

CUNA MUTUAL GROUP REPORT

Summer 2022

Celebrating the 10th Anniversary of Our TruStage Brand



By **STEVE DANCO**
SVP, Direct to
Consumer
Experience

Since launching our refreshed brand a decade ago, the TruStage consumer insurance program has come to signify our deep commitment at CUNA Mutual Group to making a brighter financial future accessible to everyone. Lives protected through TruStage now stand at 22 million strong and growing, as we collaborate with partners, especially credit unions, to reach more middle-market consumers.

Understanding our customers and designing TruStage to meet their needs, with a promise to help them gain more control in building financial stability, is a significant part of our success. Customer-focused product design and channel-of-choice access continue to shape our way forward and add scale through our expanded distribution network.

By keeping the customer at the center of all we do, we've been able to significantly grow the business and its value to credit unions and their members. Benefits paid through the TruStage insurance program in the last year alone totaled \$1.1 billion.

I'm pleased to share that our growth outlook remains strong. We celebrate our brand's 10th anniversary with success grounded in our people and principles. This includes our emphasis on person over policy and hallmark service delivery as an approachable expert. With a focus on nurturing trust and empowering people, the TruStage brand has become a powerful representation of our commitment to serving middle-market consumers.

Next year, CUNA Mutual Group will change its name to TruStage. We look forward to expanding what the brand represents to be inclusive of our insurance, investment and technology offerings as we strive to enable more people in more ways to confidently make financial decisions that work for them.

Building off our last decade, we're inspired by the opportunity to grow TruStage insurance coverage to protect more people. Collaboration with credit unions continues to be essential to our goal of reaching more consumers and making a lasting difference. Partnership, continued investment, and innovation in the TruStage insurance program will ensure credit union members and consumers remain at the heart of every decision we make. As their trusted partner and yours, we're committed to providing the education, tools and experiences customers need to build financial stability at every stage of their lives.



August 11
Discovery2022

Free | Virtual

[Register Now](#)

Strategic planning is right around the corner and our virtual Discovery conference is just what credit union leaders need to help spark those planning discussions. Join us on **August 11, 9:00 AM – 4:00 PM CT** for a day of inspiration where we will connect on strategy and reconnect with colleagues. Don't miss out – register today!

[Register Now](#)

Credit Union Executives Fast Forward Change through Inclusion Institute

By **ANGELA RUSSELL**, CUNA Mutual Group Chief Diversity Officer

Every new strategy starts with people. Diversity, equity and inclusion (DEI) strategy is the preeminent example of this business-transformation tenet. Unless leaders are first willing to look at themselves, no DEI initiative can move with the full force of the credit union.

Credit union executives may have an easier path to openness than most. However, confronting one's own biases, beliefs and attitudes is difficult for anyone, let alone people known for being fearless. Yet, as more credit unions explore the need for multicultural business strategy, more leaders are looking to change that dynamic. One way these progressive change agents are doing this is by engaging in the Inclusion Institute through CUNA Mutual Group.

Prioritizing DEI from the Leadership Team Out

Throughout the six-week experience, credit union leaders participate in two-hours sessions to better understand the concepts of race and the history of racism in the U.S. Attendees grow in self-awareness and appreciation for DEI as a long-term commitment designed to bring about personal change as much as institutional change.

Hank Baum, CEO of Shelton, Conn.-based Mutual Security Credit Union, was among the first to take his leadership team through the Inclusion Institute. A 20-year veteran of financial services, Baum recognized a need to act as racial and economic disparities became more apparent.

Mutual Security had found success in programs to diversify its workforce. However, Baum says, it became evident during the national uprising around George Floyd's murder that the equity and inclusion portion of their practices lacked attention. The leadership team needed stronger cohesion around the level of DEI prioritization.

"We were blown away starting from day one," said Baum about the Inclusion Institute. "It was intense, uncomfortable, emotionally explosive and yet healing at the same time. It far exceeded my expectations. My staff did not know what to expect, but each said they are happy they experienced it."

Similarly, Maps Credit Union Chief People Officer Scott Sadler saw a need to help his Salem, Ore.-based leadership team align to the credit union's evolving values. *"We didn't want check-the-box training," said Sadler. "We chose right with the Inclusion Institute."*

It rocked our world. We did some powerful work, and many times throughout the experience, there wasn't a dry eye in the room."

Both Baum and Sadler encourage other credit union executives to engage with the Inclusion Institute. *"It will fast forward your leadership and strategy like you won't believe,"* concluded Sadler. *"There's a significant change happening in the world. Riding the wave forward means owning mistakes and apologizing sometimes. The Inclusion Institute kickstarts the necessary conversations we all need to have."*

To learn more about the Inclusion Institute and the other DEI Services offered by CUNA Mutual Group, visit cunamutual.com/products/dei.

Helping Credit Unions and Members Get Back on Their Feet

CUNA Mutual Group Claims delivers on promises made to customers. Every year credit unions and members are faced with a wide variety of man-made and natural disasters. These events impact people's lives and the safety of credit union property.

Our Disaster Response team is comprised of specially trained and equipped claim professionals available 27/4 to assist customers. The team actively monitors events and receives real-time data on customers in the path of storms, fires and other natural disasters. They send proactive emails with information on reporting a claim and advise of initial steps to take. Customers nationwide are provided premier restoration services through SERVPRO.

In 2021 CUNA Mutual Group paid credit unions benefits of \$6.9 million, representing losses spread across 71 catastrophes.

Resources available to credit unions:

- CUNA Mutual Group Disaster Response Team at 800.637.2676
- Risk insights and prevention tips made available at [Disaster Preparedness \(cunamutual.com\)](https://cunamutual.com) through the Credit Union Protection Resource Center Loss Prevention Library