

# Stronger Together



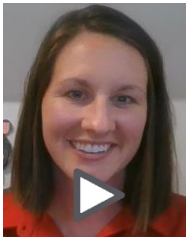
Keeping Customers and Community at the Heart of Everything We Do



**CUNA Mutual Group is proud to be part of such a strong movement of people helping people. Our commitment to enable people to have access to a brighter financial future remains steadfast.**

To date, here are some ways we continue to support our customers and communities through the pandemic:

## Advocating for Credit Unions



**Megan Balogh**  
Director, Corporate  
& Legislative Affairs

Our Corporate & Legislative Affairs team is amplifying credit union system advocacy efforts and reaching out to members of Congress. Our efforts have focused on adding our voice to help advance the credit union agenda, particularly the advocacy agenda of small credit unions. Alongside credit unions, CUNA Mutual Group:

- Supports efforts to increase funding from Treasury for Community Development Financial Institutions (CDFI).
- Supports efforts for small credit unions to have access as borrowers to the Paycheck Protection Program (PPP).
- Supported efforts to add a second round of funding for the PPP and credit union access as PPP lenders.

## System Collaboration



**John Cassidy**  
Senior Sales Market  
Manager

The strength of our collaborative spirit and cooperation among cooperatives has fueled the growth and prosperity of our movement.

- [CUNA Mutual Group support of credit unions and members](#) – David Sweitzer
- Worked with *CUInsight* to develop [COVID-19 page](#) with a comprehensive list of resources and information from across the industry and globe on the situation.
- Participating in state credit union Foundation conversations to explore additional ways to support credit union employees and members.
- Sponsor of the NCUF's inspirational [Together Tuesday video series](#).
- Working with leagues to explore innovative ways to bring FinTech and digital solutions to credit unions.
- Partnering with Inclusiv on advocacy strategies for additional CDFI funding.
- Providing industry consultation on virtual conferences.
- Sponsored [two-part webinar series](#), The COVID-19 Recession and Its Impact on Credit Unions, with CU Leadership Convention.

## Delivering Relevant Expertise

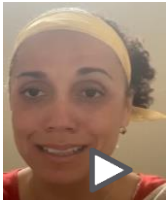


**Karim Habib**  
VP, Customer  
Optimization

When our expertise is needed, we're ready to share insights and knowledge on a variety of topics relevant to credit unions and serving members.

- Bob Trunzo CEO perspectives across a variety of channels and [What A Pandemic Means for Leaders](#) byline on LinkedIn.
- More than 50 expert engagements in league and association events to provide insights on topics that include: economic updates, emergency lending, engaging and leading teams through crisis, business resiliency, branch reopening strategies, fraud trends, cybersecurity and diversity, equity and inclusion
- [Regular Economic and Market Updates](#) – Steve Rick, Chief Economist and Scott Knapp, Chief Market Strategist
- [AdvantEdge Analytics COVID-19 research & insights](#)
- [Three Ways to Stay Connected Through a Crisis](#) – Linda Nedelcoff, EVP, Chief Strategy and Human Resources Officer
- [Preparation Pays off in Times of Crisis](#) – Jim Denholm, VP, Human Resources, NAFCU webinar
- Developed a [variety of resources](#) to credit unions make stronger connections in our current virtual world
- [Prepare Your Members and Employees for COVID-19 Scams](#) – DCUC Alert
- [Smart Management with Rapidly Changing Business Practices](#) – Jay Isaacson, VP, Property & Casualty Solutions

## CUNA Mutual Group Foundation

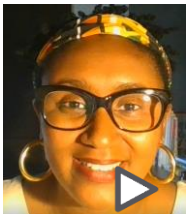


**Alex Shade**  
Director, Corporate  
Social Responsibility

We have a long-standing history of supporting communities and each other. That support is more important than ever and our commitment to helping others through the COVID-19 crisis is unwavering.

- With nearly \$4 million earmarked in 2020, our company and employees have supported 44 non-profit organizations that help provide food and housing insecurity, child and elder care as well as general COVID-19 relief.
- We are honoring our 2020 commitment for the Credit Union Cherry Blossom Race in the amount of \$50,000 and providing an additional \$25,000 to CUAid.
- Ongoing consultative discussions with credit union & league Foundation leaders.

## Diversity, Equity & Inclusion (DEI)



**Angela Russell**  
VP, Diversity, Equity  
& Inclusion

61% of all new credit union membership growth is coming from people of color. This pandemic is impacting different segments of the population very differently. Now is the time to advance, not retreat our diversity, equity and inclusion efforts.

- [CUNA DEI School](#) – Angela Russell
- [Don't Pause DEI](#) – Angela Russell – CUInsight
- Our Multicultural Center of Expertise has spent the last few years learning about African American and Hispanic consumers' financial preferences and needs. COVID-19 cases, hospitalizations and deaths have disparately impacted these two groups of consumers. We are ready and available to help with credit union requests for demographic information on their communities so we can collectively support people who need us right now.



*As a movement, we always have been and always will be **#StrongerTogether**.*  
For more information, visit [cunamutual.com/strongertogether](https://www.cunamutual.com/strongertogether)