



The CUNA-League System

We are the credit union movement.

Our advocacy agenda



Reduce regulatory burden

So credit union **members** have access to more efficient and affordable financial services from credit unions



Expand credit union powers & opportunities

So **consumers and small businesses** can more easily access the credit union services they need and demand



Enhance information security

To ensure that credit union **members** data is protected from cyber-attack and data breach



Preserve the credit union tax status

So that credit union **members** continue to enjoy not-for-profit cooperative financial services

Advocating for the credit union difference

A STRONG PARTNERSHIP BETWEEN CREDIT UNIONS AND POLICYMAKERS CAN ADVANCE COMMUNITIES AND KEEP OUR ECONOMY STRONG.

Together we've:

- Won significant expansion of field of membership powers by defeating the American Bankers Association's legal challenge of NCUA's new FOM rule
- More than two dozen CUNA/League supported policy changes were made to help credit unions serve their members during the COVID crisis
- Eliminated Regulation D Transfer and Withdrawal Limits
- Military personnel are now counted in Low Income Credit Union (LICU) designations
- NCUA raised threshold requirement for residential real estate appraisals
- Increased remittance transfer threshold from 100 to 500 annually
- NCUA announced greater flexibility in conducting annual meetings due to the coronavirus
- Won Equifax settlement offering recourse to credit unions following massive data breach
- Hosted hands-on ransomware cyber simulation
- Worked together to go on advocacy offense to preserve the credit union tax status in states across the country

Stronger together:

Through our combined strength and network with the state Leagues, we work so your credit union can focus on what's most **important**: your members

- **1 CUNA**
- **50** states and D.C
- **5,300** credit unions
- **70,000** board members
- **5,000** credit union service providers
- **35** Leagues
- **120 million** credit union members
- **304,000** credit union professionals
- **11** corporate credit unions
- **950** Credit union service organizations

The CUNA-League System has led the financial services sector in unified voice

for the last five years, and once again leads all associations studied

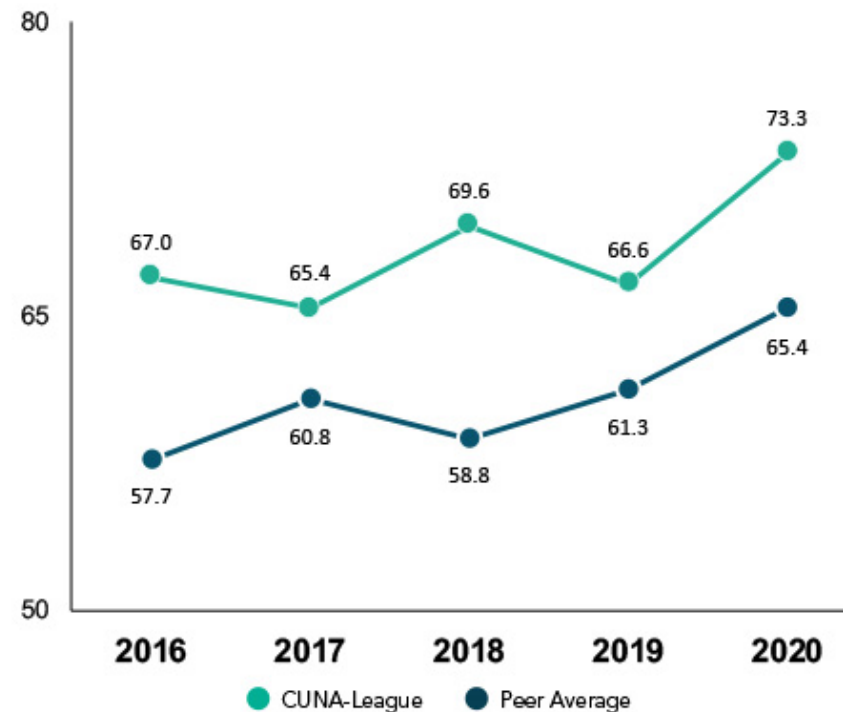


Source: Ballast Research survey & analysis. Interview verbatim edited slightly for clarity.

