



# Exploring Why

THE National Credit Union FOUNDATION

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THE National Credit Union FOUNDATION  
Ignite | Inspire | Respond

The National Credit Union Foundation is the charitable arm of the U.S. credit union movement.

## MISSION

The Foundation works as a catalyst to improve people's financial lives through credit unions.

Through collaborative support and action, we ignite, we inspire, and we respond to the needs of the credit union movement.



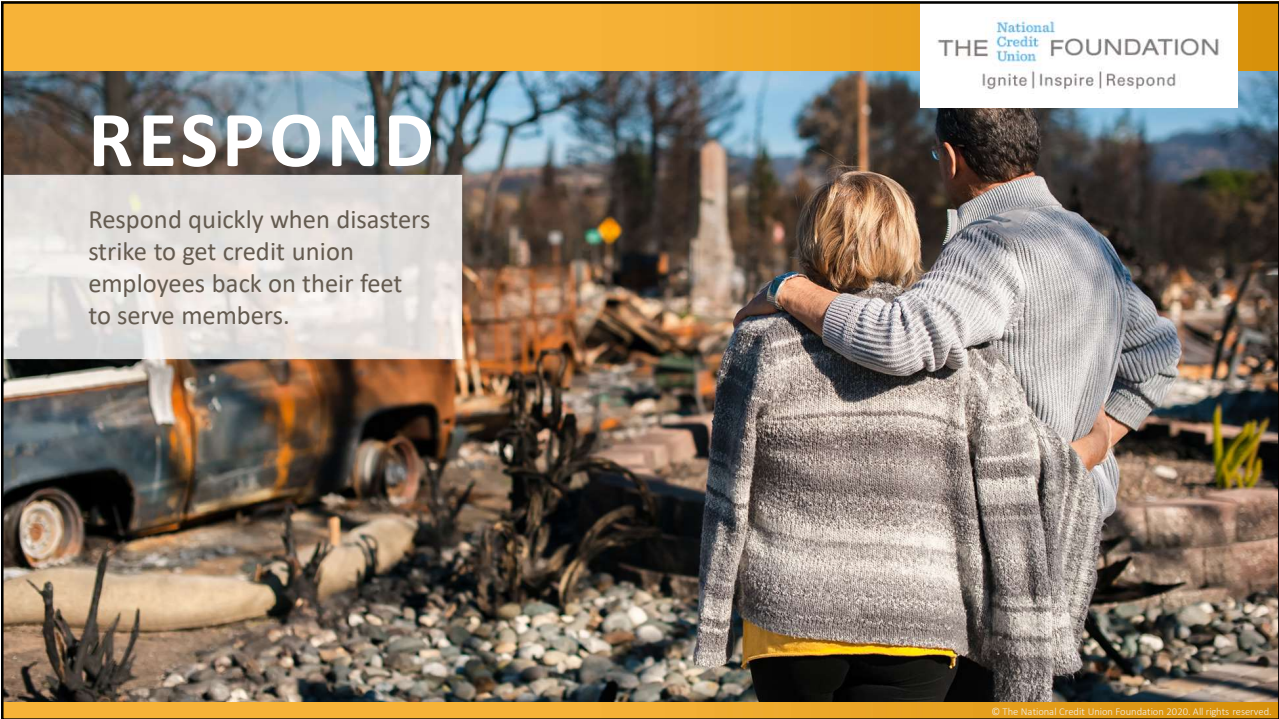


**IGNITE**

Ignite understanding, passion and focus on improving member and employee financial health & well-being.

