

# TOGETHER

## WE MADE AN IMPACT

### 2023 IMPACT REPORT





# CHAIR AND EXECUTIVE DIRECTOR LETTER

The role of the Foundation in the credit union movement is unique. It stands as the keeper of the credit union heart -- catalyzing compassion, generosity, and hopefulness into action and impact. In 2023, we doubled down on our power to bring people together around a common purpose of improving financial well-being for all. Our impact happens because you -- our donors and partners -- step up to care about improving the financial health of your employees, members, and communities.

Together, we ignited people's understanding of the financial challenges so many in our country face. We did so through convenings, speaking engagements, and our CU FinHealth™ conference, offered in collaboration with the CA/NV Credit Union Leagues and Cornerstone Credit Union Foundation.

Together, we inspired credit union professionals to dive more deeply into member and community challenges and co-create solutions to improve financial well-being. Our signature Development Education™ program and Exploring Why™ Workshops continued to bring people together from

all walks of credit union life and leverage the power of collaboration and cooperation.

Together, we mobilized generosity to respond to disasters. In the face of the devastating destruction of historic Lahaina town on Maui, the credit union system contributed \$644,000 into CU Aid.

The Foundation continues to work with the two credit unions affected by the fire -- Valley Isle FCU and Maui County FCU -- to respond to employee and operational needs. To date, a total of \$13,500 has been distributed.

Our work continues to be informed by the modern-day challenges facing credit unions: growing membership and managing risk; finding and retaining talent within a cooperative finance culture; and responding when disaster strikes. As we hurdle forward into a techno-driven world, the Foundation continues to be a steady beacon of humanism -- helping credit unions stay true to our founding principles of mutuality and cooperation and with people at the heart of all we do.

Together, we made an impact.



Teresa Campbell  
Chair, Board of Directors



Gigi Hyland  
Executive Director

# IMPACT AT A GLANCE



**\$36**  
MILLION



Since 2005, the amount the Foundation has granted to the movement to improve people's financial well-being

**\$10**  
MILLION

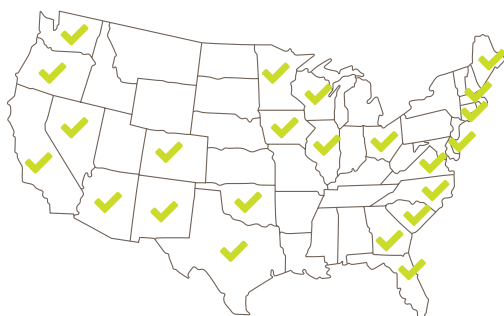


Through CUAid, the amount that has been granted to credit union employees and volunteers to recover from natural disasters since 2005

**1,200+**  
ATTENDEES



for The Foundation Dinner Presenting the Herb Wegner Memorial Awards



23 states where we provided programming

AZ	GA	MA	SC
CA	IA	ME	TX
CO	IL	MN	VA
CT	NC	OH	WA
DE	NM	OK	WI
FL	NV	OR	



Achieved the highest ratings on BBB, Guidestar and Charity Navigator



**12** STATES Represented with Foundation Employees



**197**

Educated attendees at CU FinHealth™ 23

In 2023 the Foundation's programming and products inspired

**2,171**  
PEOPLE

**729**  
ORGANIZATIONS

**4** DE CLASSES

Hosted Madison, WI:  
3 in-person and 1 virtual

**3,000+**  
GRADUATES



From 35+ countries have graduated from the U.S. DE program since its launch in 1982



**13**

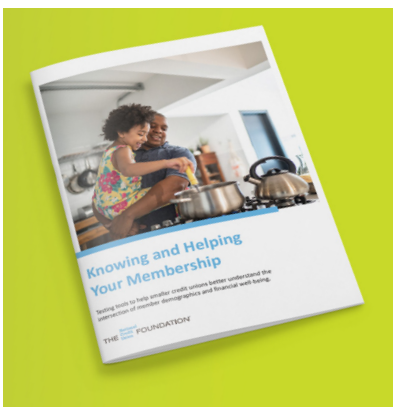
Leagues/foundations partnered with Foundation programming in 2023

# TOGETHER

## WE FUELED FINANCIAL WELL-BEING FOR ALL



Our Knowing & Helping Your Membership grants ignited six small credit unions to better identify the demographics and financial health of their employees and members, setting them on a strategic course for growth.



