

2021 **Impact Report**

Maine Credit Unions
Lead The Way



Maine Credit Union League

When it comes to making an impact, Maine Credit Unions lead the way.



Todd Mason
President/CEO

“Your members are your most important priority and you are ours.”

As an innovative and collaborative network, Maine credit unions uplift their members, advance their communities, and keep the economy strong no matter the circumstance.

At the beginning of the year, there was still a great deal of uncertainty surrounding the pandemic. After nine months of social distancing, mask-wearing, remote work, and Zooming, January 2021 looked a lot like it did in March the prior year. Since this time, some semblance of normalcy has begun to return, but there is still a way to go before the world looks like it did before the pandemic.

Despite all the changes and challenges, Maine’s credit unions have continued to be trusted and reliable resources for their members and communities. By carrying out the *People Helping People* philosophy, Maine’s credit unions provide value, not just for the people they serve, but for people throughout the state.

Consider what, collectively, Maine’s credit unions have accomplished

this year. Your work to support your members—as well as your staff—through this challenging time has been exceptional. Your efforts to improve the lives of the people in your communities, whether through continuing support for the Campaign for Ending Hunger, your commitment to helping people better their lives through financial education, or other means, have been appreciated by all.

Your members are your most important priority and you are ours. On behalf of the League, thank you for allowing us to play a role in your success! We are proud to be on this journey with you, advocating on your behalf, and facilitating opportunities that empower you to deliver meaningful results for your members.

Together, we have done and will continue to do great things for your members and the state of Maine.

Sincerely,

Our Collective Impact In Action

<p>Over \$10.4 million raised since 1990 to grow the Campaign for Ending Hunger</p>		<p>\$110,000 raised in 30 days for the Ending Hunger Challenge</p>	
	<p>1,500 credit union staff attended virtual educational conferences and presentations</p>		<p>Nine League committees comprised of 150 participants from 43 credit unions</p>
<p>Advocacy via a virtual format representing credit union interests in Augusta and Washington, DC</p>		<p>Nearly 3,000 students completed the Virtual Financial Fitness Fair</p>	
	<p>Over four million impressions for “Maine Credit Unions Are Here For You.”</p>		<p>Three new Real Member Stories released</p>

Improving the Lives of Mainers



Jen Burke

Public Affairs & Communications Manager

We have a shared mission to make Maine a great place to live and work for all. Maine’s credit unions and the League—individually and collectively—work tirelessly toward this mission. Credit unions have an enormous impact on the people of Maine, on both members and non-members alike. The collaborative way we work toward improving the lives of Mainers makes our individual efforts even more effective.



Record-breaking Ending Hunger fundraising surpasses \$10.4 million since the Campaign’s inception.



Launch of ground-breaking virtual Financial Fitness Fair reaching over 3,000 students and creation of in-person elementary-level curriculum.



Consistent earned media coverage addressing financial wellness, banking, and fraud in online, print, and broadcast news outlets.

Ending Hunger

Your credit union sees hunger in the communities you serve every day. Hunger impacts your members, your neighbors, even the kids in your children’s classrooms. With over 11.4% of our state facing food insecurity—a rate higher than the national average—we know you and your credit union colleagues are deeply committed to getting healthy food in the hands of those who need it.

The Maine Credit Unions’ Campaign for Ending Hunger continues to contribute significant time, dollars, and resources to address hunger at both the local and state level. With the League providing strategic guidance and administrative assistance to the Campaign, the initiative has strengthened the communities where your members live and work through its ongoing support of hunger-relief organizations.



Despite a global pandemic, the Campaign reached a significant fundraising milestone at the beginning of the year—over \$10.4 million raised since its inception in 1990. These dollars remain local, while also supporting statewide efforts backed by our friends at Good Shepherd Food Bank and Full Plates Full Potential.

In the spring, the League worked with credit unions and chapters to secure over \$17,000 in financial support to help local schools and Full Plates Full Potential feed students during the summer. Following this effort, the League helped the Campaign for Ending Hunger coordinate another successful \$100,000 Challenge, raising \$110,000 in 30 days to benefit Good Shepherd Food Bank and community food pantries. With the holidays approaching, our collaborative effort pivoted to a Meals for Mainers program, to make the end of the year a little brighter for individuals and families facing hunger.

