



Marshall Community
Credit Union

MCCU Partners with Northern Initiatives to Offer Small Business Lines of Credit

Northern Initiatives and Marshall Community Credit Union have recently partnered to offer their first line of credit.

Funding for the pilot program came from the W.K. Kellogg Foundation. The goal is to help members establish a relationship with a local financial institution by building financial systems, discipline, and a credit history. The initial line-of-credit member has \$10,000 to help purchase inventory for a new store. They also receive a loan for the startup business.

“A line of credit is a great tool for some small businesses,” said Kellie Hoffman, Northern Initiatives’ commercial lender based in Battle Creek. “It can help them learn how to manage inventory, how not to oversell, keep them afloat during lean months, how to create the formulas needed, and it helps with cash flow,” she continued.

As for MCCU, our first line of credit process was smooth sailing and our team is excited to do more. “It helps us fulfill our mission to help underserved communities, which is what the credit union industry was formed to serve,” said Heather Luciani, MCCU Chief Executive Officer. Plus, our partnership complements Northern Initiatives’ niche to help a business completely.

“Financial institutions think we have to do it all on our own, but partnerships like this strengthen us both,” Luciani said.

And even though MCCU has gained a new member, we stress that it’s not about the bottom line. If we can support one small business, that helps them grow. They hire, expand and serve the communities we serve. It’s a win-win!

Marshall Community Credit Union is a federally insured full-service financial institution with offices located in Marshall, Battle Creek, and Coldwater. For more information on products, services or membership, please contact 269.781.9885 or visit marshallcommunitycu.com.