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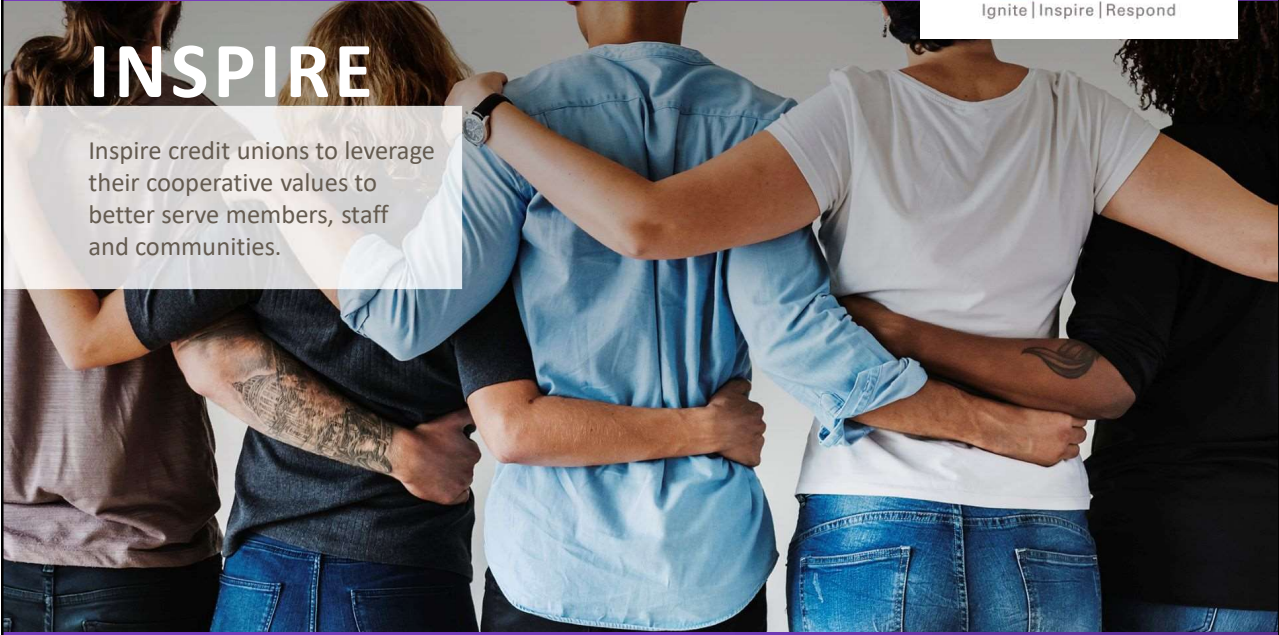
**RESPOND**

Respond quickly when disasters strike to get credit union employees back on their feet to serve members.

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# INSPIRE

Inspire credit unions to leverage their cooperative values to better serve members, staff and communities.

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# Your Facilitator



**DANIELLE HARRIS, PhD, PMP, CUDE**  
*Senior Manager, Programs*

National  
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**Agenda**

Our purpose

Our mission

Our business model

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How did you end up working in credit unions?

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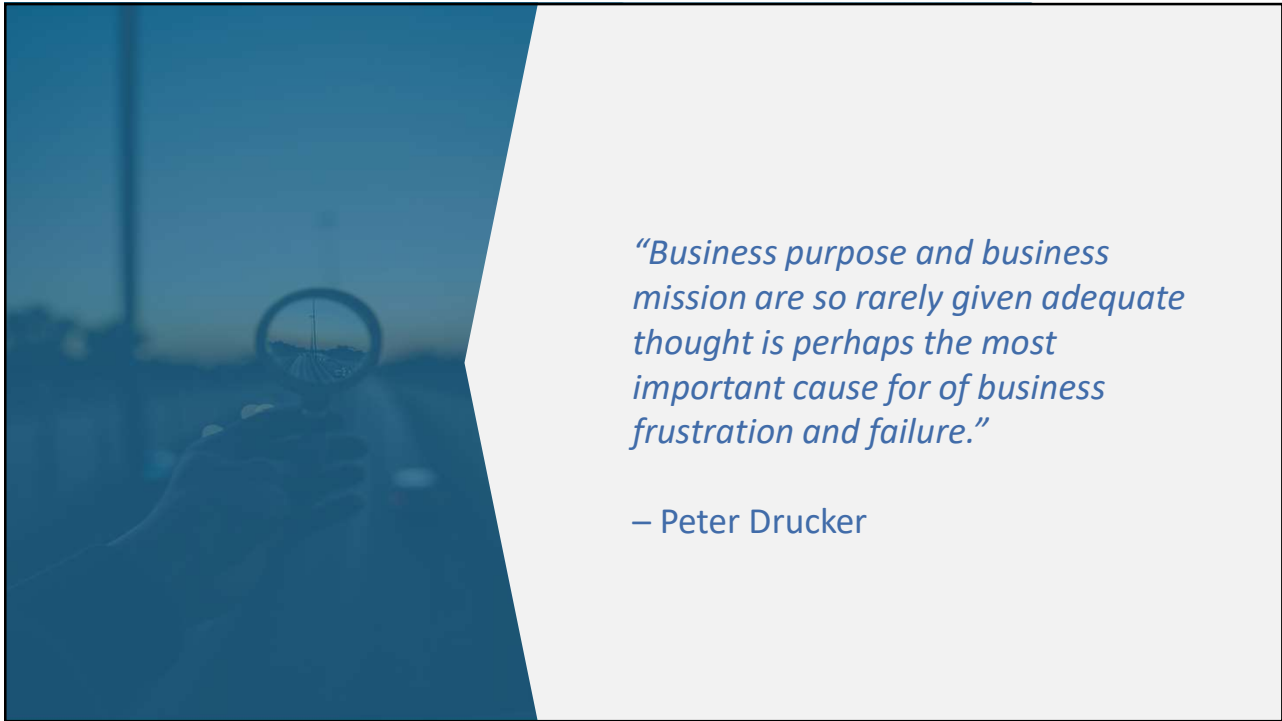
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How does purpose impact business?

