Credit unions: Champions of communities

Credit unions serve diverse memberships

From low-income families to high-performing businesses, credit unions serve a remarkably diverse membership – one that truly reflects the community.

Credit unions make mainstream financial products and services available to those who need them most. Half of all credit unions report a majority of their membership earn 80% or less than the area’s median family income.

Nearly 50% of all credit unions have a specific focus on low-income families

Source: NCUA

Credit unions fuel business growth

Small business lending at credit unions is growing 10x faster than other lenders. That means new jobs, economic growth and reinvestment.

315,000 new jobs in the last 10 years

Source: Council of Economic Advisors, CUNA
Credit unions power the American Dream

Credit unions help put homeownership, the heart of the American Dream, within reach for more people.

More than \textit{HALF} of credit union-originated mortgages go to \textit{BORROWERS EARNING MIDDLE INCOMES OR LESS}

Source: FFIEC, HMDA Database

Credit unions see people first

When a life emergency strikes, there is no better financial resource than a credit union.

Short-term loans from credit unions typically have APRs \textit{400\%} lower than those from payday loan companies

Source: CFPB, NCUA, CUNA

Credit unions don’t just advocate for the community—they are the community.

That’s the credit union difference: Cooperative ownership, diverse membership, not for profit and reflective of the communities where all of us live and work.

\textbf{5 MILLION AMERICANS ARE CREDIT UNION MEMBERS}

THE BOTTOM LINE

Credit unions embody our philosophy of “PEOPLE HELPING PEOPLE” by serving the financial needs of our diverse communities.