### KNOWING & HELPING YOUR MEMBERSHIP GRANT REPORT

We launched two new grant efforts – Tracking the Development Issue

of Hunger and Financial Empowerment through Coaching. These grants were designed to fuel credit unions' work to link financial health with the development issue of hunger and, in the case of financial empowerment, show the data around the power of coaching to move the needle for people's financial well-being.

We also partnered with the California and Nevada Credit Union Leagues at "The Pitch" competition during their annual REACH conference. The Foundation donated \$10,000 to the eventual winner, Javier Velasquez, for his credit union community hub plan to offer students, members, and the local community a fully functional space to work, collaborate and grow.

I'm extremely grateful to the Foundation for this opportunity which has allowed me to bring my idea to reality and give SCE Credit Union the ability to provide a very valuable resource to our members and community.

Javier Velasquez  
Director of Branches  
SCE Credit Union



Because of this grant, we have changed the way we talk about what members we are able to serve.

As part of our strategy to reach these members, we've formed a Hispanic Advisory Committee that will help implement changes based on the Coopera assessment. We've learned that understanding, engaging, and supporting these communities is not something that can be achieved overnight. It's not about a marketing campaign telling the community you're ready to serve them, it's about a slow and steady roll out, taking small wins along the way.

Adrian Alejandro  
Senior Vice President  
Lending ECU







We collaborated with our state credit union foundation partners to update and reissue our Philanthropy Toolkit. This vibrant resource helps credit unions who are considering forming their own foundations or who have a foundation, with guidance and information from peers on key considerations to ensure your philanthropic efforts are strategic.

We ignited 197 credit union professionals to action through the CU FinHealth™ 23 Conference, co-hosted by the Foundation, Cornerstone Foundation, and the California & Nevada Credit Union Leagues. Sessions focused on converting vision into action, the role technology plays, the links between health and wealth, and how credit unions can be differentiators in the financial sector.

This was my first time at a FinHealth conference. It is so energizing to connect and collaborate with other CU professionals on these topics. I appreciate the daily themes as well as clear and concise takeaways. Now...how to decide on my top priorities?!

Alexandrea Auch  
Badger Grove Credit Union



The FinHealth  
**HUB**  
Learn. Connect. Grow.

Our FinHealth Fund work moved forward with creation of the FinHealth Hub, a free resource to help credit unions with the “how” of financial well-being for all.

“Master classes” from experts around the nation provide insight and concrete action steps as well as a place for credit unions to share resources and collaborate on solutions.

The Hub launched in late January 2024. Learn more at [www.ncuf.coop/finhealth-hub](http://www.ncuf.coop/finhealth-hub)

I’d like to thank my peers and congratulate the Foundation for joining together to support Financial Well-being for All and The FinHealth Hub. The FinHealth Hub offers invaluable resources and insights that help us achieve our collective goal of measuring the impact credit unions have on empowering financial confidence in every member.

Mike Valentine  
CEO  
BCU



# TOGETHER WE STRENGTHENED THE CREDIT UNION HEART



People take action when they care. They care when they understand the power of the credit union model to truly improve people's financial lives. The Foundation's programming and products inspired 2171 people and 729 organizations in 2023. Our suite of resources -- the Development Education™ program, our Exploring Why™ Workshops, and our impactful collaborations with credit unions and state credit union foundations -- inspire credit union professionals to leverage

cooperative principles that drive business decisions that start and end with the member.

We were honored and so thankful to collaborate with TruStage to bring our three in-person classes for 2023 to the Lighthouse in Madison. This state-of-the-art building is a perfect venue to inspire credit union professionals to learn and apply cooperative principles for the betterment of members' lives.



With twenty-five years in our industry, I thought I may have evolved beyond participating in the DE program. After attending and graduating as a DE this October [best class ever!], I learned I was wrong! It was a week very well spent with new friends digging into the cooperative principles that bind cooperatives around the world. We are part of a world-wide effort to make the world better and CUDE is a reminder of that and serves to inspire us as we forge ahead.

