

OHIO'S LEADING CREDIT UNIONS

Here for Members: Yesterday, Today, and Tomorrow

While dutifully serving current members, Homeland Credit Union welcomes the next generation through a new digital platform and modernized in-person experiences.

Homeland Credit Union has served the banking needs of Chillicothe and beyond for nearly a century. Now, with a new digital platform launching in March of 2025, Homeland is expanding its ability to do more of what it's always done: serve the community with excellence and passion.

"Our new and updated digital channels allow members to manage their accounts entirely remotely," says Shayne Poe, CEO. Both the website and app interfaces will be seamlessly integrated to provide streamlined transactions.

Keeping the personal touch of human interaction alive, Homeland's branch experiences have also been enhanced. Branch renovations were specifically designed with members' ease and efficiency in mind.

"With our recent revitalization efforts, we're not only thinking about what members currently need and want, but what they might also need and want several years from now," says Poe. "We're working to make lives better. We're creating a credit union that is a great place to belong as a member or an employee."



Shayne Poe, CEO



Why a Credit Union?

With so many banking options available to today's consumers, it can be challenging to decide which avenue is best for each person's needs. Homeland is proud to serve everyone looking to establish healthy, long-term financial well-being.

"One thing that's lost in today's society is the cooperative spirit, and that's exactly what the credit union community has. It is truly members helping members," says Poe.

With a cooperative model in which profits are reinvested back to members, credit unions often offer no or lower fees, lower interest rates, higher savings rates, and more personalized banking experiences than traditional big-bank operations. Because of their community-based nature, credit unions often create a family atmosphere. This dedication is highlighted in Homeland's customer service and decision-making.

"We can handle all your banking needs, from checking and savings accounts to credit cards, car loans, home mortgages, and IRAs. There is a lot of value in banking entirely with us," says Poe. "That said, if someone already has a relationship with another bank, we're happy to serve them for individual services."

Next-Gen Banking

Founded in connection with the former Mead Corporation, Homeland has survived the peaks and valleys of the past century. Bolstered by that robust history, Homeland remains a strong pillar within the community. Local outreach partnerships include United Way, Ross County Special Olympics, Big Brothers Big

Sisters, and The Buck Fifty program, a local drug-free program for area schools. Homeland sponsors events, fundraises, and participates in over 20 community organizations. From humane societies to local sports teams, Homeland is a credit union truly invested in its community.

Homeland's Mighty Savers Program welcomes children's accounts as early as birth, sending kids a birthday card every year and prizes when they hit savings goals. "Having a relationship with a credit union that has your best financial interest in mind from a young age can lead to a life of long-term financial strength," says Briana Hood, director of marketing and community development. "When you need your first car loan or credit card, you can pick up the phone and speak to a neighbor who already knows you."

"We're very proud of the work we do to serve not only our members, but the youth and neighbors in our community," Poe concludes. "We're looked to as one of the financial institutions of choice in our area, and we're proud of the improvements we've made recently to continue serving members into the next generation."

