesses will help keep people employed and feed their families. We can all be part of Maui’s recovery.”

To donate or learn more about the Asian Firefighters Association, please visit www.asianfirefighterscharitable.com.

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MESSAGE FROM PRESIDENT & CEO

KATHY DUVALL

They say, “April showers bring May flowers,” and it certainly feels like Spring is in the air! With the longer days, warmer weather, plus the start of baseball season with our beloved San Francisco Giants, I’m looking forward to the changing of the seasons.

Stonestown Unveiling and Annual Meeting

It was a pleasure to see many of you at our recent Stonestown unveiling where we hosted a “Grand Reveal Street Party” to thank members for your patience and celebrate with local neighbors at our newly remodeled branch. It was a highlight seeing lion dancers, food trucks, and the Lowell High School Drum Corps entertain us while we had the opportunity to mix and mingle with our SF Fire community. We are thrilled to be fully reopened and available to serve your financial needs.

The day after our Stonestown reopening, we hosted our 73rd Annual Meeting of the Members at the Irish Cultural Center in San

Francisco. Not only did we cover important business, but it’s always a pleasure to reconnect with old friends and make new acquaintances face-to-face at this annual gathering where we celebrate and appreciate all of you, our valued members.

New Brand Campaign – Rescuing You From Banks

By now, you may have seen our new brand campaign, called “Rescuing You from Banks,” which embraces our firefighter values and heritage while differentiating our credit union from big banks. The campaign is currently running on billboards and bus sides as well as digital, social, television, and streaming services. We are also pleased to sponsor KQED’s award-winning restaurant review series “Check, Please! Bay Area.”

National Recognition by Newsweek

We are thrilled to have been recently recognized by Newsweek as one of the country’s best credit

unions. It’s an honor to receive this distinction from an esteemed publication like Newsweek for the work our employees take to heart in serving our members every day.

Finally, just a friendly reminder that our first Shred Day is coming up on May 6th at the Stonestown Branch. We’re happy to offer this semi-annual service along with all the other ways we strive to serve the financial needs of our members. And as always, if you have a friend or family member who’s interested in switching to a credit union, please send them our way – and let them know they don’t need to be a firefighter to join.

Kathy Duvall



President & CEO

2024 BEST CREDIT UNION

SF Fire Credit Union Named a 2024 Best Credit Union by Newsweek

We are proud to be named one of America’s Best Regional Banks and Credit Unions 2024 by Newsweek and Plant-A Insights Group. This award recognizes our impact and commitment to meeting and exceeding member needs and helping them achieve their financial goals.

Commitment to Community:

Serving unique needs in our community

Excellence in Service:

Customer service, innovation and trustworthiness

Innovation and Growth:

Having innovative approach to banking, and being adaptive to changing financial landscape



Out & About

EMS H3L1 Class 11 Paramedic Recruit Day | January 8



SFFD 133rd Suppression Academy Recruit Class | January 24



Stonestown Grand Reveal Block Party | February 18



73rd Annual Meeting of the Members | February 19



CONGRATULATIONS

2024 Arthur F. McIntyre Scholarship Recipients

Thank you to those who took the time to apply for the 2024 Arthur F. McIntyre Scholarship. The winners were announced at our 73rd Annual Meeting of the Members on February 19th. Scholarships were awarded to six high school students and three college students. Our warmest congratulations to each of the winners:

High School

Rachel Eger
Analiese Engler
Isabella Fong
Roman Fong
Annabella Lew
Nina Rivera

College

Catherine Poydessus
Kailer Tom
Amelia Willoughby

Document Shred Days

We're happy to announce **two** upcoming sensitive document destruction days at our **Stonestown Branch** (parking lot).

Monday, May 6th

Saturday, September 28th

9am to 3pm | Stonestown Parking Lot
565 Buckingham Way, San Francisco

Service: Onsite industrial shredding

Restrictions: The shred trucks can only handle paper documents. No e-waste. They cannot accept VHS/DVDs, tapes, binders, or cardboard boxes. You do NOT need to remove paper clips or staples, but please remove any binder clips.

TECH CORNER

Did You Know You Can Manage Your Cards In Our App?

You have 24/7 access to:



Turn your card off/on



Activate your cards



View your card details
(no need to grab your wallet!)



Set up real time alerts



Change your PIN



Push your card info to
Google or Apple Pay

Keep up-to-date with the latest features of your banking app.
Learn more by visiting us at sffirecu.org/app or scan the QR code.



California Street Branch

3201 California Street, SF, CA 94118

Stonestown Branch

565 Buckingham Way, SF, CA 94132

Noe Valley Branch

3908 24th Street, SF, CA 94114

Branch Hours

Monday – Friday 9:30am-5:30pm
Saturday 10:00am-2:00pm

Contact Center & Web Chat Hours

Monday – Friday 7:00am-7:00pm
Saturday 9:00am-5:00pm

Hours and closures are subject to change, so members are encouraged to check our website frequently for the most current information.

Credit Union Branch Holidays

Monday, May 27th - Memorial Day
Wednesday, June 19th - Juneteenth

The Contact Center and Web Chat will be unavailable.



NMLS #262686

We do business in accordance with the Federal Fair Housing Law and the Equal Credit Opportunity Act.



AMERICAN SHARE INSURANCE

Your savings insured to \$250,000 per account.
By members' choice, this institution is not federally insured, or insured by any state government.



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