

National
Credit Union
THE FOUNDATION

FinHealth Fund

2022-2023 REVIEW & UPDATE

Where mission meets impact

Learn more and join us. | ncuf.coop/financial-well-being-for-all

FinHealth Fund Overview

Catalyzing the credit union system to improve financial well-being for all

The creation of the FinHealth Fund was inspired by work within the credit union system over several years. Starting in 2020, the Foundation and CUNA hosted two convenings with research, credit unions and some system partners to examine the current state of financial well-being in the credit union space.

The FinHealth Fund is a designated, restricted fund held at the National Credit Union Foundation (the Foundation), focused on scaling existing financial well-being work across the credit union movement in response to those findings.

Join Our Growing List of FinHealth Fund Contributors*

\$1,000,000



\$50,000



\$250,000



\$25,000



\$150,000



\$10,000



\$100,000



\$2,500



\$1,000 or less

Linda Boring
Kristina Carlgren
Roxanne Doss
Michael Garrett
Shonda Gonzales
Zena Weist
Bonnie Woolverton

*Updated February 2023

Our Goals

The goals of the Fund are broken into three key initiatives:



Repository of Resources

Goals & Objectives

- Inspire credit unions to action.
- Timely, relevant, and high-quality content.
- Open access and usage of repository information.



Identify & Test Data

Goals & Objectives

- Demonstrate the CU difference and the positive impact of CU's on the financial health and well-being of members.
- Attract new members to CU's.
- Leverage data to inform CU strategy



Building of Readiness

Goals & Objectives

- Connect credit union professionals with the greater purpose of the work performed by credit unions.
- Centralized and scalable source of training and education resources available to credit union professionals across the whole organization.
- Credit union professionals possess the knowledge, skills, and resources to help solve member needs, improve member financial health, and promote the credit union difference.

The Work So Far

December 2021
FinHealth Fund is approved and funded

April 2022
Program governance model and initial outline is created

October 2022
Data Convening

November 2022
Hiring of FinHealth Fund Director

February 2022
Monthly advisory committee meetings begin

September 2022
Repository of Resources working group kicks off

November 2022
Repository of Resources working group meeting

January 2023
Data Convening



Meet Our FinHealth Fund Director

Jamie joins the Foundation after serving as the Senior Financial Health Program Specialist at University Federal Credit Union in Austin, Texas, where she led the planning, development, and management of the organization’s employee financial health program for their 780 employees and supported program development for over 300,000 members.

She also served as a Certified Credit Union Financial Counselor (CCUFC) for employees. This is after already decade long credit union career serving in multiple member facing roles.

An Army veteran, Chandler is actively engaged with several organizations that support veterans and the first responder community.

FinHealth Resource Hub

Developing and providing a space for the three Fund initiatives to live and grow is the priority for 2023.

Learn

Repository of Resources

- Case Studies
- Videos
- Articles
- Courses
- Journey mapping

Connect

Building of Readiness

- Live Panels
- Live and Recorded Webinars
- Book Clubs
- Discussion Forums
- Mentor programs

Measure

Data and Research

- Platforms
- Partners
- Fin Tech
- Resources

A Multi-year Strategy for Success



We are currently looking for financial support from industry partners, fintech and credit unions.

Contact Jamie Chandler (FinHealth Fund Director) to learn more about the Fund at jchandler@ncuf.coop

Contact Andre Parraway (Chief Finance Officer) to set up your financial commitment at aparraway@ncuf.coop