



Exploring Why

THE National
Credit
Union FOUNDATION

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Your Facilitator



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Agenda

History

Champions & Significant Leaders

Our Values

National
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Union THE FOUNDATION

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A Unique Purpose...




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Credit Union History

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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



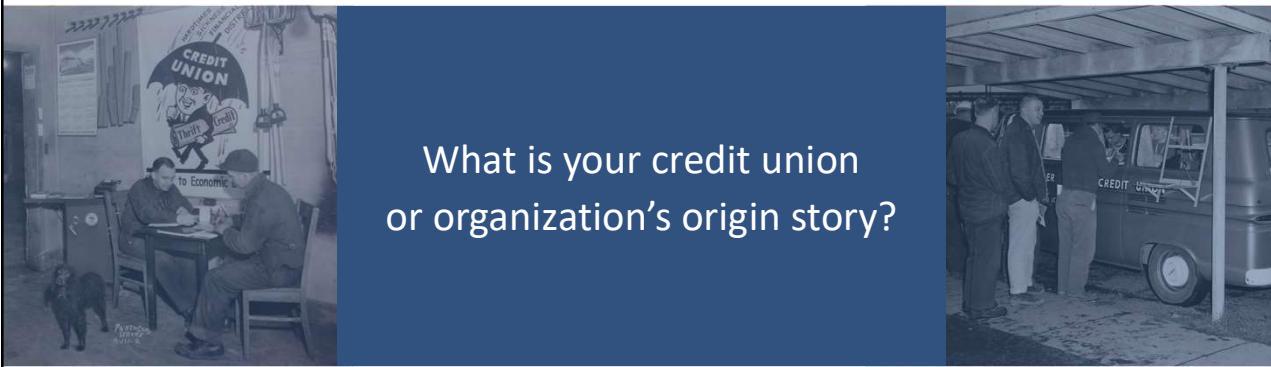
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From humble beginnings...

WITHIN YOUR GROUP, SHARE:



What is your credit union or organization's origin story?

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How did your organization start?
Who was your original field of membership?

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*Truths from our past
that must be carried
into the future*

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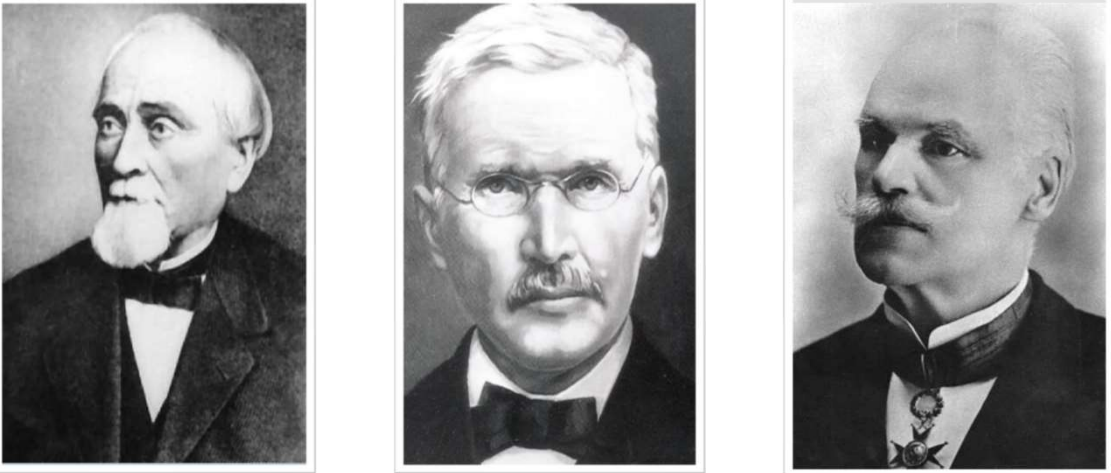


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Credit unions foster economic empowerment.

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Credit union leaders act on social and economic need.

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Credit unions address economic inequity.

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Credit unions are disruptors.

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Credit unions advocate for their members' needs.

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Credit unions create systems of support to elevate our movement.