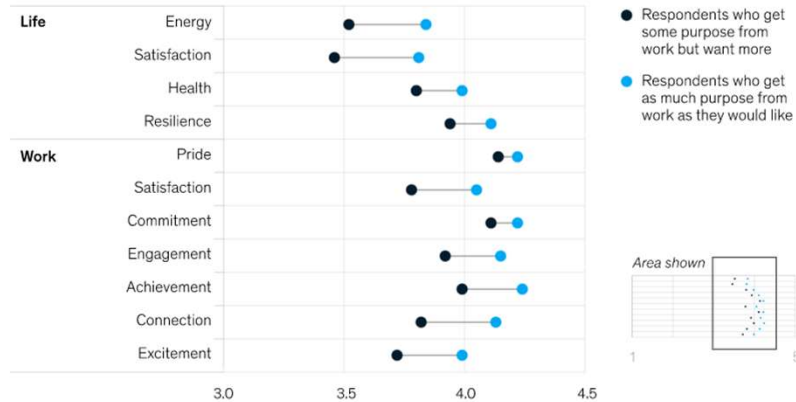
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**Employees who get the purpose they want from work report better outcomes at work—and in life—than their less-satisfied peers.**

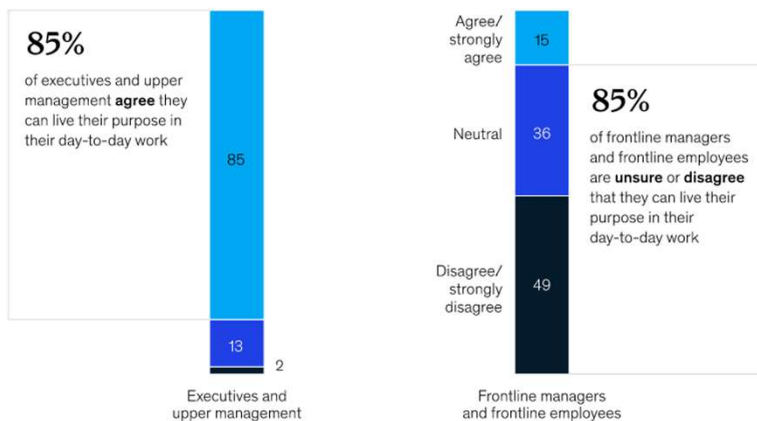
Purpose in day-to-day work,<sup>1</sup> score (5 = high, 1 = low)



Note: All the differences shown between the 2 groups of respondents are statistically significant except for work pride and work commitment, although both are directionally consistent with the other findings.  
<sup>1</sup>Question: “To what extent is your individual sense of purpose defined by work?” vs “How much of your work needs to be aligned with your purpose?”  
 Source: McKinsey Individual Purpose survey, August 2020 (n = 1,021)

### A stark 'purpose gap' exists between upper management and the front line.

Living your purpose in day-to-day work, % of respondents



Source: McKinsey Individual Purpose survey, August 2020 (n = 1,021)

