

90 Years of Excellence!

This year marks the 90th anniversary of the Virginia Credit Union League, celebrating its long-standing support for credit unions in the Commonwealth. While a consolidation is on the horizon, our dedication to serving Virginia's credit unions will remain unchanged. Familiar faces and new team members will continue advocating for the credit union movement. As we reflect on our achievements over the past year, we honor the consistency and strength that has defined our history. Here's to 90 years of excellence and many more to come!



Advocacy

Top 3 Accomplishments

This year, we achieved significant milestones that reflect our commitment to advancing the interests of credit unions:

- 1. Legislation Advancement:** We introduced a bill to allow credit unions to hold public deposits, which despite ultimately being defeated, made it to a vote in the full House of Delegates' Commerce and Labor Committee. This marks the furthest this type of legislation has ever progressed in the House.
- 2. Active Defense:** We successfully fought against the advancement of bills which would have been harmful to credit unions, including changes to credit card interchange, Regulation E liability, and the Community Reinvestment Act.
- 3. Budget Testimony:** We provided testimony on the NCUA budget, contributing written input that helped secure an \$8.8 million reduction in the operating budget between the draft and final versions.

Additional Accomplishments

We successfully engaged with every member of the Congressional Delegation at least once, including candidates in the 5th, 7th, and 10th Districts. Additionally, 125 credit union advocates participated in Credit Union Day at the Virginia General Assembly.

We also provided essential compliance assistance to small credit unions, including targeted training and independent testing, further supporting our community.





Credit Union House of Virginia

The Credit Union House of Virginia is a strong asset for the League and our member credit unions. Its proximity to the state capitol and the openness of the facility makes it a premiere event location in downtown Richmond. In the past year we hosted 58 events. This included 31 political fundraisers for 39 lawmakers, education events for credit union emerging professionals and other groups, strategic planning sessions for our member credit unions and their Boards, awards ceremonies, and more. Hosting advocacy events helps us keep credit unions and our priorities front and center for our lawmakers. Walking through Credit Union House you will now find the newest additions to our Wall of Fame and the new Red Scarf Advocacy Award.

Education & Events

We proudly celebrated VACUL's 90th anniversary by hosting our signature event, IGNITE | The League Annual Meeting, in Washington, D.C. for the very first time. Set against the stunning backdrop of the Wharf area, this year's gathering welcomed 165 attendees and guests from 36 credit unions, alongside 81 representatives from our vendor sponsors. Participants enjoyed a range of engaging networking events, including a delightful cruise on the Potomac in support of VACUPAC. The event also featured timely and relevant educational sessions, with inspiring keynotes from NCUA Vice Chair Kyle Hauptman, Washington Post personal finance columnist Michelle Singletary, and ABC News Chief Washington Correspondent Jonathan Karl.

In addition, our Emerging Professionals Network Certification has seen remarkable growth since its inception in 2022, with 85 professionals from 13 credit unions enrolling. As of the end of 2023, 44 of these individuals have successfully completed the certification, highlighting our commitment to fostering the next generation of leaders in the industry.



Media Footprint

Showcasing the #CUDifference

Our media presence focuses on two key missions: supporting our credit unions and promoting the Credit Union Difference.

VACUL operates six social media accounts, including three Facebook pages (Credit Union House of Virginia, the League, and the Emerging Professionals Network) and accounts on LinkedIn, X, and Instagram. LinkedIn has shown the most growth and engagement this year.

We were featured in prominent publications, including Inside Business, Richmond Times-Dispatch, CU Today, The Virginian-Pilot, Daily Press, Virginia Business, Credit Union Times, CU Insight, Badcredit.org, and Wavy.com.

Cumulative Metrics:

- Total Followers: 5,448
- New Followers: 1,170
- Total Impressions: 327,820
- Users Reached: 181,667

Earned Media Coverage:

- Total Media Placements: 30
(25 online, 5 print)
- Total Reach: 5.71 Million

(*Reach indicates the total number of unique users who saw our content; impressions represent the total views of our posts.)

This data highlights our ongoing commitment to enhancing visibility and support for Virginia's credit unions.



Power of Partnership.

This year, we added **6 new partners** including WithClutch, Motivosity, & Sparrow, which is over 25 solution options for credit unions. Credit Union Service Company of Virginia processed more than 1.4 million transactions operating more than 130 outlet locations. We also expanded partnerships through the TRGroup bringing the total to new 4 collaborative opportunities for credit unions.

