



HEY Credit Union

The Fairer Alternative

Elections for the Board of Directors

Candidates' Statements 2024

Candidates listed in alphabetical order

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| Your name | ALLAN DAVIDSON |
| Your occupation (if any) | Local Government Officer |
| What is your current involvement with the CU? | I am currently on the Board of Directors as well as being a member of the Audit and Risk Committee and the Assistant Treasurer. I have also been involved in efforts to minimise the carbon footprint of HEY Credit Union, and supported the introduction of branding and marketing. I have been a member of HEY Credit Union from shortly after its creation in 1999 and have volunteered as a workplace rep and subsequently the Credit Control Officer until this became a full time staffed role. |
| What qualities would you bring to the role if elected? | I try to be thorough, challenging though possibly pedantic, naturally inquisitive, I hope to bring a sense of fair play. |
| What are your hopes for the future of the Credit Union? | That HEY Credit Union will continue to offer the best services available to members and become the first port of call for all the financial needs of the wider community. |

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| Your name | JOSEPH HENDON |
| Your occupation (if any) | Product Owner |
| What is your current involvement with the CU? | President Elect/Board of Directors |
| What qualities would you bring to the role if elected? | <p>If elected to the board of HEY Credit Union, I bring a wealth of experience in leadership, governance, and financial management, honed through roles in the healthcare, software, finance, and regulatory sectors. My current position as President Elect demonstrates my commitment to strategic planning and fostering inclusivity within the organisation. I have a proven track record of delivering robust risk management strategies, and engaging stakeholders effectively. I have also built expertise in ensuring compliance.</p> <p>My adaptability, strong interpersonal skills, and experience with diverse teams enable me to tackle complex challenges, especially those involving governance and regulatory frameworks. Furthermore, my achievements underscore my ability to enhance member engagement and satisfaction. Combining these qualities with a forward-thinking approach, I aim to drive sustainable growth for HEY Credit Union while preserving its community-focused ethos.</p> |
| What are your hopes for the future of the Credit Union? | <p>I envision a future for HEY Credit Union where inclusivity and member growth are at the forefront. By expanding outreach to underrepresented groups and promoting accessible financial products, we can attract a broader membership base. Through innovative programs, such as sustainability-focused loans, we can reinforce our commitment to community impact while addressing regional challenges.</p> <p>Enhancing our digital presence and leveraging modern technologies can help us reach younger demographics and rural communities,</p> |

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| | fostering a culture of belonging. Additionally, by collaborating with local organisations, we can amplify awareness of our brand and its benefits, ultimately increasing membership and participation. As we grow, maintaining transparency, member trust, and financial education will be critical to ensuring all members feel empowered and included in their financial journeys. |
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| Your name | SHARON HOFMAN |
| Your occupation (if any) | Elected Member - Hull |
| What is your current involvement with the CU? | Member |
| What qualities would you bring to the role if elected? | <p>I am committed to supporting local communities and have a strong social value ethos, which underpinned my decision to stand for office as a local councillor. As an elected member of Hull City Council, I represent and support the residents in my ward on local and personal issues, giving them a voice when needed and making a large, bureaucratic, and often intimidating, organisation more accessible.</p> <p>In my role of elected member, I have a strong focus on governance, including scrutinising performance, policies and budgets, along with contributing to and shaping city wide strategies and policies. Some of my specific qualities that I would bring to the role include being:</p> <ul style="list-style-type: none"> - Ethical - Trustworthy - Organised - Approachable - Motivated - Responsible - Helpful |
| What are your hopes for the future of the Credit Union? | <p>As a member of the Credit Union, I would like to see it continue to grow, with more people knowing about, using and benefitting from the services.</p> <p>I would like to see it increasing its reach into schools and colleges, to further encourage strong monetary management skills in our young people, to help them transition into adulthood with better life skills.</p> <p>I would also like to see the ethos and values of the Credit Union being promoted, so that people realise the benefits of a not for profit, member driven form of money management, for themselves as well as their family and community. I would like to see the Credit Union being the organisation that people turn to when making decisions about saving and borrowing money, rather than the large financial institutions.</p> |

END OF CANDIDATES' STATEMENTS 2024