

Career Reflections with Retired SFFD Chief Joanne Hayes-White

Recently, retired SFFD Chief Joanne Hayes-White was recognized at the San Francisco Historical Society's annual award ceremony and luncheon, which honors people who have made significant contributions to San Francisco's history or culture. Past recipients have included Willie Brown, Father Paul Fitzgerald, the President of USF, Alonzo King (Lines Ballet), as well as numerous historians.

SFFCU recently sat down with Hayes-White who shared reflections on her career and civic leadership, the city of San Francisco, and her long-time relationship as a member of SFFCU.

You were recently honored at the SF Historical Society luncheon. What does it mean to be recognized at this prestigious event?

San Francisco means the world to me, having been born and raised here and dedicating my career to public service. I greatly admire the SF Historical Society and all that it stands for, like the values of our city, where we came from, how we were built and where we are heading. It was an honor to receive this award and share the distinction with other recipients before me.

Your career has been in service to San Francisco. What are some highlights of your experience serving the city?

I gave nearly 30 years of service in the SFFD, including 15 years as Chief. During my time, I met many wonderful people, made good friends, and hired over 1,200 members as Chief, which has a lasting impact on the future of the department. I'm proud of the sacrifices members make every day in serving our community, often during difficult circumstances. Despite the long days, the years flew by. I have three sons now, and the oldest is a firefighter with SFFD.

What are you most proud of about our city?

A lot has been said recently about San Francisco, but what gives me hope is this city is resilient. From the 1906 earthquake and fires, and then Loma Prieta in 1989. We've experienced economic booms and busts, and even a global pandemic. But San Francisco is like a phoenix rising from the ashes, and I know we will come back. It may take time and the persistence of all of us to invest in our small businesses, to be good residents, to get involved in our community, and show the world that we can return San Francisco back to greatness.

What are you doing these days?

In 2022, I was asked to come out of retirement and work for Senator Dianne Feinstein's office as Northern California Director. Senator Feinstein was a pillar of our community, she was always a champion of the SFFD, and I learned so much from her. Upon the passing of Senator Feinstein, I was asked and agreed to remain in my position and support Senator Laphonza Butler. Senator Butler is an impressive leader and it's a privilege working for her.

How long have you been a member of SFFCU? Any reflections on your relationship with SFFCU?

I joined in 1990 and it's been a wonderful relationship. I love the friendliness of the staff; it feels like they are an extension of the firehouse. My mother was a member of the credit union and all three of my sons are too. My parents always instilled in me a strong sense of fiscal responsibility, which I've tried to pass down to my sons whether through allowance, or Christmas money, what have you. While you can spend some money, it's important to save for the future.

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MESSAGE FROM PRESIDENT & CEO

KATHY DUVALL

Happy New Year! It's hard to believe 2023 has drawn to a close, and we're welcoming another year. I hope you all had a joyful and restful holiday season with family and friends. The New Year often brings feelings of reflection and gratitude, plus a sense of optimism for the year ahead. I can't wait to see what 2024 brings to us all.

Supporting our Community

In 2023, we contributed over \$180,000 to the SF firefighting community. And in December, we continued our tradition of working with the SF Firefighters Toy Program to make the holiday season a little more magical for more than 40,000 children in the Bay Area. We donated nearly \$20,000 to make sure no child goes without a toy for the holidays. We also planned employee volunteering events for the Toy Drive where employees volunteered side-by-side with the fire community at large.

Guardians of the City

I was humbled on a recent visit I made with Brook Baker to the Guardians of the City Museum and Memorial by the history and impact first responders have made on our vibrant community. It is located in the Presidio and dedicated to the lives, legacy and service of first responders. This local treasure is committed to creating a world-class first responders museum and safety learning center, employing modern procedures to preserve, conserve, display and maintain a collection of artifacts reflecting the history of the city it serves.

Stonestown – We are Open for Business!

Despite our dust while we remodel the branch, Stonestown continues to serve the needs of our members and we are open during regular business hours. Please save the date for our Stonestown Grand Opening Reveal Party on Sunday, February 18 from 9 am to noon. More details will be coming soon and for more information check out: sffirecu.org/stonestown.

Scholarship Deadline – February 1

As many of you know, we are proud to continue to honor the legacy of Arthur F. McIntyre by investing in our members' future. Every year, members in high school or college can apply for a \$2,500 scholarship. Check out our website for more details.

