

Through the years: A financial time capsule

A financial time capsule of 1951, 1976, 2001 and today – and the idea that has connected SF Fire members and the greater community through every era.

Start with a San Francisco firefighter in 1951. Their turnout gear is expensive, their paycheck only goes so far, and borrowing from a traditional bank is harder than it should be. ATMs do not exist yet. If a firefighter needs to move money, they have to write a check, carry cash, or go to a branch. If they need help, they ask a friend.

That was the world SF Fire Credit Union was born into. Firefighters were often responsible for buying their own turnout gear, therefore firefighters at 17 Engine decided to pool their money so they could help one another. Our Credit Union started as a solution for an immediate problem.

Seventy-five years later, that is still how we continue to operate and tell our story. Not as a parade of dates and milestones, but as glimpses of what everyday financial life actually looked like for our members, and how much of it changed around SF Fire.

1951 MONEY ON PAPER

San Francisco had plenty going on in 1951. Delegates from around the world came to the War Memorial Opera House to sign the treaty that formally ended World War II in the Pacific. I Love Lucy premiered on television.

Money moved more slowly. Average family income in the United States was about \$3,700. The median value of a home was about \$7,400. Most financial business happened with cash, checks, and passbooks. A teller's handwriting might be the confirmation that your deposit had made it into your account. There was no checking a balance from the couch, no tap-to-pay, and certainly no phone buzzing seconds after a purchase.

For SF Fire's first members, the relationship with money was personal by default. Arthur F. McIntyre, our first manager, helped set the tone. It was a small institution built around people who understood one another's work, expenses and lives.

1976 BANKING STILL HAD BUSINESS HOURS

By 1976, San Francisco had BART, the Bicentennial, and a much bigger relationship with credit. The Embarcadero station opened that spring. Rocky was in theaters. Apple was founded in the Bay Area, long

before an iPhone would make the idea of a bank branch in your pocket possible. Median U.S. household income increased to \$12,690, while the median price of a new home had climbed to \$44,200.

The mechanics of banking, though, were still stubbornly physical. Members balanced checkbooks, filled out deposit slips, waited for statements in the mail, and went to a branch when something needed attention. SF Fire's first ATM would not arrive until 1985. In this era, 'convenient banking' still meant making it through the door before closing time. If you missed it, there was no app to open instead.

SF Fire itself was growing beyond solving the problem that started it. Members needed help with cars, homes, savings, and credit, the money decisions that still show up today.

2001 WHEN THE SCREEN TOOK OVER

By 2001, nobody in the Bay Area needed convincing that technology would rearrange everyday life. Home computers and internet connections were becoming ordinary enough that people expected more businesses, including financial institutions, to meet them online.

SF Fire had been offering Visa credit cards since 1998. ATMs were no longer novel. Online banking was moving into the mainstream. And in the middle of all that, SF Fire opened its Stonestown branch.

There is something almost backward-looking about that choice now: a new physical branch in a year when more banking was moving online. But we were adamant that members were not choosing between the two. The internet was useful and so was sitting across from someone who deeply cared about your finances and could untangle a question with you.

2026 THE BRANCH IN YOUR POCKET

Now the branch really does fit in your pocket, which would have sounded ridiculous in 1951. The same phone members use to stream a show, book a car ride,

carry a boarding pass, take family photos, or split the dinner bill can also serve as your branch. Members can deposit a check with a phone camera, move money with Zelle*, add cards to a digital wallet, and handle transfers or Bill Pay without going anywhere. SF Fire's mobile app gathers those tools in one place under Move Money.

The scale is different, too. What started with a small group of firefighters now serves more than 73,000 firefighters and community members and has more than \$1.6 billion in assets.

One detail, though, feels almost stubbornly old-fashioned: members can press zero to reach a person. Not exactly innovative, but necessary when something has gone wrong. A payment looks strange. A card disappears. A financial decision gets complicated. In those moments, the speed of the app is only part of what matters.

2051 IMAGINING THE NEXT 25 YEARS

A paper check? A plastic card? A screenshot of a mobile banking app? It is hard to know which pieces of today's financial life will look strange 25 years from now. Some

probably will. Maybe a physical credit card will seem as retro as a flip phone does today. Maybe someone will have to explain why we ever needed to photograph a check before depositing it.