To further our assistance in providing support to school nutrition programs, the League contributed \$20,000 to Full Plates Full Potential in support of its John Woods Innovation Grant Program. The new funding program will offer support to select school districts in 2022 who are interested in piloting innovative strategies to increase participation in and access to school meals.

Financial Education

Helping individuals and families put food on the table is not all we do in our effort to improve the lives of Mainers. It's equally important—if not more so—to help steer people to a better, more financially secure life. Often, they simply need a little guidance.

As a financial navigator, you understand that having knowledge about money management and financial services helps people make responsible decisions. Whether in-person at your credit union branch, in a community setting, or online, you share the League's commitment to provide Mainers with the financial education they need.

Because of you, our credit union partners, nearly 68,000 students have participated in a Financial Fitness Fair since 2004. However, providing in-person Financial Fitness Fairs became impossible during the pandemic. To address this issue, in April the League introduced a new Virtual Financial Fair utilizing Google Classroom, a service regularly used in schools across Maine to

create, distribute, and grade assignments. By seamlessly integrating Google's platform, the Virtual Financial Fitness Fair provides a budget simulation personalized for each student participant. The results were staggering, as roughly 3,000 high school juniors and seniors used the Virtual Financial Fitness Fair to develop a greater understanding of finances and to prepare themselves for a sounder financial future.

While remote and digital financial education offerings were top-of-mind in 2021, the League continued to develop in-person curriculum credit unions can use in their outreach efforts to Maine schools. The Maine Credit Unions' curriculum is a grab-and-go resource that credit union volunteers can utilize when it's safe to be back in schools. There is a lesson for each grade, taking 45 minutes to one hour to complete. Each grade level includes an educator guide for the volunteers and a workbook for students. All elementary grade levels are complete, with work on the middle and high school levels still underway.

Maine credit unions also continued to have a voice among the state's leading financial literacy coalitions in 2021, with seats on the board of directors of Maine Jump\$tart, ProsperityME, and Legal Services for the Elderly. These programs work to raise awareness about the importance of financial literacy and effective financial education for our youth, New Mainers, and the elderly.

Lastly, our ongoing commitment to keeping our most vulnerable members safe is worth noting. As a network, Maine credit unions and the League continue to support Senior\$afe and AARP's BankSafe initiative. These programs help staff at financial institutions recognize the signs of elder financial abuse.



Thought Leadership

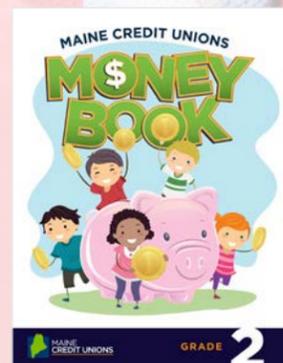
As an industry, we frequently weigh in on impactful financial topics with key influencers and the media over a variety of platforms. For example, on WMTW, Southern Maine's ABC-affiliate news station, the League is featured in a weekly segment entirely dedicated to financial education and wellness. The segment is viewed by approximately 10,000 Mainers each week. The League also submits monthly financial education articles to Amjambo Africa on behalf of Maine Credit Unions. The articles are written with the intent of helping New Mainers and the immigrant community prosper within the U.S. financial system. Approximately 15,000 copies of this publication are distributed each month.



10,000

Mainers watch the financial education & wellness segment on WMTW

Grade K through 5 Financial Education Curriculum



3,000

High School students used virtual Financial Fitness Fair



15,000

Copies of Amjambo Africa published with monthly financial education articles

Advancing Consumer Awareness of Credit Unions



Tim Brooks
Vice President, Corporate Marketing & Communications



Mike Rosmus
Creative Marketing Manager

Having real members tell their stories in our Statewide Awareness advertising begins with you, our credit unions. The relationships you develop with your members contribute to the growth of our industry across the state. From helping a member who is new to our country build her credit and get her first car loan, to believing in the seed of a member's idea and guiding him through the origination of a new business, credit unions are there every step of the way for their members.