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Ballast Research

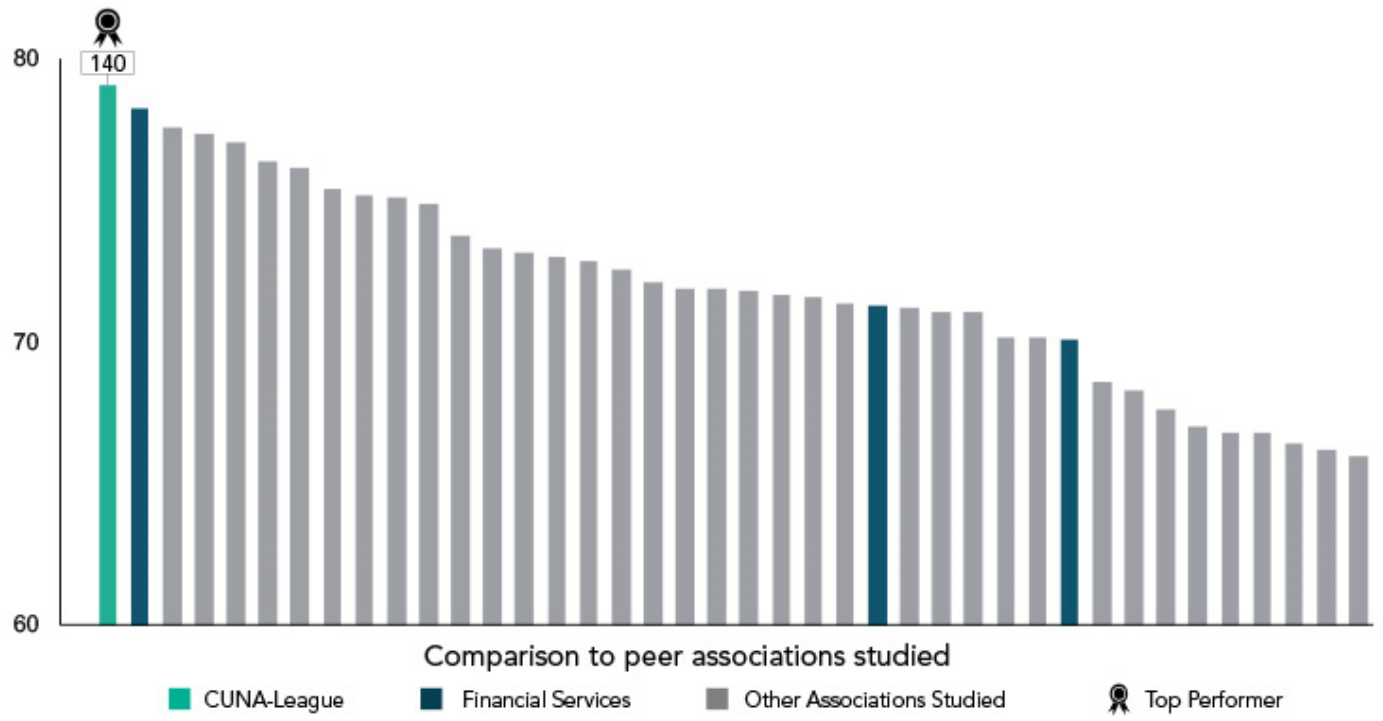
CUNA and the Leagues are respected in Washington



Source: 2020 Policy Brand Insights, a Ballast Research study of effectiveness in Washington

Ballast Research

CUNA-League system #1 in representing the voice of its members



Source: 2020 Policy Brand Insights, a Ballast Research study of effectiveness in Washington



Make your voice heard at CUNA GAC

Join us March 2-4, 2021 for a dynamic online experience.

Thousands of advocates will come together to share credit union priorities with policymakers in one of the most consequential advocacy years in a generation.

Learn more at cuna.org/gac



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