Patty Corkery  
President / CEO  
Michigan Credit Union  
League & Affiliates



At Metro CU, we are grounded in the philosophy of People Helping People. By offering the Foundation's Exploring Why Workshop and Empathy and Values training -- the Metro team has not only learned more about the credit union movement and history as well as the most impactful differences between credit unions and banks; employees have also expanded their own financial wellness while gaining important reminders on how and why the products and services we offer at Metro are so meaningful to our members.

Robert Cashman  
President / CEO  
Metro CU





In collaboration with GECU in El Paso, TX, we hosted an immersive Workshop for over 100 credit union professionals who have made it a strategic priority to serve the Hispanic population within their community. El Paso is a glimpse into one of the largest majority-Hispanic cities in the country with a population of more than 80% Hispanic. Attendees learned from each other and from experts serving the Hispanic population and went home armed with tools, ideas and resources.

Together we inspired each other by sharing the stories of modern-day credit union pioneers. The 2023 National Credit Union Foundation Dinner was the largest ever with a whopping 1,200+ joining us for food and celebration. Four credit union champions received the Herb Wegner Memorial Award for Outstanding Individual Achievement: Linda Bodie, Brian Branch, Bill Cheney, and Winona Nava.

Learn more about their stories here: [www.ncuf.coop/resource/2023-herb-wegner-memorial-award-case-studies](http://www.ncuf.coop/resource/2023-herb-wegner-memorial-award-case-studies)



At the National Credit Union Foundation Workshop in El Paso this October, we learned the human side of the story at the border. The workshop challenged us to think beyond product when engaging with the LatinX/Hispanic communities we serve. We discussed intentionality in community building and dove into cultural and demographic insights. We learned how critical it is for credit unions to be relevant in this market segment. We also talked about partnering with others for greater impact. So many great organizations (Inclusiv, Juntos Avanzamos, Coopera, NLCUP, and GECU) supported the National Credit Union Foundation in this incredible learning experience.

Cynthia Campbell  
Chief Operating Officer  
BALANCE





# TOGETHER

## WE MOBILIZED GENEROSITY



Our cooperative credit union system is like no other. When disaster strikes, we do our best to take care of our credit union colleagues so they can serve their members. Through the CUAid program, the Foundation can quickly mobilize generosity to help our credit union family get back on its feet when disaster strikes. While the number of natural disasters was fewer in 2023, the wildfire that destroyed Lahaina Town on Maui, brought an outpouring of support from credit unions nationwide. Together, we mobilized \$664,000 in relief dollars and have been working with the two credit unions – Valley Isle FCU and Maui County FCU – to help their employees recover as well as support operational needs to be able to serve members on Western Maui.



After the Lahaina wildfire, about 2,700 homes were destroyed, including those of several of our employees who lost everything. The generous support of CUAid was crucial in helping our team members directly impacted by the fire and has assisted them on the road to recovery and rebuilding.

