

## ILLINOIS CREDIT UNION LEAGUE



**“The REAL Solutions® meetings have so far lived up to my expectations. The ICUL staff and Mark are doing a great job on this.”**

**-Mike Daugherty,**  
*CEO of Community Plus FCU,  
one of Illinois’ REAL Solutions®  
participating credit unions.*

“We are excited to see 30 credit unions sign up for REAL Solutions®,” said Dan Plauda, Illinois Credit Union League President/Chief Executive Officer. “We believe the partner credit unions will gain tremendous benefits from their involvement.”

The ICUL holds the distinction of having the highest number of credit unions participate during a particular state’s first year in the program.

All 30 partners participated in a diagnostic interview with REAL Solutions® field coach Mark Lynch. The most interesting results from the diagnostic interviews include:

- ▶ Asset size for partners ranges from less than \$1 million to over \$1 billion;
- ▶ 10 partner CUs currently have a “payday alternative” loan product;
- ▶ All partner CUs want to learn more about “payday alternative” loan products;
- ▶ Five partner CUs currently offer formal financial and credit counseling programs to members, while 16 partners offer informal programs; and
- ▶ All 30 partners said “growth” is a primary business focus.

Two introductory meetings, as well as presentations on payday alternative programs and VITA (Voluntary Income Tax Assistance) programs, have been offered to date. The next meeting will address youth and young adult programs, such as in-school branches and reality fairs.