

# COMMITTED TO THE MOVEMENT

## Making Brighter Financial Futures Accessible to Everyone

We're proud to play a role in the powerful credit union movement by putting people first, helping members make financial decisions that work for them, and protecting credit unions' future.



### Putting People First



NEARLY  
**30 MILLION**  
CONSUMERS  
PROTECTED

**95%**  
OF CREDIT  
UNIONS ARE OUR  
CUSTOMERS

**\$1.8 BILLION**  
BENEFITS PAID

**25,440**  
COVID CLAIMS  
**\$114.7M**  
COVID CLAIMS PAID  
(2020-2021)

### Supporting Key System Initiatives

**\$1 MILLION**  
FINANCIAL WELL-BEING  
FOR ALL

**\$3 MILLION**  
CREDIT UNION  
AWARENESS

**\$1 MILLION**  
WOCCU BRIDGE  
THE GAP CAMPAIGN

### Protecting Credit Unions' Future



**\$149M** CONTRIBUTED OVER  
THE LAST 5 YEARS

#### REACH & SERVE MORE CONSUMERS DIGITALLY

- Launched Fintech Solutions to help **increase member engagement, interest, and non-interest income** by placing your credit union at the beginning, middle, and end of the consumer buying journey.
- CMFG Ventures has **invested over \$240 million** in more than **35 companies** that are developing various **FinTech and InsurTech solutions** for your credit union and your members.
- Launched the [Fintech Forum](#), an online community of credit union leaders, fintechs and industry partners to **foster innovation, share knowledge** and **discuss topics** impacting the future of financial services.
- Applying human-centered design by using customer feedback **to make financial products easier to purchase and own.**
- **Transformed claims process** using a digital experience to **reduce claims cycle time** by 74% and 91% of customers elected to receive proactive claim communications.

#### ADVANCING THE MOVEMENT

##### ADVOCACY

- Remaining vigilant with Leagues and trades to defend credit union's **not-for-profit tax status** at the state and federal levels.
- Partnering with the system on **data privacy, interchange, CFPB, and financial inclusion.**

##### SYSTEM SUPPORT

- Advocated for increased federal funding to help CDFIs and MDIs gain access to **\$12 billion** in new federal funding while providing resources to help **more than 150** new credit unions become CDFI certified.
- Sponsored Filene's **Financial Lives in Transition** Center,
- **Founding member** of the Credit Union DEI Collective, **Chairman's Circle** partner of the AACUC and a **Corporate Partner** of NLCUP.
- Provided \$150,000 to the NASCUS Dual Charter Resources Initiative with research and support to **defend the state-chartered system.**