Gary Fukuroku  
President / CEO  
Maui County FCU

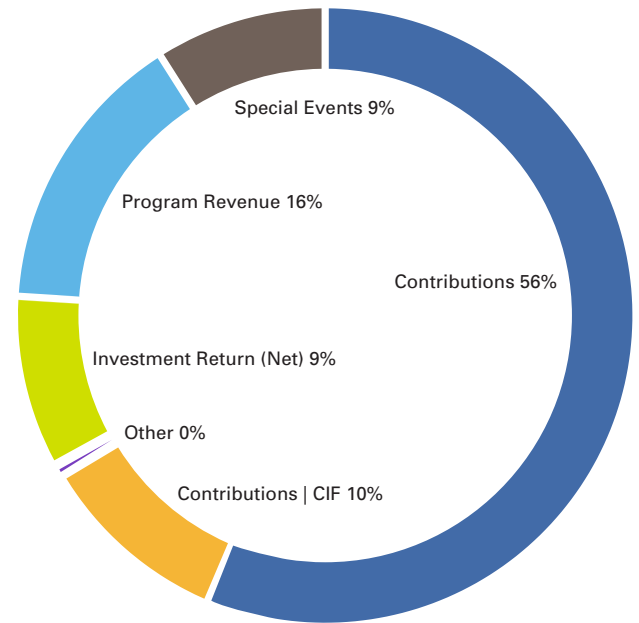




# FINANCIALS

## REVENUE AND OTHER SOURCES

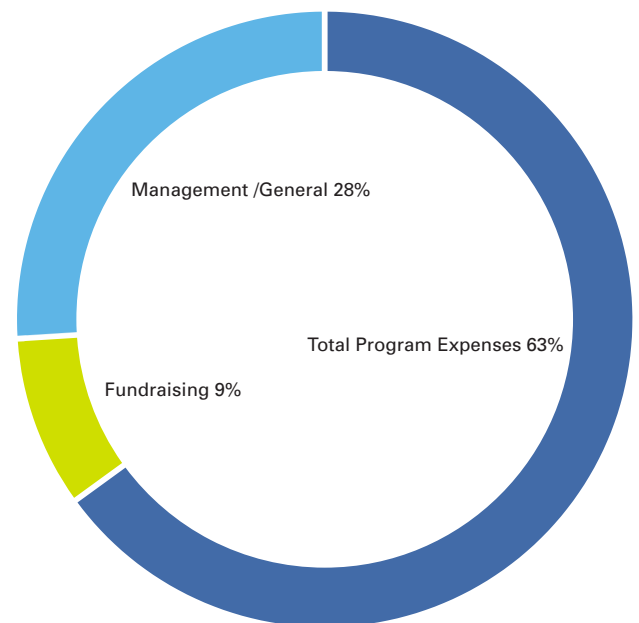
Contributions	\$3,464,318	56%
Contributions   CIF	\$652,964	10%
Special Events (Net)	\$567,236	9%
Program Revenue	\$932,161	16%
Investment Return (Net)	\$583,008	9%
Other	\$26,731	0%
Total Revenues and Other Sources	\$6,226,418	100%



## PROGRAM EXPENSES & SUPPORTING SERVICES

### Program Expenses

Disaster Relief	\$102,315	
Development Education	\$1,070,405	
CIF Grants and Outreach	\$744,810	
Financial Well-Being	\$350,213	
FinHealth	\$542,056	
Biz Kid\$	\$47,412	
Program Services	\$110,133	
Total Program Expenses	\$2,967,344	63%
Management /General	\$1,286,799	28%
Fundraising	\$421,306	9%
Total Expenses	\$4,675,449	100%



Unrealized Gains from Investments	\$487,266
Change in Net Assets	\$2,038,235
Net Assets   Beginning of Year	\$11,744,791
Net Assets   End of Year	\$13,783,026

# LEADERSHIP

## FOUNDATION EMPLOYEES

Gigi Hyland, CUDE  
Executive Director

André Parraway  
Chief Financial and  
Operations Officer

Danielle Brown, CUDE  
Chief Engagement Officer

Alicia Crotteau  
Programs Coordinator

Jennifer Harbeck  
Engagement Senior  
Coordinator

Danielle Harris, CUDE  
Senior Manager  
Programs

Kathy Heiderscheit, CUDE  
Finance Associate

Christine Hickey  
Financial Health Program  
Manager

Traci O'Neill  
Executive Assistant

Jenni Speth, CUDE  
Engagement Director

Tobi Weingart, CUDE  
Chief Program Officer

Maggie Wolff  
Senior Manager  
User Experience & Products

## BOARD OF DIRECTORS

Teresa Campbell | Chair  
President & CEO  
San Diego County Credit Union

John Sackett | Vice Chair  
Director  
Royal Credit Union

Robert Cashman | Treasurer  
President & CEO  
Metro Credit Union

Jim Nussle, CUDE | President  
President & CEO  
America's Credit Unions

David Birky  
EVP / Chief Strategy Officer  
Interra Credit Union

Creighton Blackwell, CUDE  
Chief Culture & Impact Officer  
Coastal Credit Union

Christine Cordell  
SVP / Chief Project &  
Learning Officer  
Blaze Credit Union

