

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.



1,496,924 Missourians belong to a credit union

**1.49 MILLION**  
MISSOURI STRONG

**\$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.

Based on data from 32 Missouri credit unions



*People, Not Profits*



**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**

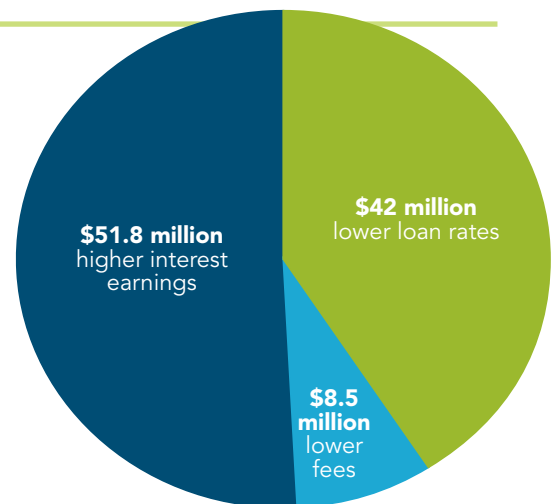
Hours committed by Missouri credit union staff and volunteers to provide adult financial counseling in 2015

Based on data from 32 Missouri credit unions

**4,379** MISSOURI JOBS  
*Created and funded by Missouri's credit unions*

**\$102.3 MILLION**

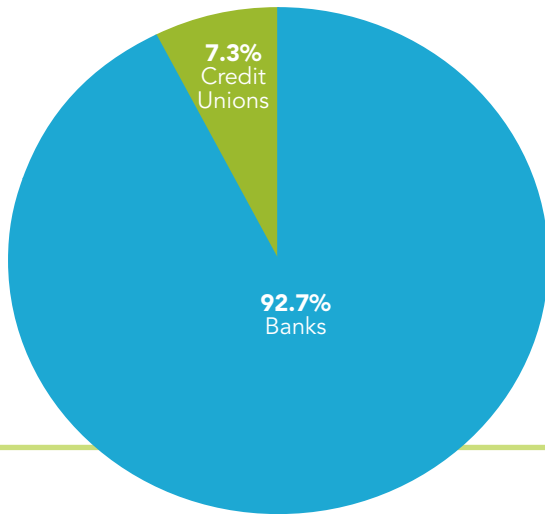
*Direct benefits passed onto Missourians in the form of lower loan rates, higher interest rates and lower fees*



**Heartland**  
Credit Union Association

*Serving Credit Unions of Missouri*

MARKET IMPACT | **Missouri'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 Missouri's credit unions

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