Living Our Culture


God First
Family Second
Work Third



Our Legacy

First United Bank was founded on the Christian beliefs and entrepreneurial spirit of the Massey family. Our love for God, entrepreneurship, leadership, education, community, and service have been the secret ingredients to the flourishing of our organization. We continue to highlight how we approach giving back to others and using our gifts to make our communities stronger.

For decades, John Massey, our late Chairman Emeritus, shared with our employees, **“Put God first, your families second, and work third.”** This winning formula for life is what we have used to shape our culture.


Our employees and key stakeholders inform and continue to champion our culture through the development of our Purpose, Stakeholder Model, Values, and Vision.

Our Stakeholder Model

The **employees, customers, shareholders, communities and partners** who contribute to our shared success.



1 Peter 4:8

Most important of all, continue to show deep love for each other.

Our Culture

We are a purpose-based organization that lives out our values of **Christian Faith, Family, Integrity, Learners, High Performance, and Service.**

Our First United employees value working for an organization with a purpose where they can bring their unique strengths and gifts to work and inspire, educate, and empower all our stakeholders to **Spend Life Wisely.**







Galatians 5:22-23

But the fruit of the Spirit is love, joy, peace, forbearance, kindness, goodness, faithfulness, gentleness, and self-control.







Our Purpose

To inspire and empower others to Spend Life Wisely.

We fulfill our purpose by encouraging others to reach their full potential. We are passionate about serving the financial needs of our communities and leading others to Spend Life Wisely.

Matthew 5:16

In the same way, let your light shine before others, that they may see your good deeds and glorify your Father in heaven.



Our Values

Our values are guided by our love for God. Our desire to be fruitful in His work is what drives our actions each day. The combination of **EXTENDING LOVE** and **MAKING IMPACT** is what we do.

OUR VALUES

Extending Love

FAITH

We put God first, family second, and work third.

We put God first hearing and growing in His word and setting aside time to seek alignment in His work. This equips us to serve our families and be fruitful in our work.

1 John 4:12

No one has ever seen God; but if we love one another, God lives in us, and his love is made complete in us.

FAMILY

We cherish our own, our work family, and the families of others.

The word cherish means to adore, care, and hold dear with great affection. We express this level of care with our families and ensure others can do the same. We extend this care to others knowing our actions have a lasting impact.

John 15:12

My command is this: Love each other as I have loved you.

INTEGRITY

We do what's right.

We walk our talk knowing that our character is defined by our daily actions and how we treat others. As our Chairman Emeritus John Massey said, "We do what's right for all our stakeholders."

Colossians 3:23

Whatever you do, work heartily, as for the Lord and not for men.

OUR VALUES

Making Impact

LEARNERS

We are dedicated to a life of continuous improvement.

Fostering an environment of living our unique purposes and using our gifts and passions, being vulnerable with one another, and empowering employees to make their own decisions, encourages a life of learning and application. We operate from a learner vs. knower mindset and seek opportunities to be challenged as we focus on improving ourselves.

1 Peter 4:10

Each of you should use whatever gift you have received to serve others, as faithful stewards of God's grace in its various forms.

HIGH PERFORMANCE

We combine our individual talents and succeed together.

We believe we are working in service to something bigger than organizational performance alone. When we perform at a high level, we create positive ripples in the lives of others and we are able to make greater contributions to our communities. This level of excellence gives us confidence as we lead our families and work together.

Colossians 1:10-11

So that you may live a life worthy of the Lord and please him in every way: bearing fruit in every good work, growing in the knowledge of God, being strengthened with all power according to His glorious might so that you may have great endurance and patience.

SERVICE

We build lifelong relationships and healthy communities.

Each limb of our Stakeholder Tree represents the relationships between our stakeholders and the connectivity between us all. We use our gifts to help our communities flourish by providing services and support that elevates others and make an impact through leading with servant's hearts and giving to our fullest.

Mark 10:45

For even the Son of Man came not to be served but to serve others and to give his life as a ransom for many.

Our Pillars

To truly Spend Life Wisely, we believe it takes an intentional, holistic approach to life that encompasses faith, financial well-being, health and personal growth.

FAITH

Treasure your faith. Allow God to guide your heart to a life of meaning and purpose, putting Him at the center of everything you do, inspiring you to serve others with love and compassion.

FINANCIAL WELL-BEING

Care for your money. Be intentional with both your savings and spending to make the most of what you are given, gaining financial peace of mind to support yourself and those you love.

HEALTH

Invest in your wellness. Care for your physical, mental, and spiritual health in order to be at your best for yourself and others, living each day to its fullest.

PERSONAL GROWTH

Enrich your mind. Never stop learning and growing so that you may realize your fullest potential, live your purpose, and achieve your greatest success.



Our Vision

We have elevated 10 million lives through love and impact by 2030.

We have delivered the very best employee and customer experience.

We have created communities that flourish through continued mentorship of ourselves and others to Spend Life Wisely.



A Culture of Love, Unity, and Respect

We uphold the diverse gifts and strengths of individuals within a culture that fosters mutual respect and understanding. Our goal is to showcase God's love to others.