In marketing campaigns, the greatest impact is achieved when the audience can relate to the person

delivering the message. When the audience feels a connection, the impact of the message resonates on a deeper level. It is for that reason that our award-winning Real Member Stories initiative—featuring your real members—has been such a successful part of our Statewide Awareness campaign.

We released our first Real Member story featuring Mike's & Sons Sales & Service in December 2020. This was followed by three additional stories over the course of this year. Four additional Real Member Stories are planned for 2022.



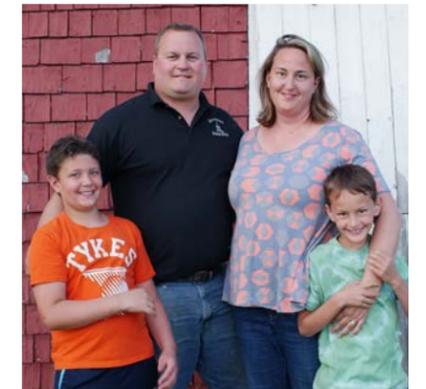
Will Savage and Acorn Engineering

Will began his company as a one-man show. Through his business and personal financial accounts, along with support and advice from his credit union, Will was able to grow Acorn Engineering into one of the most successful firms in the Portland area.



Bright Lukusa

An immigrant from the Congo, Bright had very little knowledge of how credit and finance worked in our country. With the assistance of her credit union, she was able to establish a credit line, and get an auto loan. This enabled Bright to commute to and from college and work, which paved the way to graduation and her first full-time job.



Matt Donahue

With the help of his credit union, Matt and his family were able to purchase their dream home when all other financial institutions refused to give them a loan.



Over four million impressions of our campaign message appeared across Maine through multiple media outlets.



Three new Real Member Stories were released, bringing the total to four.



The League completed a statewide survey to assess consumer attitudes toward financial institutions.



"I had zero credit history when I started out. With the credit union, they didn't turn me away. It felt like a door of opportunity opened in front of me."

– Bright Lukusa - Lewiston, ME



Through various media outlets, including television, radio, social media, print, and online advertising, our stories and messages continue to be heard and seen daily by thousands of Mainers. In addition, we continue to have a presence across the state through sponsorships at Hadlock Field (home of the Portland Sea Dogs baseball team), the Portland Expo (home court of the Maine Celtics basketball team, formerly the Red Claws), and the Cross Insurance Center in Bangor. While regularly scheduled events may have been canceled in the latter two locations, both were used by the state during the pandemic as testing and/or vaccination sites, and our Maine Credit Unions signage was on display the entire time. Maine Credit

Unions also appeared in MaineBiz, the Maine Chamber of Commerce's newsletter, and Amjambo Africa print and digital publications, reaching an even broader spectrum of potential members.

To keep our message focused and relevant in an ever-changing marketplace, it is important to track trends in how consumers manage their finances and engage with financial institutions. This spring, the League engaged Portland Research Group to conduct a survey to help us understand the current temperature of the consumer financial environment. What we learned is that credit union member satisfaction and attitudes toward credit unions in general remain very

high. And while customer service and branch location remain significant criteria when consumers select their financial institutions, they increasingly are relying on sophisticated digital banking channels to manage their finances. These findings will be reflected in future Statewide Awareness messaging.

For the remainder of this year and into next, our Statewide Awareness Campaign will continue to illustrate successful relationships between credit unions and their members, showing Mainers why credit unions are their best financial partners. Thank you for your continued efforts and support of this initiative.



KEY SURVEY RESULTS
Amongst respondents

53%
Credit Unions
Most Used
Financial Institution

33%
Credit Unions
Used as
Primary Financial Institution

99%
Satisfaction with
Credit Union as Primary
Financial Institution

93%
Likelihood of
Recommending Their
Credit Union

91%
Satisfaction with
Their Credit Unions'
COVID-19 Response

Helping Credit Unions Remain Current And Forward-Thinking



Linda Scott
Conference & Events Manager



Susan Erlandson
Education & Event Support Specialist



Virtual programming, led by renowned state and national presenters, was informative, successful, and highly rated.