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L.A. S.W. Japanese Credit Union

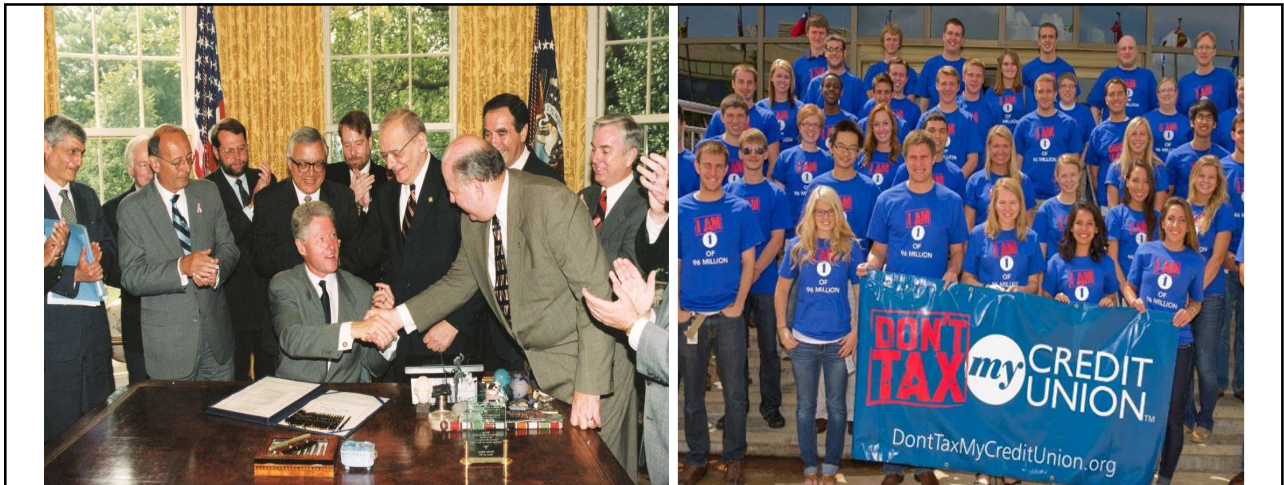
Credit unions are a vehicle for financial empowerment.

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Credit unions are a vehicle for social empowerment.



Credit unions work tirelessly to ensure our cooperative standing remains intact.



Credit unions are stronger together.

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The Power of a Movement



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What is a movement?
How is it different or unique?

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IT IS A STARTING POINT. A PLACE THAT CONVERTS HUMAN INERTIA INTO A FORCE THAT SPINS THE GLOBE. A FORCE THAT TRAMPLES DOWN WALLS AND ERADICATES EXCUSES, AND BRINGS A NATION TO ITS FEET. IT MOVES PEOPLE FOR LIFE. AND HEALTH. AND STRENGTH. ITS MOMENTUM IS UNSTOPPABLE. UNSLOWABLE, EVEN.

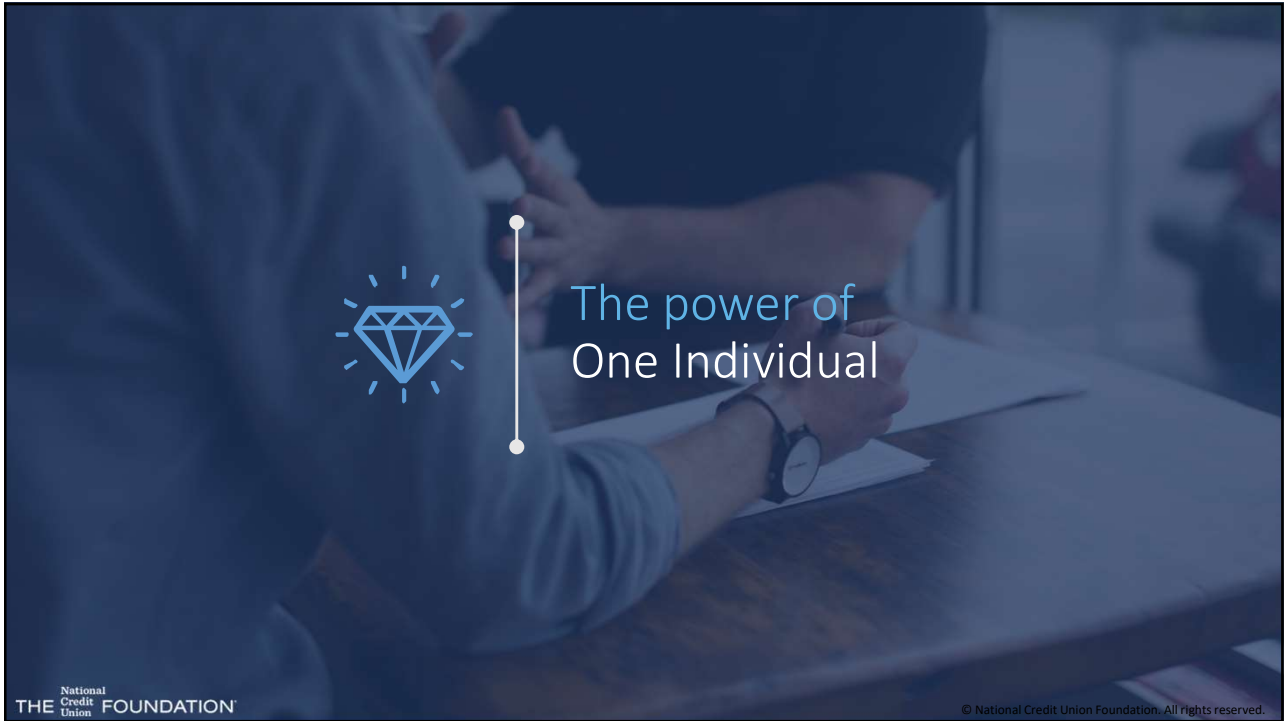
IT MOVES PEOPLE TO MOVE PEOPLE. IT MOVES PEOPLE TOGETHER. IT IGNITES HEARTS AND INSPIRES EMOTION. AND THAT EMOTION TURNS INTO MOTION. THAT MOTION IS TURNING OUT TO BE A MOVEMENT. WE ARE THE MOVEMENT. AND SO ARE YOU.