Nader Moghaddam  
President & CEO  
Financial Partners Credit  
Union

Melanie Murphy, CUDE  
Executive Director  
Illinois Credit Union  
Foundation

Lily Newfarmer, CUDE  
President & CEO  
Tarrant County's Credit  
Union

Carma Parrish, CUDE  
CEO  
NorthPark Community  
Credit Union

Debbie Smith  
President & CEO  
Georgia United Credit Union

David Sweitzer  
Chief Experience Officer  
TruStage

Brett Thompson  
President & CEO  
Wisconsin Credit Union  
League

Dean Young  
EVP / Chief Service Officer  
PSCU / CO-OP Solutions



# DONORS

The following organizations and individuals make the Foundation's work possible. Their leadership and commitment of support helps to ignite, inspire, and respond to the needs of the credit union movement, leverage our cooperative values, and make financial well-being the center of our credit union ecosystem.

## SUSTAINING CIRCLE | \$150,000+



## LEADERSHIP CIRCLE | \$100,000+



## PLATINUM | \$50,000+



## GOLD | \$25,000+



# DONORS

## SILVER | \$10,000+

Abilene Teachers FCU  
American Association of CU Leagues  
America's First FCU  
Arizona Financial CU  
Canvas CU  
Catalyst Corporate FCU  
City & County CU  
CommunityAmerica Foundation  
Cornerstone Foundation  
Cornerstone League  
Council of Federal Home Loan Banks  
Credit Union Association of New Mexico  
Farmers Insurance FCU  
Fidelity Information Services Inc  
Financial Partners CU  
Georgia United CU  
GoWest Foundation  
GTE Financial  
Guadalupe CU  
HealthCare Associates CU  
Idaho Central CU  
Interra CU  
Jack Henry  
Jamestown Area Community FCU  
Listerhill CU  
Loyalty CU  
Mazuma CU  
Meritrust CU  
Metro CU  
Michigan Credit Union League  
Nusenda CU  
Ohio Credit Union Foundation  
Premier America CU  
Royal CU  
San Mateo CU  
University FCU  
Visions FCU

## BRONZE | \$5,000+

ABCO FCU  
ALM First Financial Advisors  
American Share Insurance/Excess Share Insurance  
America's CU Museum  
Blaze CU  
Broadview FCU  
C U Cooperative Branching LLC  
Carolina Trust FCU  
Carolinas Credit Union League  
Carter FCU  
CDFI Puerto Rico, LLC  
Clearwater CU  
Community Financial CU  
Cooperative Credit Union Association  
Cornerstone Advisors  
Corporate America Family CU  
Corporate Central CU  
Councils  
Five Star CU  
Gesa CU  
GoWest Credit Union Association  
GPO FCU  
Great Lakes CU  
Greylock FCU  
Hanscom FCU  
IH Mississippi Valley CU  
Indiana Credit Union Foundation  
Kinecta FCU  
Lake Trust CU  
League of Southeastern Credit Unions

Maps CU  
Mitchell Stankovic & Associates  
Montana's Credit Unions  
NextMark FCU  
Numerica CU  
OneAZ CU  
Pima FCU  
Pyramid FCU  
Rogue CU  
SavvyMoney  
SCE FCU  
Sidney FCU  
Smith, Debbie  
Sound CU  
South Carolina FCU  
Star One CU  
Summit CU  
Synergent  
Tarrant County's CU  
TCT FCU  
Teachers FCU  
Tennessee Credit Union League  
Together CU  
Trellance  
Tropical Financial CU  
Unitus Community CU  
Volunteer Corporate CU  
WESTconsin CU  
Wisconsin Credit Union League  
World Council of Credit Unions

## STEEL | \$1,000+

802 CU  
Allegacy FCU  
Altana FCU  
AmeriCU CU  
AREA FCU  
Aspen FCU  
Baton Rouge Telco FCU  
Bay FCU  
Birky, David  
Blue FCU  
Border FCU  
Bridgeton Onized FCU  
Campbell, Teresa  
Canton School Employees FCU  
Cantrell, Tammy  
CapEd CU  
Capstone FCU  
Cashman, Robert  
CE FCU  
Central Missouri Community CU  
Chocolate Bayou Community FCU  
Community South CU  
Cordell, Christine  
Cosden FCU  
Credit Union of Southern California  
CU Business Group  
CUNA Strategic Services  
Dakota Credit Union Association

