

Three people. Three financial outcomes: How COVID-19 is impacting people differently



CAFCU is here to help our members navigate through financial uncertainty, as many have done throughout COVID-19. Now as we enter the slow recovery phase, we will continue to help our members by visualizing how their financial lives are being reshaped, and helping them plan accordingly.

To do that, let us consider three typical members: “Amanda”, “Barry”, and “Kathy”. Each represents a different COVID-era experience and a unique set of needs:

Amanda

Employed Full-time

Lifestyle impact: Light. Spending and credit/debit mix remains steady. Online spending is up.

What she's paying for: Regular essentials, COVID-inspired sales and deals, charitable giving.

Helpful now: Contactless cards, digital wallets. New preference for cash-back rewards over travel.

Amanda's financial picture hasn't changed substantially during COVID-19. Although her work and home lives may be different, she is employed full-time with no disruption in income. However, her spending patterns are different. She, like many Americans, has significantly increased her online spending, and she perhaps may be one of the 38 percent who has begun using contactless payment methods.

How CAFCU can help if you're in this situation:

As your credit union, secure [contactless mobile payments](#), both in-store and online, are available to you. You might also be more susceptible to card-not-present fraud, which is why we are arming our members with [card controls](#) and [fraud alerts](#) to help you feel safe during your digital payments experience.

If you already have a credit card with us or would like to [sign up](#) as a Visa® credit cardholder, you're eligible to participate in the free uChoose Rewards® program. With the uChoose Rewards program you will earn a point for every \$1 spent* so you can get cash back even faster!

Plus, points with your Visa uChoose Rewards credit card can be combined with reward points from your Visa debit card if you are a Rewards Advantage Checking account holder. [Learn more](#) about Rewards Advantage Checking.



Barry Furloughed/ Expects to be re-employed



Lifestyle impact: Getting through it. Spending has shifted to essentials and family-important needs.

What he's paying for: Just the basics, plus unavoidable expenses like medical costs.

Lifestyle impact: Getting through it. Spending has shifted to essentials and family-important needs.

What he's paying for: Just the basics, plus unavoidable expenses like medical costs.

Helpful now: Increased credit lines, reduced interest rates.

Barry has had a more difficult time during COVID-19. As a furloughed worker, he likely has significantly reduced his spending, focusing on essential purchases rather than discretionary items. Barry likely has been leaning on credit to help him get by and hopefully he's been able to take advantage of a skip-a-payment or interest relief program when needed.

How CAFCU can help if you're in this situation:

Despite the fact that many furloughed workers expect to be re-employed, we are continuing to offer [low-rate credit cards](#), increased credit lines and [low-rate personal loans](#) that are vital in supporting our members like Barry.

Kathy Laid off

Lifestyle impact: High.

What she's paying for: Essentials only.

Helpful now: Smooth/fast access to Direct Debit Authorization funds for debit; will maintain credit balances and is sensitive to fees.



Kathy is really feeling the hit of COVID-19. With her job gone and economic prospects uncertain, she is spending her money on essentials only. Her credit union is more important to her than ever. While larger institutions and lending providers will likely show no lenience, her credit union will continue to support her by keeping fees to a minimum, helping her utilize credit wisely and ensuring that she has access to the loans she needs to keep her going.

How CAFCU can help if you're in this situation:

Here at CAFCU, we consider the fact that our members like Kathy are likely carrying increased credit card balances or have missed payments due to COVID-19. We are dedicated to assisting our members through tough times by offering [**financial assistance**](#).



Responding to Ongoing Change

As the economy opens up – state by state, city by city – people in the situations like Amanda, Barry, and Kathy are facing uncertainty with regards to their financial lifestyle. “Normal” spending habits will continue to be upended by COVID-19.

As your credit union we are here to be the stabilizing force in our members’ financial lives, while ensuring that we are continuing to offer solutions to serve our members’ evolving needs.

If you or your family have been impacted by COVID-19, and need financial support, we’re here to help. We understand the impact you may be facing and that may include areas outside of your control. Our team members are ready to provide **[financial resources, guidance and discuss solutions](#)** that may be available to you.

If you are not yet a member, join CAFCU today and gain access to all of these free resources!

JOIN TODAY!

www.cafcu.org | 1-800-359-1939
Federally insured by NCUA.

 **CAFCU**
empowering financial success®

Source: <https://www.cuinsight.com/3-members-3-financial-outcomes-how-covid-19-is-impacting-members-differently.html>

uChoose Rewards is a registered trademark of Fiserv, Inc.

*Cash advances, transfers, ATM transactions or PIN transactions do not qualify. Final approval is subject to our usual credit requirements, including verification of income and debts. Not all borrowers will qualify for the Visa uChoose Rewards Credit Card. All cardholders are eligible to enroll in uChoose Rewards. Restrictions may apply.