WHAT U DID!
A reflection of our hard work in 2018

You are one of the most valuable assets of the credit union movement in the Commonwealth of Virginia. We believe your impact in serving member-owners, your community and the movement deserves its moment in the spotlight.

A Note from the President

“It took every one of us! Looking back at the many successes of 2018, it is impressive to see how your valuable contributions have strengthened Virginia’s credit unions. Our credit unions run the gamut from small to large, from single SEG to community charter. Despite our differences, we remain united in our vision for a thriving, diverse movement! In standing together, in speaking with one voice, we continue to succeed. All of us at your League are thankful for your many efforts and for your support. We are honored to serve as the champion for Virginia’s credit unions.”

- Rick Pillow, President
Virginia Credit Union League
Your Credit Union House of Virginia hosted more than 2,000 guests through 85 events, including 15 legislative fundraisers and six credit union events.

Through the Legislative Forum, 50 of you received insight into the impact of the 2018 elections, while also gaining valuable tools and techniques for more effective communication with lawmakers.

40 of you advocated on behalf of credit unions through lawmaker visits at the General Assembly during Credit Union Day.

130 of you represented credit unions at this year’s Congressional Luncheon attended by our two U.S. Senators and seven members of the House of Representatives. League staff and credit union advocates met the day before with Congressional representatives and banking aides for Virginia’s delegation.

Because of you, we forged strong relationships with our legislators.
Young professionals from RVA Financial Federal Credit Union, Peoples Advantage Federal Credit Union, Virginia Credit Union and Chesterfield Federal Credit Union visit Senator Mark Warner’s office.

Number of visits by elected officials to the Credit Union House of Virginia, including visits by Gov. Ralph Northam, Lt. Gov. Justin Fairfax, Attorney General Mark Herring, Speaker of the House of Delegates Del. Kirk Cox, and a sitting member of the U.S. House of Representatives, whom we hosted in our first-ever political fundraiser for a federal lawmaker.

Number of bills reviewed by your League during the 2018 General Assembly session to determine the impact of proposed legislation on credit unions and their operations.

Raised for the Virginia Credit Union Political Action Committee (VACUPAC), including individual contributions by more than 800 individuals and the participation of 70 golfers and a dozen sponsors in the 30th Annual VACUPAC Fall Classic.
IMPACT: LEGISLATIVE WINS BENEFIT CREDIT UNIONS & MEMBERS

Your efforts benefited members and strengthened credit unions.

YOU MAKE ALL THE DIFFERENCE.

YOU helped stop a harmful bankruptcy-related bill.

YOU helped us successfully oppose legislation aimed at allowing motor vehicle title lenders to extend open-end credit plans.

YOU helped secure the passage of S. 2155, the first major regulatory relief legislation in years that included a credit union-specific provision. Both of our U.S. Senators co-sponsored the bill (Senator Mark Warner said: “This bill ...will help small lenders provide mortgages and other credit to hardworking Virginians and small businesses.”). Three CEOs of Virginia-based credit unions made public statements to champion this legislation.
10 of you received Level 1 certification in our Advocacy program, ensuring we have a well-versed and well-prepared team of credit union advocates.

The StateWide Advocacy Council (SWAC) adopted and communicated new VACUPAC goals to credit unions, preparing us to meet our political fundraising challenges.

17 of you rolled up your sleeves at an in-depth Legislative Work Day to review legislative issues and potential legislation in preparation for the 2019 General Assembly and 116th Congress.

Collectively, you reached 41,000 students through your own efforts to deliver financial education in the classroom through more than 1,200 credit union-initiated presentations.

10 credit unions collaboratively offered teacher workshops in personal finance to 70 of Virginia's educators, ultimately reaching 10,000 high school students.

VISION: BUILDING THE FUTURE TOGETHER

Because of you, we are better positioned to realize our shared vision for a thriving and diverse movement.

Our education events and networking opportunities are a large part of our collaborative strength.
More than 420 of you are working on the development of your leadership skills as members of our Young Professionals Network (YPN).

Hundreds of you attended 18 YPN events, which reached all corners of the Commonwealth, and provided learning opportunities through CEO panels, advocacy-related events and Chapter meetings.

72 of you discovered how to best use your leadership skills and teambuilding talents at our 2nd Annual Connects Conference.

684 of you improved your professional skills through events at the League Annual Meeting, the East Coast Marketing and Business Development Conference, New Credit Union Employee Orientation, the Southeast CUNA Management School, and the Southeast Regional Directors Conference.

Collectively, you took advantage of 130 League-delivered onsite consulting, training and planning sessions designed to support your credit union and save you money.
STATE OF THE MOVEMENT:
Key Stats & Facts

- **127** Number of Virginia-based credit unions
- **$57 million** Number of U.S.-based credit unions
- **8.9%** Percentage of financial services market share for U.S. credit unions
- **$150 billion** Total assets of Virginia-based credit unions
- **$113 billion** Dollar amount of loans outstanding at Virginia-based credit unions
- **12 million** Total memberships for Virginia-based credit unions, including 4 million Virginia residents
- **25K** Number of Virginia-based credit union employees
- **$1.5 trillion** Total assets of U.S.-based credit unions
- **64%** Percentage of financial services market share of U.S. megabanks; 27.1% for small banks
- **115 million** U.S.-based credit union members, representing a 4.28% annual growth rate
- **$541 million**