BE THE MOVEMENT

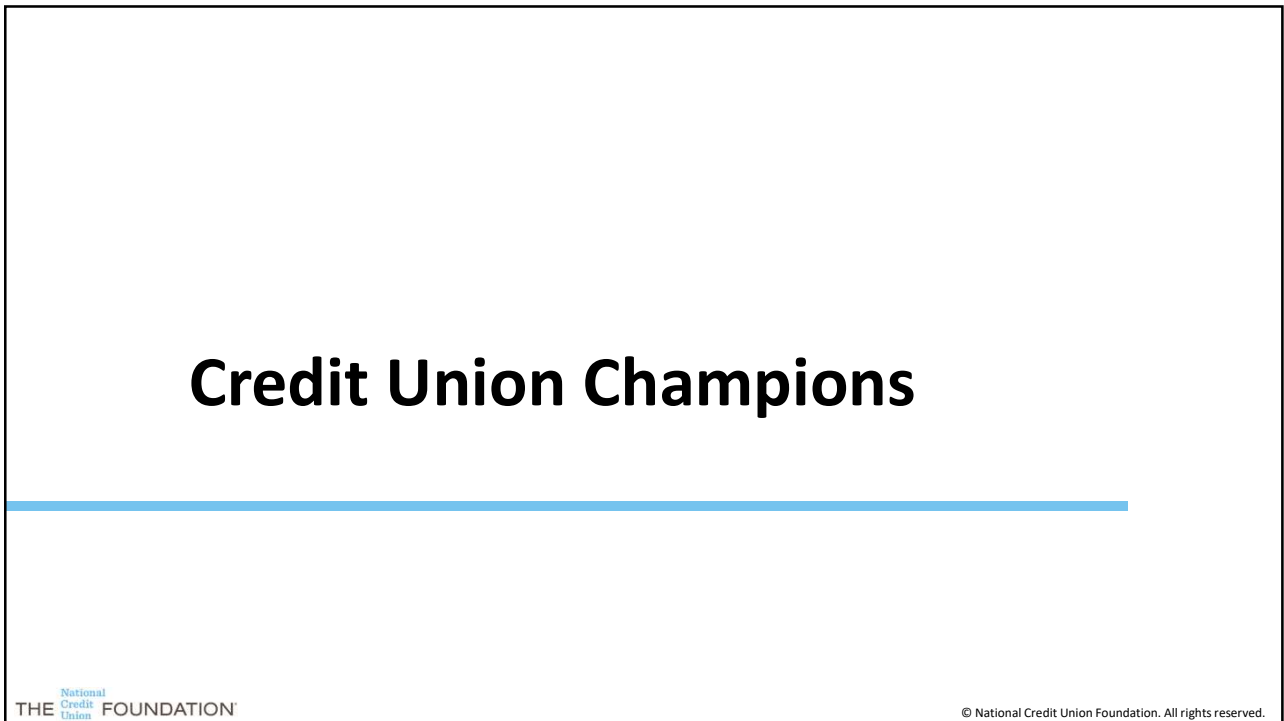
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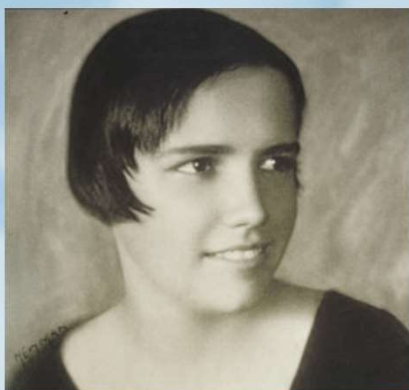
Edward A. Filene (1860 – 1937)

