For the People. By the People.

Missouri’s Credit Unions

Credit unions are a Missouri success story. From the very beginning, Missouri’s credit unions have taken a “for the people, by the people” approach. Established on the verge of the Great Depression – when traditional financial institutions were unable or unwilling to provide services – credit unions were the result of Missourians pooling their financial resources to create opportunities for saving and lending. Unlike banks, which are governed by shareholders and profits, credit unions are governed democratically by a volunteer board based on a one-member, one-vote philosophy. Missouri’s credit unions are not-for-profit, member-owned financial cooperatives where earnings are returned to the members through lower loan rates, higher interest rates and lower fees.

Missouri’s Credit Unions

1,496,924 Missourians belong to a credit union

1.49 Million
Missouri Strong

People, Not Profits

$1.8 Million
Missouri’s credit unions invested $1,854,200 in local communities and families last year through college scholarships, charitable giving and volunteer services – that’s on top of the earnings returned to members.

25,700
Missouri students who benefited from financial education programs taught by credit unions in 2015

39,600
Missourians who received financial counseling and training from a credit union last year alone

25,000
Hours committed by Missouri credit union staff and volunteers to provide adult financial counseling in 2015

4,379
Missouri Jobs
Created and funded by Missouri’s credit unions

$102.3 Million
Direct benefits passed onto Missourians in the form of lower loan rates, higher interest rates and lower fees

$51.8 million
higher interest earnings

$8.5 million
lower fees

$42 million
lower loan rates

Heartland Credit Union Association
Serving Credit Unions of Missouri
TEXAS ECONOMIC SNAPSHOT

Texas’ credit unions make up a small, but significant share of the financial services market. Credit unions play an important role in the Texas economy, providing a not-for-profit alternative for consumers. The average Texas credit union safeguards $108.8 million in consumer assets and serves 12,270 members.

DATA SOURCES:
- NCUA | March 2016 Call Report
- FDIC  | March 2016 Call Report
- Credit Union National Association  | Dec. 2015 Data
- HCUA survey responses from 32 Texas credit unions | Jan. 2016

The voice for Texas’s credit unions
FEDERAL ISSUES: AMY MILLARD | 314-542-1370 | amclard@HeartlandCUA.org
STATE ISSUES: DAVID KENT | 314-542-1343 | dkent@HeartlandCUA.org
PRESIDENT & CEO: BRAD DOUGLAS | 314-542-1313 | bdouglass@HeartlandCUA.org
VICE PRESIDENT: ASSOCIATION SERVICES: HALEY JAEVE | 314-542-1365 | hjaeve@HeartlandCUA.org

MARKET IMPACT | Texas’s Credit Unions

SMALL BUT SIGNIFICANT
Missouri’s credit unions make up a small, but significant share of the financial services market. Credit unions play an important role in the Missouri economy, providing a not-for-profit alternative for consumers. The average Missouri credit union safeguards $108.8 million in consumer assets and serves 12,270 members.

$108.8 MILLION
Average Missouri Credit Union Asset Size

$577 MILLION
Average Missouri Bank Asset Size

125 Credit unions across Missouri
6,153 Credit unions across the nation

“I’m a first-time car buyer. My credit union stayed late and didn’t rush me out the door, making sure I understood everything about the car loan.”

AMY, Kansas City
Mazuma Credit Union member

“My credit union has helped me more than any other bank. Their staff is friendly and competent. I’m really thankful for them!”

HIJO, Columbia
Columbia Credit Union member

“Every time I have a problem, my credit union is right there. They don’t nickel and dime me with fees. In hard times, they have helped me out.”

LINDA, St. Louis
First Community Credit Union member

The voice for Texas’s credit unions
FEDERAL ISSUES: AMY MILLARD | 314-542-1370 | amclard@HeartlandCUA.org
STATE ISSUES: DAVID KENT | 314-542-1343 | dkent@HeartlandCUA.org
PRESIDENT & CEO: BRAD DOUGLAS | 314-542-1313 | bdouglass@HeartlandCUA.org
VICE PRESIDENT: ASSOCIATION SERVICES: HALEY JAEVE | 314-542-1365 | hjaeve@HeartlandCUA.org