



OUR STRATEGIC FRAMEWORK



Our strategic framework shapes every decision and partnership we pursue. By aligning our work with our mission, vision, and values, we strengthen collaboration and amplify the positive change credit unions bring to the Carolinas.

OUR MISSION & VISION

OUR MISSION is to empower and inspire credit unions in the Carolinas through collaboration and philanthropic leadership.

To advance this mission, we are committed to expanding support for social responsibility, deepening philanthropic engagement, and fostering cooperative programs that drive meaningful change and promote financial well-being in the communities we serve.

OUR VISION is to be the trusted philanthropic partner for all credit unions in the Carolinas.

OUR VALUE STATEMENTS

WE ACT AS A RELIABLE AND RESPONSIVE PHILANTHROPIC PARTNER, fostering trust through service and stewardship.

WE CREATE OPPORTUNITIES FOR COLLABORATIVE CHANGE, building stronger outcomes through shared purpose and partnerships.

WE UPHOLD THE CORE VALUES OF THE CREDIT UNION MOVEMENT, guided by empathy, equity, and concern for community.

WE MOBILIZE RESOURCES TO UPLIFT COMMUNITIES AND STRENGTHEN THE CREDIT UNION SYSTEM tailoring our efforts to meet the evolving needs of credit unions and their communities.

OUR STRATEGIC IMPACT

Rooted in purpose and powered by collaboration, our four impact pillars drive us to empower credit unions, enrich lives, and build stronger, more resilient communities across the Carolinas.



PILLAR 1:

ENSURE long-term financial sustainability and growth.



PILLAR 2:

STRENGTHEN community impact & social responsibility initiatives.



PILLAR 3:

EXPAND & ENHANCE fund management services for scholarships, charitable giving and hardship.



PILLAR 4:

SUPPORT scholarships, small CU assistance, grants, and disaster relief programs.

Together, we're building stronger credit unions, thriving communities, and a brighter future for the Carolinas.