McKinsey  
& Company

<https://www.mckinsey.com/business-functions/people-and-organizational-performance/our-insights/help-your-employees-find-purpose-or-watch-them-leave>

## “Help your employees find purpose – or watch them leave”

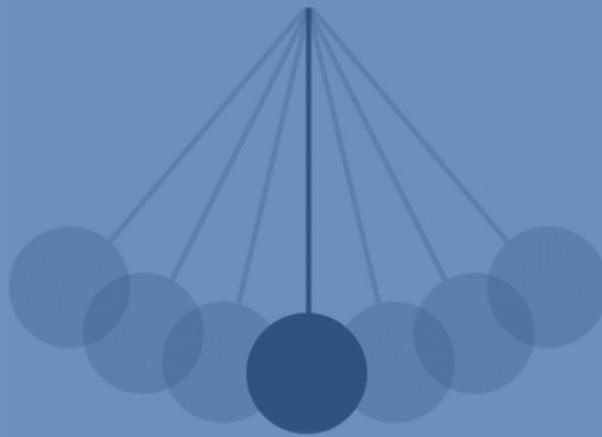
- Nearly two-thirds of US-based employees surveyed said that COVID-19 has caused them to reflect on their purpose in life.
- Nearly half said they are reconsidering the kind of work they do because of the pandemic.
- Millennials were three times more likely than others to say they were reevaluating work.
- When **employees feel their purpose is aligned with the organization's purpose**, the benefits expand to include stronger employee engagement, heightened loyalty, and a greater willingness to recommend the company to others.

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<https://www.mckinsey.com/business-functions/people-and-organizational-performance/our-insights/help-your-employees-find-purpose-or-watch-them-leave>



# What is the purpose of credit unions?



## People **and** Profit

*Striking a balance between good business and good service*



What does a balance between people and profit look and feel like in your organization?



10 min Break

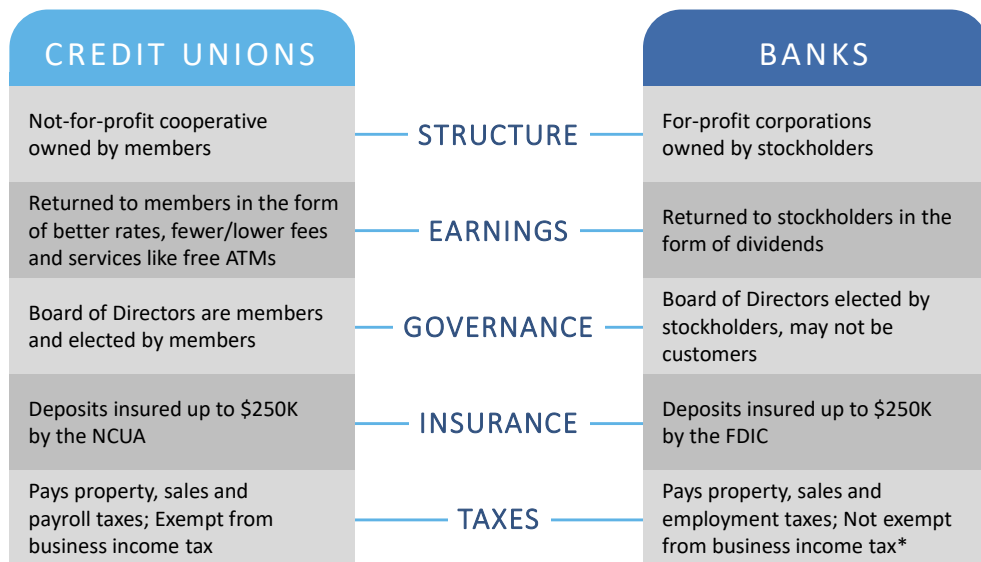
# Credit Unions, Banks & Co-ops

## The Umbrella Man



# What is a credit union?

## The Credit Union Difference



Besides banks, who else do we consider as our competition?

## What Is A Co-op?

a business owned and democratically controlled  
by the members who use its services

Members who use the cooperative **own** their co-op because they finance it in a variety of ways.

Members democratically **control** their cooperative by exercising the voting rights that come with membership.

Members **benefit** from the cooperative based on the use of the co-op.

