

# THE HISTORY OF

## A LOOK BACK IN TIME

### The Architects

PEFCU was envisioned by Publix founder George Jenkins, John Turner, and other leaders of Publix Super Markets. Mr. George was known for his generosity, and he often helped Publix associates in times of financial need. In 1957, someone suggested to Mr. George a means by which all employees could be helped on a broader scale—establishment of a credit union. He and the other leaders believed that Publix’s hardworking associates deserved access to better loans and savings options, and the “people helping people” principle of a credit union fit perfectly with Publix’s philosophy of supporting each other. They applied for a credit union charter, and the plan was put into motion.

### Building Our Credit Union

Publix Employees Federal Credit Union (PEFCU) wasn’t built with brick and mortar. PEFCU was built with people, by people, and for people. We owe our success to the individuals who share our trust, commitment, and values. Membership is essential to the design of our not-for-profit cooperative, and the members keep the credit union strong.



### PEFCU: A Place Called Home

As members, you are the owners of PEFCU and the most important decision makers. PEFCU began in a member’s home, and we still have your home in mind when we offer membership benefits to you.

As those founding members believed, you deserve higher returns on your savings, lower interest on your loans, and convenient access to your accounts—because **YOU** are **US**.

### The Foundation

The night that the charter was granted, the PEFCU founding members gathered together in one home to begin the framework. They each took money from their wallets and pooled it together. The hard-earned money that had belonged to each individual family lay there in one pile; not to be claimed separately, but to be owned by them all.

That moment wasn’t meant to be symbolic. It was a personal commitment to help all current and future members live their best financial lives. The spirit of that moment guides PEFCU’s decisions today.