Hybrid conferences implemented in 2021 provided uninterrupted access to all credit unions.



Timely, relevant education and training opportunities were offered to all credit union staff and volunteers.

Continuing education is important for your credit union employees and volunteers to stay current with the latest developments, skills, and technologies in our industry. The League makes every effort to create an abundance of educational opportunities that promote professional development and support credit union growth.

By keeping tabs on trends in the marketplace, impacts from the pandemic, and the ever-changing regulatory landscape, your credit union can count on the League to facilitate timely discussions, trainings, and webinars to manage risk, build resiliency, and thrive. In 2021, the global pandemic persisted, and the League continued to offer virtual learning experiences for Maine credit unions. Nearly 1,500 credit union staff and management attended virtual conferences, webinars, and Zoom presentations on a wide variety of topics such as new and existing regulations, enterprise risk management, building a solid credit union culture, innovations in technology, lending, BSA and IRA training, collections, and more. Later in 2021, the Annual Convention and the CEO/Management Roundtable were offered as hybrid programs, giving credit union staff the opportunity to choose to attend onsite or virtually.

Credit union volunteers also participated in virtual and hybrid education sessions to increase their knowledge in

a variety of areas including managing change, economic updates, credit union culture, and succession planning. The first webinar of the Northeast Leagues Volunteer Education Collaboration was offered in the spring and addressed planning ahead with new strategies in a post-pandemic environment.

In 2021, over 200 frontline staff attended virtual curriculum programs, offering credit union employees opportunities to learn basic supervisory skills, team building strategies, new lender basics, effective communication skills, sales and service, and essential teller skills.

The League continues to utilize the CU Webinar Network, a national program that hosts hundreds of topics each year for all levels of credit union staff as well as volunteers. These webinars can be viewed live or purchased as recordings for viewing at any convenient time.

Staying Connected Through Councils, Chapters, Committees, and more



Cheryl Lancaster
Executive Vice President,
Member Services

Being part of the credit union movement means being part of a collective effort that wants to help you excel both personally and professionally. Your involvement with your peers and your willingness to collaborate with our League allows Maine credit unions to have a phenomenal impact at the local, state, and national level. Over the past year, we have joined together to share best practices, respond to our changing environment, and ensure credit union employees can effectively convey the credit union difference through the work they do every day.

Collaboration and cooperation help fuel our success and it is achieved in a variety of ways. For example, nearly 150 participants from 43 credit unions contributed their time, talent, and experience to one of the League's nine committees. On the national level, Maine was represented on three CUNA committees: Examination & Supervision Subcommittee, Payments Subcommittee, and Small CU Committee.

The League's four councils (Financial Literacy, HR, Lending, and Marketing) brought together credit union professionals at various virtual events throughout the year. The Marketing Council facilitated six online workshops—the most held in one year—to ensure marketers were educated on the latest marketing and communications trends to help reach members and potential members in this COVID era.



The Young Professionals Network added five new advisors to help facilitate virtual events, online forums, and training opportunities for credit union employees.



Nearly 150 participants from 43 credit unions contributed their time, talent, and experience to one of the League's nine committees.



The League hosted 17 Town Hall meetings for credit union management.

Helping younger credit union professionals become the leaders of tomorrow remains a priority for our League, which is why the work the League facilitates through the Young Professionals Network (YPN) is important for our movement's future. This open group for Maine credit union staff and volunteers ages 21 to 40 continues to attract new members, growing to over 100 members in the twilight of 2021. With limited opportunities to convene in-person, the YPN maximized their use of technology this year for networking and professional development. Two virtual sessions examined the Myers-Briggs Type Indicator to help facilitate better working relationships. Along with the virtual events, YPs had access to Facebook and LinkedIn groups populated with their like-minded peers and were notified of national YPN-related opportunities. Additionally, the YPN Advisory Group added five new members in 2021 with each being passionate about helping YPs grow and prosper within the credit union industry.