- Millionaire philanthropist who dedicated much of his time and resources to solving poverty, disease and social stress.
- Provided the vision and millions of dollars in financial support to make the growth of U.S. credit unions possible.



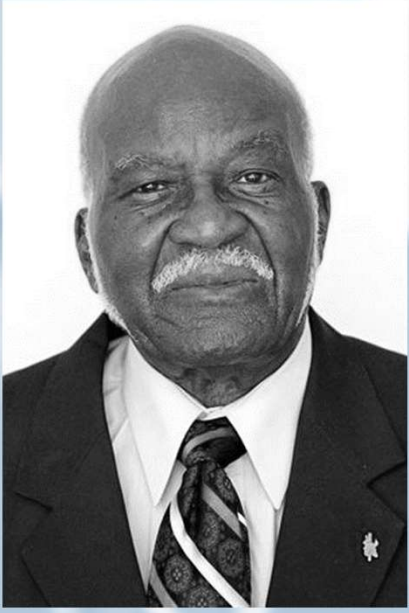
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Louise McCarren Herring (1909 – 1987)



- *“The Mother of the U.S. Credit Union Movement”*
- Delegate to Estes Park at age of 25
- Personally organized more than 500 credit unions across the U.S.

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Clarence Hall Jr.
(1924 – 2019)

- Believed thrift is an important component of providing financial independence for low-income members
- In 1969, chartered Issaquena County FCU but only after suing the State of Mississippi
- Worked for 36 years without receiving a single paycheck