Delta Schools FCU  
Dort Financial CU  
EFCU Financial  
Element FCU  
Empower FCU  
Filene Research Institute  
First Commerce CU  
First Heritage FCU  
Franklin Mint FCU  
Great NorthWest FCU  
Greenwood CU  
Humanidei  
Hyland, Gigi  
Indiana Members CU  
Jefferies LLC  
Jury, Patrick  
Kampen, Daniel  
KEMBA Financial CU  
La Capitol FCU  
Levo FCU  
Lopez, Scott  
Louisiana Credit Union League  
Maine Credit Union League  
Members 1st FCU  
Members 1st of NJ FCU  
Members Trust Company  
Michigan Credit Union Foundation

Mid Minnesota FCU  
Millennium Corporate CU  
Minnesota Valley FCU  
Mississippi Credit Union Association  
Moghaddam, Nader  
MONEY FCU  
Monroe Telco FCU  
National Institutes of Health FCU  
NextStep FCU  
Northern Hills FCU  
NorthPark Community CU  
O Bee CU  
Oklahoma Central CU  
OMNICOMMANDER  
One Source FCU  
Open Lending Corporation  
Orange County's CU  
Pierce, Patrick  
Point West CU  
Regional FCU  
Reliant FCU  
Rhode Island CU  
River City FCU  
River Region CU  
Sentinel FCU  
Shell FCU  
Singleton, Gerry

Southwest Heritage CU  
Southwest Montana FCU  
Starr County Teachers FCU  
Sunmark CU  
Syracuse Fire Dept EFCU  
Thompson, Brett  
TrailNorth FCU  
Tricorp FCU  
UFirst FCU  
Ulster FCU  
UNCLE CU  
United Business & Industry FCU  
United CU  
United Nations FCU  
United Teletech Financial FCU  
UniWyo FCU  
UNO FCU  
Valley First CU  
Vibe CU  
Vizo Financial Corporate CU  
Voyage FCU  
West Texas CU  
Westerly Community CU  
White River CU  
Willard, Caroline  
WyHy FCU  
Young, Dean



# CUAid SUPPORTERS

1st MidAmerica CU  
Alloya Corporate FCU  
Alsup, Kevin  
America's Credit Unions  
Area Educational CU  
Atchison, Mike  
Baton Rouge Fire Dept FCU  
BECU  
Beres, Danielle  
Besancon, Monika  
Birkhofer, Carrie  
Black Hills FCU  
Blaze CU  
Blommel, Mary  
Borowski, Emily  
Bowles, Steve  
Bridge Credit Union Inc  
Burdette, Margaret  
Buttrill, John  
Cadwalader, John  
Canterbury, Patricia  
Cape, Nathan  
Caribbean Confederation of Credit Unions  
Catalyst Corporate FCU  
Chaffey FCU  
Chartway FCU  
Cheney, Bill  
Clark, Katie  
Colbenson, Kim  
Columbia CU  
Community Choice CU  
Community First CU  
Conder, Deborah  
Connected CU  
Conrey, Justin  
Cool, Becky  
Cornerstone Foundation  
Correa, Angie  
Credit Union Foundation of the Dakotas  
Credit Union of Southern California  
Credit Union West  
CU Business Group  
CUES  
Cuny, Sarah  
Decatur Earthmover CU  
Deseret First FCU  
DiMuro, Brenda  
DiPillo, Domenic  
Dove, Kristin  
DuPage CU  
Dymnioski, Stephen  
Eberly, Andrea  
Education First CU Inc  
Einstein, Robert  
Engel, Julie  
Envisant  
Excite CU  
Fantz, Earlene  
Figueras, Deanne  
First Commonwealth FCU  
Fong, Pansy  
Fortera CU  
Garden Savings FCU  
Garner, Kathy

