

# *The Power of Unity*



*Together, we help ensure  
the financial well-being of  
120 million people and we  
are not stopping there.*

# Credit union advocacy agenda

Improve members' financial well-being and advance communities by:

## Reducing regulatory burden

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

## Expanding credit union powers & opportunities

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

## Enhancing information security

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

## Preserving the credit union tax status

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

**Together  
we have  
many  
voices but  
share one  
mission.**

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

In an independent review of Washington, D.C. advocacy associations



**2020 – Ranked #1 in Financial Services**

**2019 – Ranked #1 in Financial Services**

**2018 – Ranked #1 in Financial Services**

**2017 – Ranked #1 in Financial Services**

**2016 – Ranked #1 in Financial Services**

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

# 2021 CUNA-LEAGUE ADVOCACY ACHIEVEMENTS



**THE CUNA-LEAGUE SYSTEM EMPOWERS** credit unions to advocate for their priorities at the state and federal levels. Together, we continue to successfully advance the credit union mission to promote thrift and provide access to credit for provident purposes.

## 2021 CUNA-LEAGUE ADVOCACY ACHIEVEMENTS

- **Supreme Court** ruled in favor of CUNA-League's position on auto-dialers
- **OCC True Lender** rulemaking repealed
- **Resisted efforts** to introduce postal banking legislation
- **Gained PCA flexibility** to account for capital influx caused by federal COVID-19 relief funds
- **CRA not applied** to credit unions in new Senate proposal
- **Worked with NCUA** to grant temporary asset threshold compliance relief for credit unions that grew during the pandemic
- **Legislation introduced** that would significantly expand credit union fields of membership
- **House passed NDAA** with remote notary and cannabis banking, blocking banks' access to military bases
- **FHFA eliminated** the adverse market fee and suspended key limitations on purchases of home loans

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## 2021 CUNA-LEAGUE ADVOCACY ACHIEVEMENTS

- **Secured \$1.5 million** in state funding for the Michigan Saves Program.
- **Secured \$2.0 million** in state funding for Children Savings Account Programs.
- **Passed resolutions** in both the House and Senate to encourage Congress and the U.S. Senate to oppose new IRS reporting requirements.
- **Secured increased support** in the legislature of opposing harmful payday lending expansion legislation. Causing the legislation to stall.
- **Provided a model policy** on training and reporting for credit unions on the Financial Exploitation Prevention Act (FEPA).
- **Over 78K Michigan** contacts to Congress on IRS Reporting Requirement.
- **Passage of the SAFE Banking Act** in the U.S. House
- **Creation of the Housing Assistance Fund**, from which Michigan will receive nearly \$250M in funds for mortgage, tax, and utility assistance.

# CUNA and the Power of Unity:

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

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- **1 CUNA**
- **5,133** credit unions
- **65,000** board members
- **5,000** credit union service providers
- **35** Leagues
- **129 million** credit union members
- **332,000** credit union professionals
- **11** corporate credit unions
- **950** credit union service organizations

# CUNA Value Prop

# Champion for America's credit unions

CUNA is the largest national association, and the only one that **advocates** on behalf of all of America's credit unions. Together with the leagues, we work tirelessly to **support, protect, unify** and **advance** the credit union movement.

It's what we do together that sets us apart.



# Your membership

- Member pricing for CUNA training, products and services
- Credit Union Compliance Management System and compliance resources
- Regular communications including The Nussle Report, CUNA Advocacy Update and CUNA News
- Opportunities to engage in credit union-supporting committees
- Member Activation Program (MAP)
- CUNA Governmental Affairs Conference, the largest credit union advocacy event
- Access to CUNA Councils Membership and Communities
- Credit union forecasts and economic trends
- Access to Awareness Initiative, consumer research & messaging guide
- CUNA Communities for compliance, board members and small credit unions
- Timely operational insights and training



**20  
22** **CUNA  
GAC**  
CUNA GOVERNMENTAL  
AFFAIRS CONFERENCE

**FEB  
27**

**MAR  
03**

**>** [cuna.org/gac](https://cuna.org/gac)