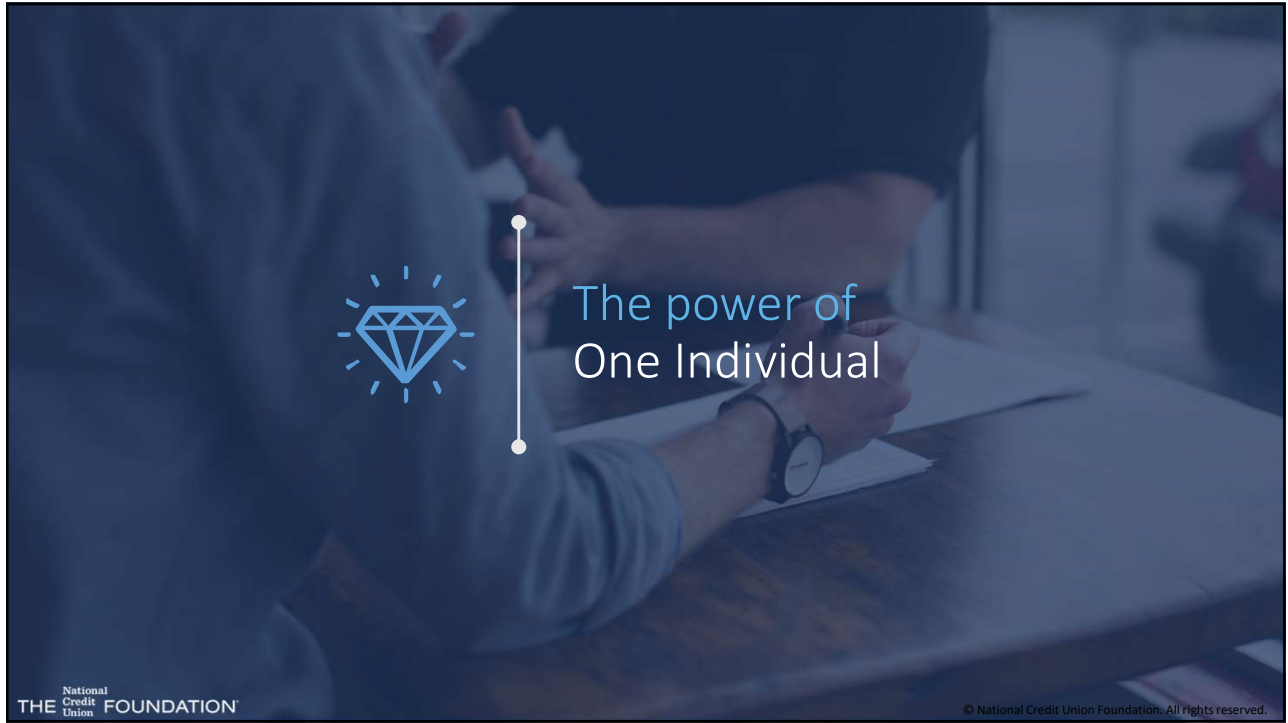
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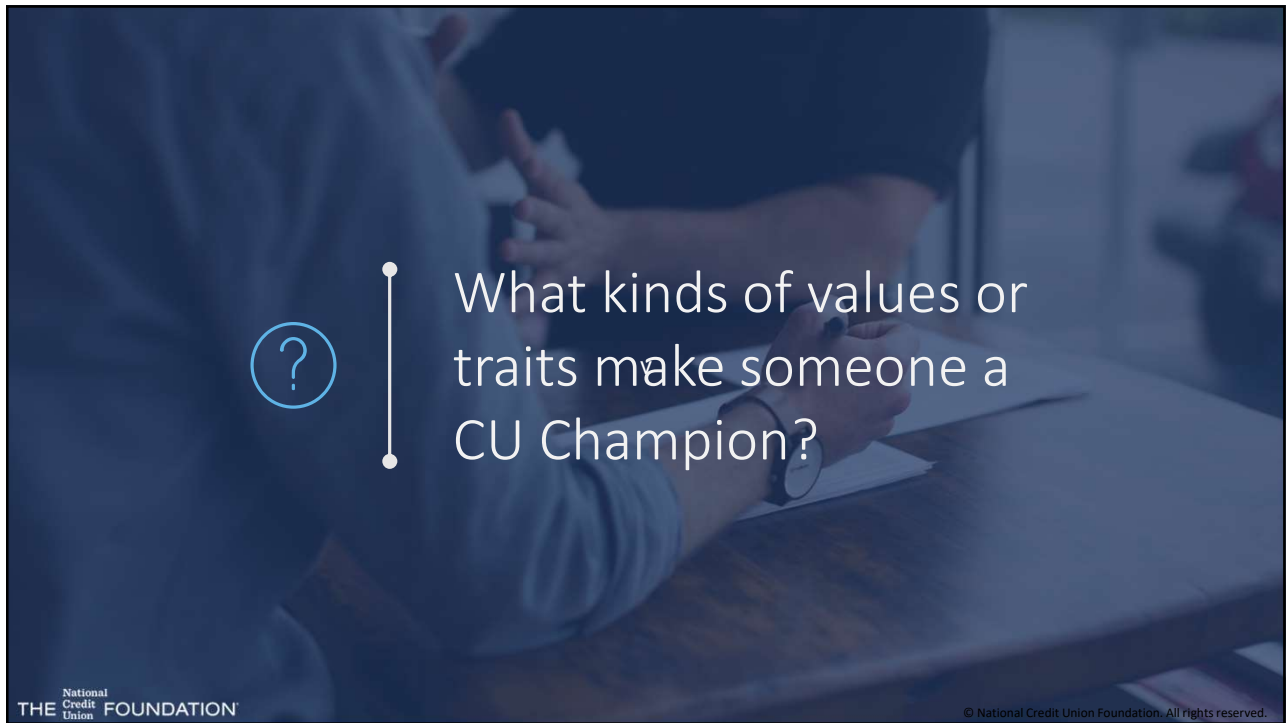
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Values	Accountability	Dependability	Fun	Openness	Speed
	Accuracy	Determination	Generosity	Order	Spontaneity
	Achievement	Diligence	Grace	Originality	Stability
	Altruism	Discipline	Gratitude	Patriotism	Strategic
	Assertiveness	Discretion	Growth	Perfection	Strength
	Balance	Diversity	Happiness	Positivity	Structure
	Belonging	Dynamism	Health	Practicality	Success
	Boldness	Economy	Honesty	Preparedness	Support
	Calmness	Effectiveness	Honor	Professionalism	Teamwork
	Carefulness	Efficiency	Humility	Reliability	Temperance
	Challenge	Empathy	Impact	Resourcefulness	Thoroughness
	Cheerfulness	Enjoyment	Independence	Results-oriented	Thoughtfulness
	Commitment	Enthusiasm	Ingenuity	Rigor	Timeliness
	Community	Equality	Inner Harmony	Security	Tolerance
	Compassion	Excellence	Inquisitiveness	Self-actualization	Traditionalism
	Consistency	Excitement	Insightfulness	Self-control	Trustworthiness
	Continuous-Improvement	Expertise	Intelligence	Selflessness	Truth-seeking
	Control	Exploration	Intuition	Self-reliance	Understanding
	Cooperation	Expressiveness	Joy	Sensitivity	Uniqueness
	Courtesy	Fairness	Justice	Serenity	Unity
	Creativity	Faith	Leadership	Service	Usefulness
	Curiosity	Fitness	Love	Simplicity	Vision
	Decisiveness	Freedom	Loyalty	Soundness	Vitality
			Merit		