Psalms 133:1

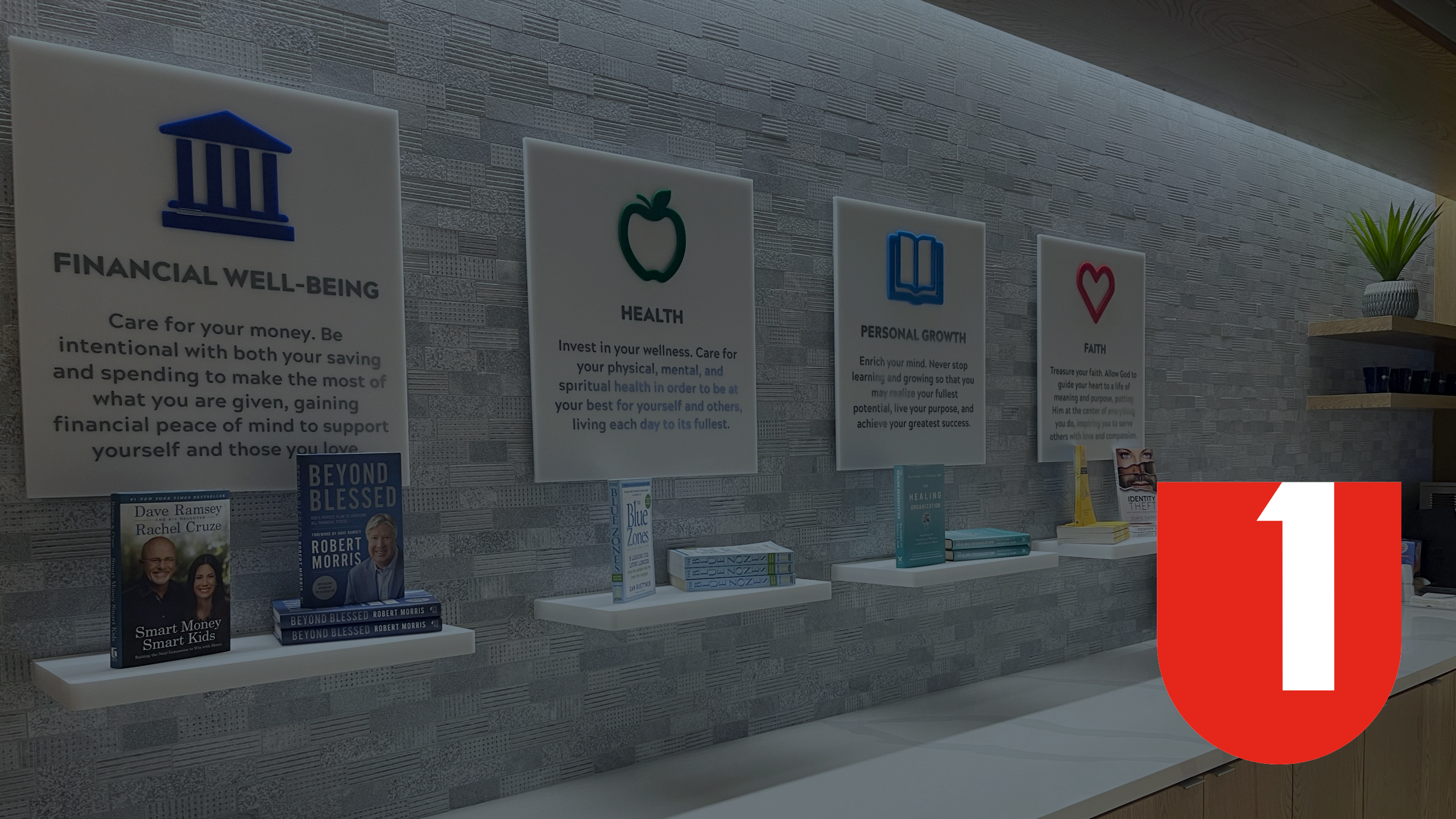
How good and pleasant it is when
God's people live together in unity.

Culture Commitment

We pledge to:

- Use our gifts and strengths in our work and embrace the gifts of others.
- Ensure decisions are made with all our stakeholders in mind.
- Volunteer and give our time.
- Approach work with a joyful attitude and servant's heart.
- Respond to others with love and compassion.
- Listen with an open mind and heart.
- Ensure all voices are heard and valued.
- Make others feel welcomed.
- Treat others the way we would want to be treated.
- Live and model our values and Spend Life Wisely pillars.




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Care for your money. Be intentional with both your saving and spending to make the most of what you are given, gaining financial peace of mind to support yourself and those you love.
HEALTH
Invest in your wellness. Care for your physical, mental, and spiritual health in order to be at your best for yourself and others, living each day to its fullest.
PERSONAL GROWTH
Enrich your mind. Never stop learning and growing so that you may realize your fullest potential, live your purpose, and achieve your greatest success.
FAITH
Treasure your faith. Allow God to guide your heart to a life of meaning and purpose, putting Him at the center of everything you do, inspiring you to serve others with love and compassion.
Dave Ramsey
Rachel Cruze
Smart Money Smart Kids
BEYOND BLESSED
ROBERT MORRIS
BEYOND BLESSED ROBERT MORRIS
BEYOND BLESSED ROBERT MORRIS
THE BLUE ZONES
THE BLUE ZONES
THE BLUE ZONES
THE HEALING ORGANIZATION
IDENTITY THEFT

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