In closing, I'd like to thank our employees, members and firefighting community for the strength and sense of community we have with one another. This feeling was evident throughout the holidays and especially as a part of the station decorating contest. I hope your holidays were joyful and I wish you a happy 2024.

Kathy Duvall



President & CEO

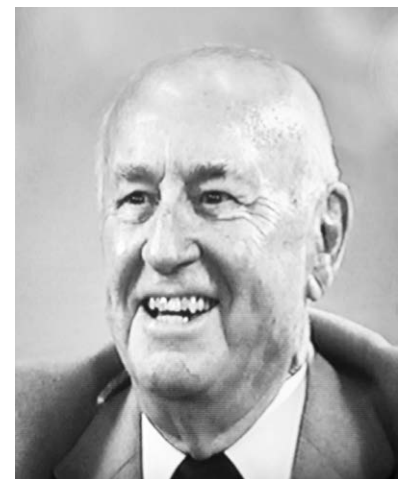
DEADLINE: FEBRUARY 1ST, 2024

Arthur F. McIntyre Scholarship Program

We're proud to honor Arthur F. McIntyre's legacy of service by investing in the future of our members. Every year, members in high school or college can apply for a \$2,500 scholarship. At least two scholarships are awarded at each level.

- Must be a member of SF Fire Credit Union in good standing
- Current grade point average of 2.5 or higher
- Enrolled as a full-time student in an accredited university, college, community college, or high school

To learn more or apply, visit: sffirecu.org/scholarship



COMMUNITY EVENTS

Out & About

Local 798 & San Mateo County Local 2400 Golf Tournament | Oct 13

Historical Society Annual Awards Luncheon | Nov 9



Local 798 Toy Program Kickoff | Nov 16

SFFD 132nd Class Graduation | Nov 17



Local 798 Toy Program Volunteer Day | Dec 5



Santa Visits the Branches | Dec 14



A HOLIDAY TRADITION

4th Annual Fire Station Decoration Contest

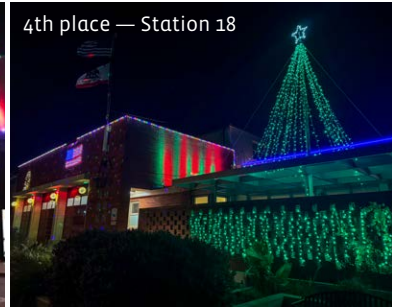
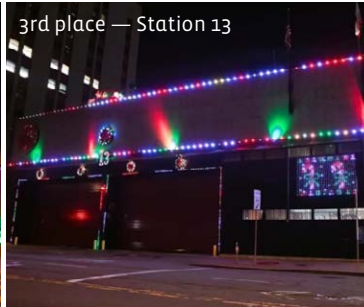
The fire stations went bigger and brighter this year with 10 stations officially entering the Fire Station Decoration Contest. We awarded a total of \$5,000, going to the winners' charity of choice and their SF Fire station accounts.

Congratulations to the 2023 winners:

- 1st place — Station 39 (SFFD Behavioral Health Unit and K9 program)
- 2nd place — Station 12 (Family House Incorporated & AARBF)
- 3rd place — Station 13 (SF Firefighter Cancer Prevention Foundation)
- 4th place — Station 18 (SF Firefighter Cancer Prevention Foundation)

SF Fire Credit Union sponsored \$5,000.

- 1st place — \$2,000 + \$300 to station account
- 2nd place — \$1,000 + \$300 to station account
- 3rd place — \$500 + \$200 to station account
- 4th place — \$500 + \$200 to station account



73rd Annual Meeting of the Members

WHEN

Monday, February 19, 2024 (Presidents' Day) at 8:30am

WHERE

United Irish Cultural Center of San Francisco
2700 45th Avenue, San Francisco, CA 94116

RSVP

If you'd like to attend please make sure to RSVP no later than Jan 22: sffirecu.org/2024meeting



This event is for Credit Union members only.

New Service Hours Starting January 2

Branches

Monday-Friday
9:30am-5:30pm

Saturday
10:00am-2:00pm

Contact Center & Web Chat

Monday-Friday
7:00am-7:00pm

Saturday
9:00am-5:00pm

Virtual Branch

Monday-Friday
10:00am-3:00pm
(No change)

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, January 1 - New Year's Day
Monday, January 15 - MLK Jr. Day
Monday, February 19 - Presidents' Day

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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