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Ignite | Inspire | Respond

Activity

Take the opportunity to ponder on emerging credit union champions who could make a marked impact in our movement. TWO

In your discussions, consider **character traits and values** they may hold. Identify **any factors contributing to their rise** as a champion.

Debrief & discuss as a large group.

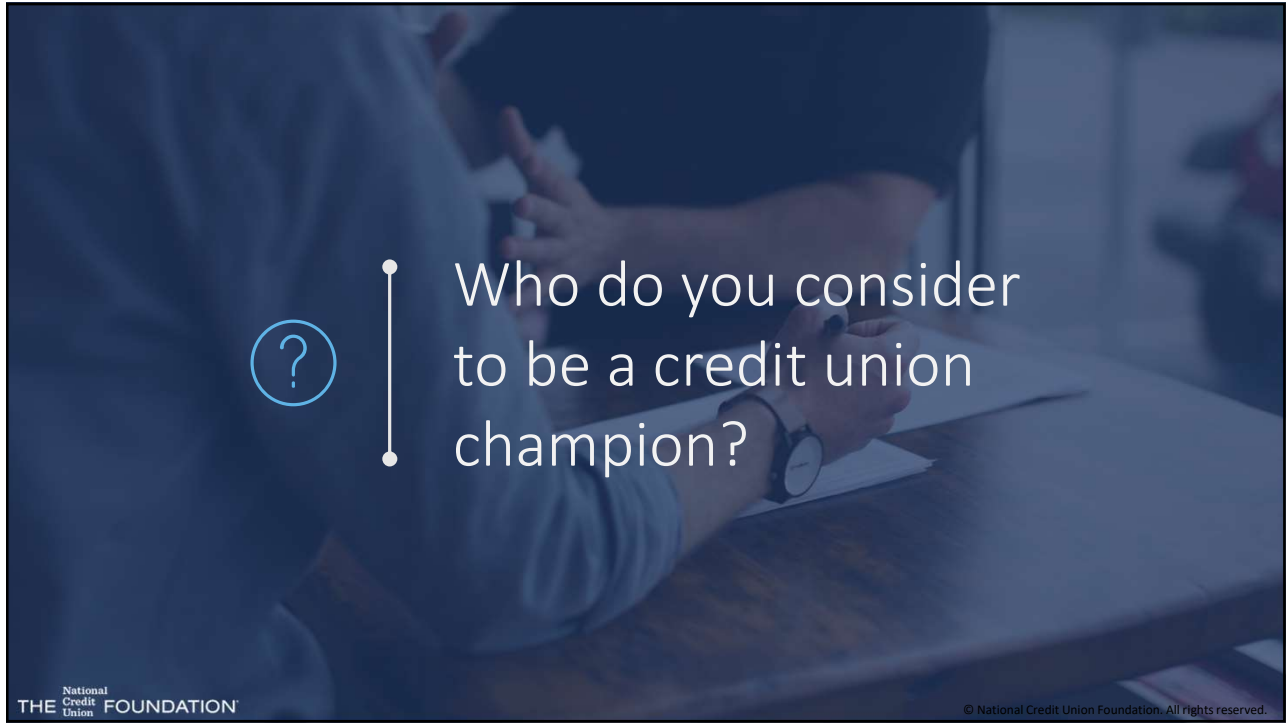
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TWO Identify and share modern day credit union champions who are making a marked impact on our movement?...

Tobi Weingart, 2024-05-14T17:47:49.064



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Challenge:
Reach out to that person you thought of
as a credit union champion.
Tell them.

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Connecting needs & emotion

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