GECU Foundation  
Gigante, Sheena  
Global FCU  
Golden 1 CU  
GoWest Foundation  
Gray, Maria  
Great Lakes CU  
Great NorthWest FCU  
Gustin, Tiarra  
Harrington, Harriet  
Hartline, Lynn  
Harvesters CU  
Hazlewood, Rhonda  
Hello CU  
Hill, Greg  
Horizon Utah FCU  
Houston, Marion  
Hudson Valley CU  
Hughes FCU  
Huntington Beach CU  
Hyland, Gigi  
Indiana CU Foundation  
INSTEP CU  
Ito, Lucy  
Jaklitsch, Kristin  
James L. This & Associates  
Kallal, Sandy  
Kato, David  
Kemba Charleston FCU  
LA Financial CU  
Lampson, Jenna  
Lent, Thomas  
Logix FCU  
Los Angeles FCU  
Louisiana CU League  
Maine State CU  
Marcelo, Betina  
Marine CU  
Mayo EFCU  
Member One FCU  
Merrimack Valley CU  
Metro CU  
Mid Oregon FCU  
Minnesota CU Foundation, Inc.  
Minnesota Valley FCU  
Mitchell Stankovic & Associates  
Montana's Credit Unions  
Morris, Marion  
MountainCrest CU  
New Orleans Firemen's FCU  
New York CU Foundation  
Novak, Judy  
Nussle, Jim & Karen  
NW Priority CU  
Ohio CU League  
Olson, Kenneth  
OnPoint Community CU  
Orange County's CU  
Origence  
ORNL FCU  
OUCU Financial  
Our Community CU  
Pardon, Michael  
Partnership Financial CU

Patelco CU  
Pima FCU  
PSCU/Co-op Solutions  
Red Canoe CU  
Redavid, Nic  
Redwood CU  
Reuter, Michael  
Rodgers, Jeff  
Rodriguez, Gil  
RTN FCU  
RTN GoodWorks Foundation  
Salal Credit Union  
San Diego County CU  
SchoolsFirst FCU  
Schumacher, Bob & Diane  
Scott, Tracey  
Security Service FCU  
Shearson, Shonna  
Shelor, Michelle  
Sherwin, Ryan  
Short, Nina  
SIU CU  
Smith, Barbara  
SMW 104 FCU  
Snikeris, Erik  
Solarity CU  
Spanbauer, Michele  
Spiczenski, Holly  
Stapp, Steven  
Star One CU  
State Farm FCU  
Stone, Jeffrey  
Stumpf, Marci  
TCT FCU  
The Family CU  
The Summit FCU  
Tremelling, Terrance  
Trennel, Nancy  
TruMark Financial CU  
TruStage Foundation  
TruWest CU  
TwinStar Community Foundation  
Unitus Community CU  
Upward CU  
US Eagle Foundation  
USF FCU  
Valles, Ana  
Verity CU  
Vizo Financial Corporate CU  
Voorhies, Andy  
VyStar CU  
WECU  
Weingart, Tobin  
Weiser, Jodi  
Wells, Jeff  
WEOKIE FCU  
WESCOM Foundation  
Weyers, Ben  
Williams, Murray  
Wisconsin CU League  
Wood, Christine  
WV Central FCU  
West Virginia CU League  
Yonemura, Jeffrey

# FINHEALTH FUND

## FOUNDING ORGANIZATIONS



## SUPPORTERS

America First FCU  
Bay FCU  
California and Nevada Credit Union Leagues  
Oregon Community CU  
Pacific Service CU  
PSCU/Co-op Solutions  
SchoolsFirst FCU  
Verity CU

At Redwood Credit Union, we believe financial well-being is essential to overall wellness; regardless of income, people need to feel in control of their money in order to feel secure with food, housing, and other basic human needs. Without these building blocks, it can be very difficult for people to focus on their financial goals and dreams. Financial well-being is what credit unions are about and why RCU is proud to be a Founder of the FinHealth Fund. The Fund helps credit unions make a greater impact by working together to improve the financial well-being of our members, employees and communities, because together we are stronger.

Brett Martinez  
President & CEO  
Redwood CU



# GET IN TOUCH



## MADISON OFFICE

4703 Madison Yards Way, Suite 300  
Madison, WI 53705

## DC OFFICE

99 M Street, SE, Suite 300  
Washington, DC 20003-3799

[www.ncuf.coop](http://www.ncuf.coop)  
[ncuf@ncuf.coop](mailto:ncuf@ncuf.coop)



scan here  
to visit our  
website



The Foundation is the charitable arm of the U.S. credit union movement and works as a catalyst to improve people's financial lives through credit unions.