Understanding the fundamental role chapters play in sharing information, ideas, and expertise within our credit union network, the League played a critical role in helping chapter leaders stay connected—even during times that required us to be physically apart. As we look ahead to 2022, a concerted effort will be made to increase participation at meetings and ensure events remain engaging and informative, especially as more in-person events are scheduled.

When the League established weekly Town Hall meetings to coordinate our credit union response to the pandemic, we received positive feedback from credit unions about the value these meetings provided. We continued hosting meetings throughout 2021, covering a wide range of topics presented by dynamic speakers. Future Town Halls will provide relevant and timely information to help credit unions like yours adapt, evolve, and thrive in our constantly changing environment.

Effecting Change in Augusta and Washington, DC



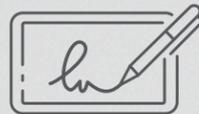
Robert Caverly
*Vice President,
Governmental Affairs*



Ellen Parent
*Regulatory & Legislative
Advocacy Coordinator*



Uninterrupted advocacy seamlessly pivoted to a virtual format to represent credit union interests in Augusta and Washington, DC.



Advanced electronic modernization by enacting an e-titling working group and a remote online notary (RON) study.



Provided expertise on interchange fees and other banking proposals to both local and nationally elected officials.

Advocacy

Effective and impactful advocacy does not just happen. It takes everyone doing their part to help advance our policy goals. By being a member of the League, you are helping to do your part. 100% League affiliation lets policymakers know when the Maine Credit Union League speaks, it speaks for you and every credit union in Maine. The League is proud to be your voice and represent your interests at the State House, on Capitol Hill, and in regulatory proceedings.

In advocacy, just like in all aspects of life, COVID-19 altered our approach in Augusta and Washington, DC. Despite our limited ability to conduct in-person meetings with lawmakers and their staff, with your help and with the backing of all Maine credit unions behind us, the League produced meaningful results for our movement this past year at all levels of government.

While virtual experiences added new challenges to our advocacy efforts in Augusta, in some ways, it enhanced our access to Maine's congressional delegation. The 2021 Virtual Governmental Affairs Conference (GAC) featured appearances from the entire delegation, a political panel, and former Secretary of Defense and Maine Senator William Cohen. Finding new ways to keep old traditions like the Congressional Breakfast at GAC alive, while embracing new ways of conducting advocacy, has been exciting and challenging.

Through it all, the League continues to maintain a solid and trustworthy reputation with our elected officials here at home and in our nation's capital. This has contributed to our role in shaping many of the policy actions that have been taken in response to the pandemic and the economic recovery efforts. Maine credit unions are viewed as thought leaders in the financial services industry. Our ongoing collaborative approach is advancing our movement in the eyes of our elected officials. Your hard work and unwavering dedication to your members are a cornerstone to our success.



Legislative Accomplishments

The League has long been advocating for electronic modernizations, such as e-titling. The challenges presented by the pandemic opened an opportunity to ask legislators to consider this important policy one more time. The League partnered with Bruce White, a credit union volunteer and member of the House of Representatives, to introduce a bill to create a working group to explore and implement electronic titling for vehicles. Similar efforts in the past have not been embraced by the Legislature. This is a significant win that we hope to see push into other modernization projects.

Additionally, the League joined a coalition to create a remote online notary (RON) system. During the height of the pandemic, Governor Mills issued an Executive Order creating a temporary system to allow for notary services to be conducted remotely. This brought to light some of the antiquated aspects of Maine's notary code. The League now serves on a working group created by the Legislature to study and make recommendations on the creation of RON services in Maine.

Maintaining parity between federal and state charters was another theme to the League's 2021 advocacy work. LD 1320 was enacted to allow state-chartered credit unions the ability to conduct annual meetings remotely. This policy had been adopted at the federal level through regulation in 2020. Another bill would have prevented state-chartered credit unions from assessing late fees if a branch office was closed due to weather or other circumstances. And another would have created a private right of action to a lawsuit for student loan borrowers. The bill originally would have grouped state-chartered credit unions with large out-of-state lenders harming the in-state student loan system.