The easier bet is the part that will not need much explaining. SF Fire began because a group of firefighters saw a financial problem their colleagues were facing and worked together to solve it. The tools around that idea changed over time, from paper and branches to cards, ATMs, online banking, and now mobile apps.

That is the thread worth carrying forward. And if members in 2051 have no idea what a passbook was, we will have the archives to show them.

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Message from President & CEO

Robert Kassab

Dear SF Fire members,

Many of you may recognize me, as I've spent the past four years serving as your Chief Financial Officer, and you've likely seen me at our annual meetings sharing updates on the financial strength of our organization.

I recently stepped into the role of President and CEO. Having spent years working closely with our team, our Board, and our members, I know what makes SF Fire special. This is a strong credit union founded by San Francisco firefighters, and I remain deeply committed to serving our first responders. I am grateful for the opportunity to continue strengthening these bonds within our communities moving forward.

Leading this organization, my plan is to build on that foundation while continuing to evolve with the needs of members like you. That means protecting the strength and stability of the credit union, making it easier to do business with us, and finding new ways to deliver the services, products and experiences you expect from your credit union. I remain continuously focused on helping our members feel supported and confident in their financial future.

We have an opportunity to continue growing in a thoughtful way, while staying closely connected to the people and communities that have shaped this credit union for more than 75 years.

You'll see me out in the community this fall at all of our events and I'm looking forward to meeting more of you and hearing what matters most.

Thank you for your membership and for the trust you place in SF Fire Credit Union. I'm proud to lead this organization into its next chapter, and I'm excited about what we can continue building together.

Robert Kassab



President & CEO

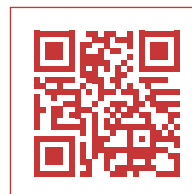
Deadline: February 1, 2027

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. This coming year, members in high school or college can apply for a **\$5,000** scholarship. At least ten scholarships will be awarded.

- Must be a member of SF Fire Credit Union in good standing
- Current grade point average of 3.5 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 Impact in Action

Out & About

Christmas in July | Jul 18



SFFD Suppression Class 138 | Aug 12



SFFD Pinning Ceremony | Aug 13



Tony Stefani Way Commemoration | Aug 14



SF Firefighters Golden Gate Invitational | Aug 15



L798 Probie Pancake Breakfast | Aug 26



SFFD 25th Anniversary 9/11 Remembrance Ceremony | Sept 11



San Mateo Consolidated Firefighters' Association Chili Cookoff | Sept 12



Board Election Notice

The Annual Meeting of the Members and election of volunteer officials will be held on **Thursday, February 11, 2027** at 5:00pm. The meeting details will follow soon.

There are **two positions** on the Board of Directors which are up for election. Nomination petitions must be received at the Main Branch of SF Fire Credit Union by December 1, 2026.

To obtain additional information on procedures, write to:

SF Fire Credit Union
3201 California Street
San Francisco, CA 94118

Holiday Donations

San Francisco Firefighters Toy Program



Thank you in advance for supporting the San Francisco Firefighters Toy Program. Toy giving starts on December 1 and lasts through December 25. You can drop off your donations at any of our branches, participating businesses, or SFFD Fire Stations.

Home Equity Loans

Make your home work for you



A fixed rate Home Equity Loan offers longer terms and lower rates than personal loans, and controls your interest costs.

Lock in our current low rate before it goes up.

To apply, visit:
sffirecu.org/equity



World Council



International Credit Union Day

October 15, 2026

woccu.org/icuday

MEMBER NOTICE: Starting 2027, the Siren will be going fully digital! You will still be able to pick up a copy in our branches or call us to request one.

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 Holidays

Monday, October 12 – Indigenous Peoples' Day
Wednesday, November 11 – Veterans Day
Thursday, November 26 – Thanksgiving Day
Friday, December 25 – Christmas Day
Friday, January 1 – New Year's Day

The Contact Center and Web Chat will be unavailable on these holidays.

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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