

Credit Unions Advance Communities

One member at a time.



Credit unions advance communities and improve financial well-being for all

America's credit unions remain focused on improving the financial well-being for their more than 130 million credit union members across the country. We do this by ensuring every person has complete, affordable access to the knowledge and tools they need to make confident and smart financial decisions. We put people over profit.

Everyone deserves access to affordable financial services. Credit unions are the best financial partner to help people help themselves.

Approving a single mother for an auto loan with fewer fees and a lower interest rate than another financial institution.

Breaking the debt cycle for a young family with affordable financial services in place of predatory payday lenders.

Offering a small business owner their first commercial loan to grow their business from their garage to a physical retail space.



01

Preserve the Credit Union Tax Status

Our member-owned, not-for-profit cooperative structure allows us to put our members ahead of the bottom line.

Removal of the tax status would erode that progress for 130 million people.

88%

of credit union members say their credit union cares about their financial well-being.

Why you should care:

- With no outside stockholders, credit unions are able to leverage their tax status, saving members \$13.5 billion annually.
- Credit unions account for nearly \$29 billion in local, state, and federal taxes annually.
- The \$2 billion that Congress invests in the credit union tax

exemption generates more than \$208 billion in economic impact every year.

What you can do:

Continue to protect the tax status of credit unions to help advance communities, grow the middle class, and keep local economies strong.





02

Protect Consumers' Credit Cards

People rely on credit cards to make life happen. From paying for groceries to covering emergency car repairs, credit cards offer robust security and fraud protection. Interchange fees make this possible.

**2ND
LARGEST**

Credit card fraud was the second largest type of identity theft reported in 2021.

Why you should care:

- Consumers rely on credit cards to build credit and gain access to funds that otherwise may not be immediately available.
- Interchange fees cover the cost of fraud detection, credit monitoring, and fraudulent purchase protection.
- In 2020, over 300 million individuals were affected by data breaches.

What you can do:

Stop legislation aimed at changing credit interchange, putting consumers and businesses at risk.



03

Empower Consumers to Manage Their Finances

Consumers turn to overdraft protection as a flexible option during times of financial distress. In some cases, the opt-in decision is made for the peace of mind these services provide.

Why you should care:

- Overdraft programs are a convenience and a benefit.
- A credit union's ability to offer overdraft protection helps members resolve short-term financial difficulties without having to turn to predatory payday lending.
- Credit unions are constantly adopting changes to overdraft programs to secure the financial well-being of their members.

What you can do:

Oppose legislation or regulation intended to restrict overdraft protection options consumers rely on for peace of mind.



04 Modernize the Federal Credit Union Act

Changes in the financial services landscape and evolving consumer expectations have shifted the way people use and view their money. It's time to let credit unions provide members across the country with 21st century solutions.

\$500

Consumers who don't use credit unions are 2x more likely to say they don't have ready access to \$500 for an emergency expense.

Why you should care:

- Modernizing the Federal Credit Union Act will allow credit unions to better reach traditionally underserved and historically marginalized communities, and support those in banking deserts.
- Allowing credit unions to service loans with terms longer than 15 years would create more opportunities for access to student, agricultural, and business loans.

What you can do:

Support credit unions in advancing more communities.



05 Right-size Regulations for Credit Unions

Credit unions have different requirements and rules than for-profit financial institutions. Regulatory changes should focus on commonsense efforts and fully consider the impact on all consumers.

Why you should care:

- Consumers lose when their credit union must divert resources to keep up with overly burdensome regulations designed for big banks.
- A single director at the Consumer Financial Protection Bureau (CFPB) requires credit unions to shift direction with each new administration's changes in regulations.
- Rules affecting credit unions must always consider our unique structure, requirements, and needs of our members.

What you can do:

Tailor policymaking driven by sound data.



For more than a century, credit unions have met our member-owners where they are, providing accessible, affordable financial services that help them attain the American Dream. As the largest and most important network of financial cooperatives in the world, the credit union impact goes beyond our membership. It advances communities, boosts local economies, and improves the financial well-being for every member in every community across the country.

We're fighting for policies that will allow credit unions to continue to advance communities one member at a time.

2023 credit union priorities

Preserve the Credit Union Tax Status

Our credit union tax status—based on our unique structure—allows us to advance communities.

Protect Consumers' Credit Cards

Interchange keeps consumers, merchants, and financial institutions safe.

Empower Consumers to Manage Their Finances

Overdraft protection is a key financial tool to help those in financial distress find peace of mind.

Modernize the Federal Credit Union Act

Expand financial access by improving field-of-membership restrictions.

Right-size Regulations

Policymaking for credit unions should be tailored by data and driven by need.



Learn more about these and other issues, like business lending and data privacy and security, at cuna.org/advocacypriorities.



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• “I’ll never
• forget when
• they said, ‘you
• got approved.
• We’re going
• to give you a
• chance.’”

•
•
• **Kiona**

• Credit Union Member



Credit unions improve financial well-being for all

Our not-for-profit, member-owned model ensures that credit unions can offer affordable loans for borrowers across the credit score spectrum for vehicles and mortgages, compared to other lenders, saving thousands of dollars in payment over the life of the loan.

1.5x
more likely

Credit unions are 1.5x more likely to provide an auto loan to non-prime borrowers than banks.

\$38,000
saved

Credit union members save \$38,000 on a 30-year mortgage compared to a bank borrower.

\$13.5
billion

Credit unions returned \$13.5 billion to America’s 130 million credit union members last year.

