



FOR IMMEDIATE RELEASE:

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**COMMUNITY FIRST FUND ANNOUNCES NEW
SENIOR VICE PRESIDENT AND CHIEF RETAIL OFFICER**

Lancaster, PA - The Community First Fund Family of Companies is pleased to announce the appointment of Jonathan Encarnación, Senior Vice President & Chief Retail Officer. In his new role, Jonathan will provide strategic direction, lead our efforts in growing our services, and guide the expansion of our credit union to new markets. Jonathan is very familiar with the work of Community First Fund and our credit union from his many years of service as part of our Board of Directors.

Prior to joining Community First Fund Credit Union, Jonathan worked as a Senior Director with UPMC HealthPlan. Jonathan's professional experience also includes serving as the CEO/Executive Director of the Hispanic Center in Reading and early in his career, working as a commercial lender with Wells Fargo (formerly Wachovia/Meridian) Bank.

Jonathan has served on many boards by gubernatorial appointment, including the Governor's Commission on Latino Affairs, PA Commission on Crime and Delinquency, Managed Care Delivery System Subcommittee and many others.

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Photo Caption: Jonathan Encarnación, Senior Vice President & Chief Retail Officer at Community First Fund Credit Union

About the Community First Fund Family of Companies

Community First Fund Credit Union was founded by **Community First Fund**, a federally certified community development financial institution with a mission to eliminate poverty and discrimination. As a social and economic justice organization, Community First Fund believes in creating solutions that lead to income mobility and wealth building for low-income families and individuals, particularly African Americans, Latinos, immigrants and women.

Since 1992, Community First Fund has provided loan capital to small business owners, nonprofit organizations, and community development projects in Lancaster County and the surrounding region. To



advance our vision of building equitable and vibrant communities, we were driven to address the needs of the consumer market. In 2022, we launched Community First Fund Credit Union to serve underbanked residents by offering ethical financial products and services and creating financial equity through wealth building opportunities.