



To Whom It May Concern:

Perhaps one of the most anxious times as a parent is walking into a bank with your young children. You never know how long it will take, but you are almost certain your children will make you regret bringing them with you. That is, of course, unless you bank at Widget Financial.

Widget Financial, headquartered in Erie, PA, is a local, not-for-profit credit union that serves over 43,000 members. Established in 1936, their mission is to provide optimal solutions as the financial institution of choice for families – and their focus on families is evident in everything they do.

From the time I walked into the Harborcreek branch and saw the play area for kids, I knew they understood what families needed when it comes to banking. As I learned more about their service offerings, it validated my belief that they have perfected catering to families and the events they experience, from birth to retirement.

Widget Financial has a banking solution for everyone in the family, at every stage of their life. From the awesome Kidz Club savings account for young children, to the “getcash” card that allows a safe opportunity for teens to learn to budget and spend money wisely, to the Credit Builder loan, a smart and easy way to help those building (or rebuilding) their credit, to student loans, auto loans, mortgages, and retirement planning – you could literally open an account with Widget the day you are born and have all your banking needs met throughout the course of your life without ever changing banking institutions.

Widget doesn't just provide great banking services, they are truly a great member of the community. If you visit the Millcreek Mall, you'll find that they sponsor the free children's play area, and they also sponsor the Super Service Center auto exhibit at the expERIENCE Children's Museum – they even sponsored free access to the museum for their Kidz Club members during the first half of 2023. One of my favorite community events they spearhead is going to high schools to teach students financial literacy through fun, interactive simulation.

As a local business owner that focuses on helping organizations control costs, I can really appreciate the effort Widget puts in to ensuring their young members understand how to responsibly handle money. The fact that they then do so much good in the community just shows how invested they are in the families of NW PA.

Whether you have children or not, I highly recommend you stop by a Widget Financial office to see what service best fits you and your family. You can't go wrong banking with someone who seems to get all of it right!

Yours truly,

Adam Baker
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