Though the bill passed, the League secured an exemption for state-chartered financial institutions thereby targeting unscrupulous lenders while protecting Maine lenders.

Encouraging and enhancing green energy projects and investment remains a top priority for the Mills Administration. A bill allowing for the creation of Commercial Property Assessed Clean Energy (C-PACE) projects was originally drafted with no consumer protections. Existing Maine law created a risky circumstance where the mortgage holder could lose all value on the property through a municipal foreclosure. The League actively opposed this legislation based on the risks it posed to credit unions holding commercial mortgages and the bad precedent the policy would set. While the League was not successful in defeating the bill outright, the League led an effort to improve the final bill significantly. The law now includes safeguards to prevent projects with low return on investment and from high cost projects on low value properties. While the financial institution holding the mortgage still is placed in a subordinate loan position on these loans, the municipality returns the lien to the C-PACE lender and thereby avoids the risk of municipal foreclosure.

The League maintained a position as an influential partner on the national scene. The Biden Administration proposed an IRS reporting requirement that has been considered by Democratic congressional leaders. The League has sent a letter to our congressional delegation informing them of the League's opposition to the proposal, and assisted with the effort being led by our CUNA partners in Washington, DC.

The partnership between the League and Synergent leads to unique advocacy opportunities that place Maine among the thought leaders for credit unions nationwide. Amid rumors that Senator Durbin (D-IL) was looking to expand the debit card interchange fee to include credit cards, League and Synergent employees worked together to explain the issue to CUNA and other leagues to create a unified front against increased interchange fees. This improved understanding will allow all leagues to properly lobby their delegations to keep interchange from applying to credit cards.

Strengthening Connections with Regulators

Because changing state and federal regulations can block growth and innovation and harm your ability to serve members, the League closely monitors the regulatory environment for your credit union. Over the past year, the League continued to grow our relationships with our regulators. Attendees at the League's continuing Town Hall series heard from NCUA Chair Todd Harper shortly after his appointment as NCUA Chairman for a high-level discussion of his vision for credit unions. Other Town Hall meetings featured updates from Supervisory Examiner Joanne Black of the NCUA and Superintendent Lloyd LaFountain of the Maine Bureau of Financial Institutions providing region specific guidance on what credit unions could expect from examiners during the pandemic.

Staying On Top of Compliance

In response to the growing complexities of regulatory and compliance needs, the League piloted an internship program with Maine Law to introduce students to the credit union world. During the summer of 2021, two students worked on compliance and enterprise risk management projects for the League. One student is continuing to provide compliance assistance in the hopes of pursuing a career in the compliance field in the future, maybe even at a credit union! As the program grows, the hope is that this initiative will become a pipeline of strong potential compliance employees to help credit unions respond to continuing workforce shortages and challenges.

The League also provides cost-effective compliance resources to help your credit union effectively and efficiently manage operations. Courses, webinars, reports, and in-person and virtual conferences are made available to credit unions through our partnership.

As a benefit to membership, your credit union continues to have free access to InfoSight. This unique compliance tool is annually updated and maintained to ensure you have access to extensive state and federal compliance guides. Your membership also delivers you the benefits of CU PolicyPro, a fully customizable policy management system. As a complement to these technological compliance solutions, the League continually works to provide well-researched answers to your compliance questions, and proactively creates resources to assist you with common compliance pitfalls.



Serving Credit Unions: Synergent Turns 50



Scott Johnsen
Senior Vice President,
Synergent Operations

Because of you, our credit union partners, Synergent celebrated 50 years of serving credit unions.

Synergent has evolved over the decades alongside changes in the core processing, marketing, payments, and technology spaces. From our start serving only Maine credit unions, we have grown to where we are today serving, credit unions coast-to-coast, across the country. We are proud to be part of the vibrant credit union movement and thankful for the partnerships we share, and we look forward to the next 50 years.



