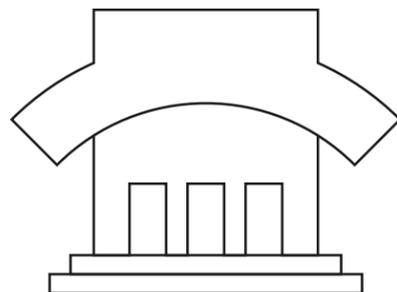


CREDIT UNION SYSTEM CANVAS

A BRIEF OUTLINE OF THE RESOURCES & SUPPORT THAT BIND OUR INDUSTRY TOGETHER



WHAT IS A CREDIT UNION?

- Member-owned
- Not-for-profit
- Cooperative
- Community-focused
- Member-elected boards
- Fewer and lower fees
- Lower interest rates on loans & credit cards
- Higher interest rates on deposits
- Mission-oriented to enable economic inclusivity, mobility, and financial well-being

ADVOCACY



AACUC	DCUC
AACUL — 33 State and Regional CU Leagues	Inclusiv
America's Credit Unions	NASCUS
Coopera	TruStage
CUPride	WOCCU
Credit Union House	

REGULATORY



CFPB
 NCUA
 50 State DFIs

GIVING & MORE



America's Credit Union Museum	National Credit Union Foundation
CU4Kids	Worldwide Foundation for Credit Unions
CU DEI Collective	

DATA + OPERATIONS



ALM First	CSSI
Callahan & Associates	Jack Henry™ – Symitar®
Corelation	Origence
Cornerstone Advisors	Plexity
11 Corporate CUs, including Alloya, Catalyst, Corporate Central, and Vizo Financial	SRM
CUProdigy	Trellance (CUDX)
CU Student Choice	TruStage
	Velera

RESEARCH



America's Credit Unions	Raddon
Filene Research Institute	TruStage
Circuit (MDC)	



TALENT DEVELOPMENT

AACUC	i3 (Filene)
America's Credit Unions' Councils	NASCUS
Credit Union Management School	National Credit Union Foundation
CUES	NLCUP
CUWLA	The Cooperative Trust® /Crashers (Filene)
Humanidei	WCMS



INNOVATION

Circuit (MDC)	NACUSO
FiLab	TruStage Technology



FINTECH

SOFTWARE

Casap	Carefull
Conductiv	Debbie
Delfi	GreenPath
Goodbuy	Financial Coach
IDgo	Pocketnest
Larky	Steady
Multimodal	Zogo
Nickels	CUNextGen
Reset	CUProdigy
Ribbon	Reseda Group
SavvyMoney	
Silvur	Chartway Ventures
VerticeAI	CurqI Collective
Zelle	TruStage Ventures

APPS

CUSOS

COLLECTIVES



ADVOCACY

Advocacy groups influence opinion, policy, and legislation for credit unions, strengthening their mission of providing financial well-being for all.



REGULATORY

Regulatory agencies establish and enforce laws for credit unions.



GIVING & MORE Enhances credit unions' ability to thrive and provide needed services to members.



DATA + OPERATIONS

Data + Operations support day-to-day credit union activities—marketing, payment processing, insurance, data security, analytics, etc.



FINTECH

FinTech organizations provide technological solutions for credit union efficiency and consumer desirability.



TALENT DEVELOPMENT Talent Development helps to grow and evolve emerging leaders within credit unions.



RESEARCH

Research explores issues vital to the future of credit unions and is crucial to maintaining relevance and supporting members as the financial landscape evolves.



INNOVATION

Innovation promotes ideas, methods and cultures that enable CU growth aligned with emerging consumer trends and preferences.



MEDIA Media outlets educate, inform, and shape opinions about the credit union industry.



MEDIA

America's Credit Unions	CUInsight
Callahan & Associates	CU Management
Coop News	CU Today
Credit Union Business	NCUA News
Credit Union Journal (American Banker)	The Financial Brand
Credit Union Times	
CUBroadcast	