# COOPERATIVE BUSINESS SECTORS

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AGRICULTURE



FINANCIAL SERVICES



HEALTHCARE



INSURANCE



UTILITY



EDUCATION



GROCERY



HOUSING



PURCHASING



WORKER

# Cooperative Principles

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# THE UNIVERSAL COOPERATIVE PRINCIPLES



## #1: VOLUNTARY AND OPEN MEMBERSHIP

Credit unions are voluntary, not-for-profit financial cooperatives, offering services to people willing to accept the responsibilities and benefits of membership, without gender, social, racial, political, or religious discrimination.



**#2:**  
**DEMOCRATIC MEMBER CONTROL**

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Credit unions are democratic organizations owned and controlled by their members. Each member gets one vote, no matter their financial status, to help make the organization's policies and decisions.

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**#3:**  
**MEMBER ECONOMIC PARTICIPATION**

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Members are the owners of their credit union and contribute to its capital. Members, not shareholders, benefit from their credit union's profits in proportion to their relationship and use of its products and services.

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**#4:**  
**AUTONOMY & INDEPENDENCE**

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Credit unions are independent, self-reliant organizations controlled by their member-owners, not outside stockholders. When making business deals or raising money, credit unions never compromise their autonomy or democratic member control.

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**#5:**  
**EDUCATION, TRAINING & INFORMATION**

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Credit unions provide education and training for members, elected representatives, and employees so they can contribute effectively to the cooperative. Credit unions place particular importance on educational opportunities for their volunteer directors, and financial education for their members.

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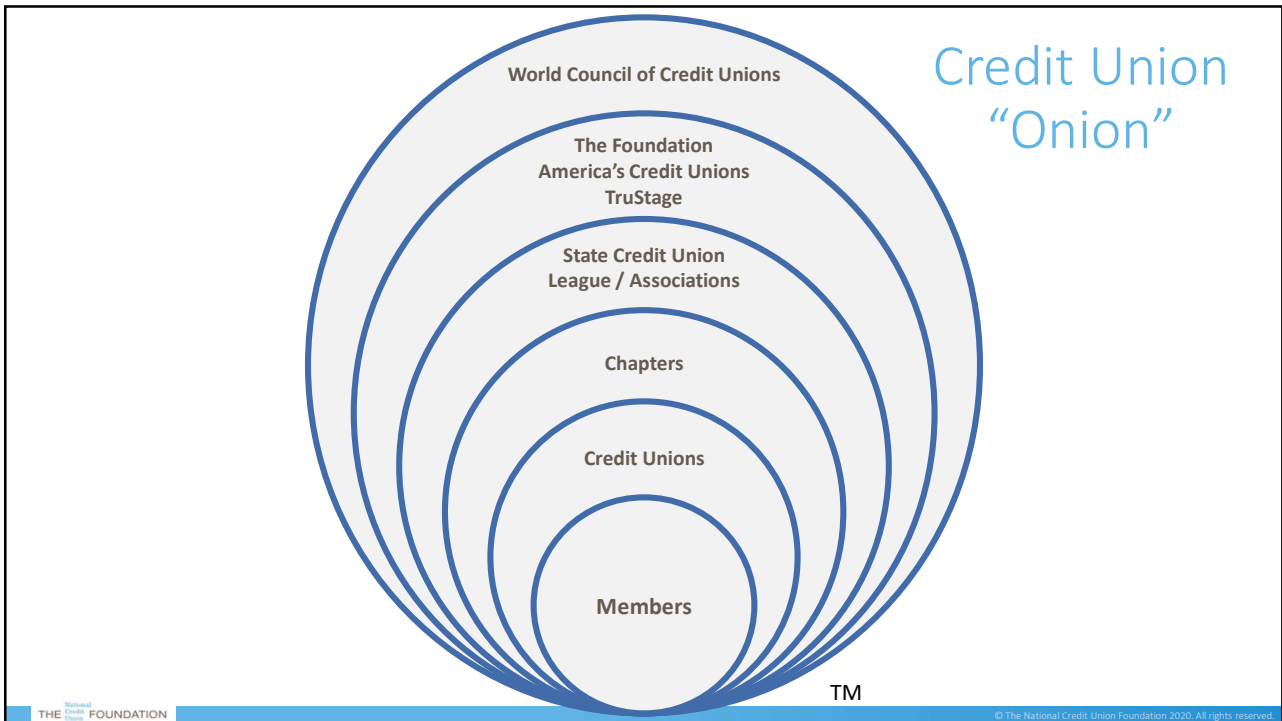


## #6: COOPERATION AMONG COOPERATIVES

Credit unions serve their members most effectively and strengthen the cooperative principles by working with other cooperatives through local, state, regional, national, and international structures.