Cris Wescott
Senior Vice President,
Human Resources
and Facilities

With the COVID-19 pandemic extending into 2021, credit unions had to continue to stay agile and adjust their operations in accordance with the evolving guidelines as they were released. Synergent has been there to help every step of the way.



Ben Jordan
Senior Vice President,
Synergent Information
Technology

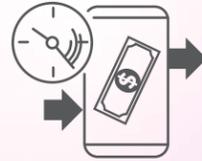
At a time when in-person meetings still were not an option, Synergent introduced hosted virtual annual meetings as a solution that allowed




Focused on the payments and technology intersection to ensure credit unions have access to in-demand products and services.



Core consulting was launched to help credit unions get the most out of their core processing investment.



A new agreement was signed with Jack Henry & Associates for JHA PayCenter.

many credit unions to conduct their annual meetings without interruption and with less stress. Synergent also provided additional web-based educational opportunities, including a payments-focused webinar series and quarterly roadmap updates. The annual Connect User Conference also was held virtually, but for the first time as a multi-day event that spanned five days from the last week of September into the first week of October.

The intersection of payments and technology was a major focus this year. As the world found new ways of doing business, the upward trajectory already in motion for digital banking, digital wallets, digital issuance, card controls, and rewards loyalty programs rapidly accelerated in alignment with member demand. With partner product integrations already in place with major industry players such as Alkami, Access Softek, Banno, Fiserv, and JHA, Synergent took an even deeper dive into this space to ensure credit unions have access to these in-demand products and services. In addition, Synergent's payment and fraud consulting services provided expertise and guidance to credit unions in this rapidly evolving marketplace.

Synergent also launched core consulting this year to help credit unions get the most out of their core processing

investment. During the course of 2021, five new or renewal core agreements were also signed. And, with the power of partnership continuing to drive us, Synergent signed a new agreement with Jack Henry & Associates for JHA PayCenter, providing a streamlined solution for sending and receiving near real-time payments.

Marketing Services helped credit unions tie it all together in communicating with their members, offering expertise in the evolving MarTech landscape. The award-winning team provided member marketing strategies in the areas of vehicle lending, debt assistance, digital banking, and home lending, and reinforced the importance of leveraging member data to improve return on investment and partnership and in using marketing automations. Reaching members through digital channels and touchpoints became even more essential. This year yielded a record eight Marketing Association of Credit Union Award wins, as well as a CUNA Diamond Award that received the distinction of Category's Best for Membership Marketing.

Nothing is so constant as change. Through ups and downs, changing landscapes, and advances that streamline operations and improve the member experience, Synergent is always here to help.

We are successful because of the work we do together!

“It is truly my honor to lead this industry in Maine and support the meaningful work you do at your credit unions. Collectively we are building a prosperous financial future for our current members and for the next generation.”

Todd Mason

President/CEO of the Maine Credit Union League



The Maine Credit Union League

Founded in 1938, the Maine Credit Union League continues to be a unifying force in bringing together and supporting all the state’s credit unions.

Your members are your most important priority and you are ours! We know members are counting on you to serve as their trusted financial advisor. You help them navigate life’s challenges and provide them the tools they need to reach important milestones—a college degree, home ownership, a new car, or simple financial security. And you do this, no matter the circumstance.

The League is here to advocate on your behalf and provide the education, training, and resources you need to ensure you are strongly positioned to deliver positive outcomes for your members and communities.

CUNA

The Credit Union National Association is recognized as the most influential financial services trade association, making sure policymakers and regulators know why credit unions are the best financial services choice for Americans. In concert with local leagues, CUNA stands for America’s credit unions and fiercely advocates for all of them to ensure credit unions can deliver exceptional results for their members—here in Maine and across the country.

CUNA Mutual Group

CUNA Mutual Group provides valuable benefits to credit unions throughout Maine. By delivering products, services, and solutions, CUNA Mutual Group helps credit unions thrive and provide their members with strategies to attain financial security. Their unwavering support and insight have been critical throughout the pandemic and will remain essential as credit unions continue to help their members and communities recover from the economic toll of the coronavirus outbreak.



Maine Credit Union League

mainecul.org

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