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## Connecting Beyond Geography

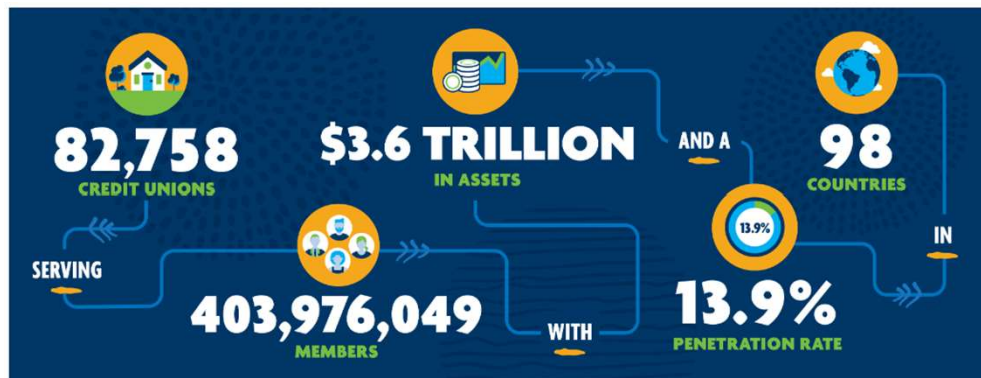


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AGE	GENDER
<p>THE COOPERATIVE TRUST brought to you by Fitem*</p> <p>WYCUP</p> <p>State-Level YP Groups</p>	<p>CUMLA</p> <p>Global Women's Leadership Network</p>
ETHNICITY	FIELD OF MEMBERSHIP
<p>NLcup</p> <p>AACUC AFRICAN-AMERICAN CREDIT UNION COALITION</p>	<p>DCUC DEFENSE CREDIT UNION COUNCIL</p> <p>EDUCATION CREDIT UNION COUNCIL</p>

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## The Worldwide Credit Union Movement



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Source: [www.woccu.org/our\\_network/statreport](http://www.woccu.org/our_network/statreport)





#7:  
**CONCERN FOR COMMUNITY**

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While focusing on member needs, credit unions work for the sustainable development of communities, including people of modest means, through policies developed and accepted by the members.

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#8:  
**DIVERSITY, EQUITY & INCLUSION**

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Credit unions support diversity, equity and inclusion as a shared credit union cooperative principle and continue to have a responsibility and take a leadership role in building and serving more diverse, equitable and inclusive communities.

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# The 8th Principle

SEPTEMBER 2019

CUNA Board of Directors voted in favor of a resolution to clearly and prominently establish diversity, equity and inclusion as the 8<sup>th</sup> cooperative principle of America’s credit unions.

“Still, there is more to diversity and inclusion than financial access for members. We need to hold each other accountable for equality, equity, and opportunity for members, volunteers, and credit union professionals.

It must be everywhere from the grassroots of our communities to the top of our credit unions or we will not fully serve our purpose.”

**MAURICE R. SMITH**

*CEO of Local Government Federal Credit Union in Raleigh, N.C. and former CUNA Board chairman*

## CREDIT UNION COOPERATIVE PRINCIPLES



**Voluntary and Open Membership**

1



**Democratic Member Control**

2



**Member Economic Participation**

3



**Autonomy and Independence**

4



**Education, Training and Information**

5



**Cooperation Among Cooperatives**

6



**Concern for Community**

7



**Diversity and Inclusion**

8

# What do the cooperative principles mean to you?

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## **We believe in democracy.**

We don't *talk* about institutions of, for and by the people.

**We make institutions** that are literally of, for and by the people.

- Roy Bergengren



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<https://www.ncuf.coop/>

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More to Come

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