



*League of Southeastern
Credit Unions & Affiliates*

**We're Stronger
Together!**



One Voice, Your League, Our Mission

The League of Southeastern Credit Unions & Affiliates represents over 300 credit unions in Alabama, Florida, and Georgia, with a combined total of more than **\$120B in assets** and more than **10.3M members**.



93%
of Credit Union
Assets Represented



94%
of Credit Union
Members Represented

Every day, LSCU & Affiliates champions creating an environment for credit unions to grow and succeed through legislative and grassroots advocacy, regulatory and compliance support, education and professional development, alongside timely communications, innovative business solutions, and opportunities for your credit union to engage.

Through **bold action, intentional communication, and results-driven cooperation**, LSCU & Affiliates is committed to ensuring success for your credit union every step of the way.

Belonging



LSCU creates an **unmatched sense of community** that is inclusive of all asset sizes, backgrounds, fields of membership, and beyond. Our team of like-minded professionals shares the common goal of advancing the credit union movement. Your credit union belongs at the LSCU table, and your voice will always be heard at the League. We are stronger together.

Opportunity



LSCU provides **countless learning and development opportunities** through educational conferences, seminars, councils, webinars, and more. We bring credit unions to the table to collaborate, network, and get involved in the political process. We inspire innovation through shared ideas and provide resources that will allow your credit union to grow and succeed.

Leadership



Our team of **trusted credit union advocates** is consistently going above and beyond to create a regulatory and political environment where credit unions can flourish. We lead the movement in advancing or preventing legislation and regulations that will affect our members.

Difference



Dedicated to the credit union difference, LSCU is committed to preserving what makes credit unions unique. Working every day to protect our cooperative structure, living out the philosophy of “People Helping People,” and more, we are committed to making a difference for you. We are solution providers continuously working to identify opportunities for your credit union.

Working Together & Building the Future

As credit unions continue to adapt to the changing needs of members and the lingering effects of the pandemic, the LSCU & Affiliates has continued to evolve to meet the current and anticipated future needs of credit unions throughout the Southeast and beyond.

Because of your support, our association is proud to continue drawing like-minded professionals together to keep credit unions at the forefront of financial services.

Based on 2022 member survey,

98%

satisfaction rating
among affiliates

2022 Southeast Credit Union Conference & Expo

SCUCE

with **1,111** attendees

Record-Breaking attendance at the largest
annual gathering of credit union professionals in the
Southeast region

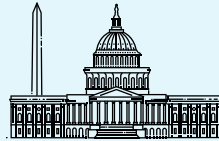
Another **\$698K** in Dues Savings Approved for 2023

Robust Advocacy Leadership



6
4

dedicated
positions and
and
multi-client
lobbying firms



representing credit union interests in our three-state capitals and Washington, D.C.



100+

years of compliance and operational
experience just a phone call away



Each credit union has an assigned
LSCU & Affiliates liaison to enhance
your credit unions' membership
and provide feedback to leadership

Being good stewards of your dues dollars:

Over
\$1.6M

in dues reductions since the onset of the
pandemic

\$1M

value transfer to fund strategic priorities to the
benefit of our member credit unions

\$100K

dispersed in needs-based scholarships and grants

Legislative & Grassroots Advocacy

We are leaders in the political process!



- Passed financial literacy legislation in all three states: high school requirement in Florida and Georgia and a resolution in Alabama setting the stage for 2023 financial literacy legislation, which has the Governor's support.
- Executed largest nationwide Partisan Communication for Alabama Republican Nominee for **U.S. Senate Katie Boyd Britt**, resulting in more than **seven million** ad impressions targeting more than **150,000** credit union members.
- Over **\$1M** in LSCU Political Action Committee support invested in state and federal elections across Alabama, Florida, and Georgia.
- Played a critical role in passing the most expansive Field of Membership legislation since 2008 through the House Chamber.



With membership, you can depend on our commitment to:

- **Lobbying** – Working with state and federal lawmakers and regulators to promote credit union-friendly policies and protect credit unions from harmful regulations is our first priority. We coordinate legislative visits and events in our state capitals and in Washington, D.C., to keep credit unions top of mind at every level of government.
- **Campaigns** – We believe that strong, effective leadership is key to credit union success and support champions of the credit union movement through our LSCU Political Action Committees (PACs). We can personally invite lawmakers and candidates to your credit union for branch openings, special events, and advocacy visits. We want our supported and endorsed candidates to see firsthand the impact credit unions have on their communities.
- **Grassroots** – We provide opportunities through Calls-to-Action and in-district engagements for credit unions to engage their local elected officials and serve as vocal advocates on important issues facing credit unions.
- **Updates** – We share timely updates about the lawmaking process during legislative sessions in our three states, keeping credit unions informed about government and politics.

Regulatory Advocacy & Compliance

Decades of experience to ensure your credit unions' compliance in an ever-evolving environment



- Provided over **300 hours** of compliance guidance and support answering questions for our credit unions.
- Partnering with Advocacy Staff to proactively stay in front of laws and regulations that may be detrimental to credit unions.
- Provide **quarterly** Custom Performance Reports to all credit unions.
- LSCU's Compliance in a Flash Video series focusing on specific information and advice from the compliance & regulatory team when you need it most.



With membership, you can depend on our commitment to:

- **Resources** – We give you access to a suite of helpful tools for your compliance program. We know that having the best software and information keeps your credit union strong.

ComplySight™ **InfoSight** **CUPolicyPro** **RecoveryPro**

- **Assistance** – We answer the tough compliance questions and do the necessary research to make sure you have what you need. We want all of our credit unions to have the opportunity to thrive and be successful.
- **Reporting** – We provide custom performance reports that take your financial data and peer benchmarks to assist in board planning and goal attainment. Our trusted industry leaders always go above and beyond for our credit unions.
- **Support** – We can enhance your compliance department by utilizing our Shared Compliance Consultant program (a separate fee applies). We will work with your credit union to make sure any issues are adequately addressed.

Education & Training



Grow your credit unions' largest asset through world-class expertise

- **On-Demand Learning** – We provide access to **more than 120** live and recorded webinars and several on-demand trainings on hot topics for all asset sizes, backgrounds, fields of membership, and beyond. We're committed to ensuring career development and setting credit unions up for success.
- **Training** – We plan countless virtual and in-person training opportunities in our three-state footprint to make sure credit union professionals are at the top of their game. We bring all credit unions to the table to share best overall practices.
- **Development** – We coordinate several leadership development programs for credit union employees and volunteers. Our many educational and training opportunities offer something for everyone in the industry, totaling nearly **3,000** combined participants in 2022.
- **Networking** – We know we are stronger together. We bring our credit unions together through numerous educational events and the eight newly created LSCU Councils. Our events and education sessions inspire innovation for growth and success. Credit unions find that building a network of other credit union contacts is not only beneficial, but vital for success and collaboration.



Member Engagement

Dedicated to the mission of representing you!



With membership, you can depend on our commitment to:

- **Experiences** – We provide idea exchange events and host international delegations through our partnerships with the Association of British Credit Unions Limited (ABCUL) and the World Council of Credit Unions (WOCCU).
- **Support** – We truly live out the philosophy of “People Helping People.” We know that small credit unions are an important part of the industry, so we provide specialized resources and solutions to assist in any way possible.
- **Development** – Through the Young Professionals Group, emerging leaders in the credit union movement can take advantage of invaluable networking, leadership, and professional development opportunities with more than **450** registered peers.
- **Chapters** – We plan and coordinate local chapter events and provide opportunities for our credit union professionals to serve on the chapter board. Your credit union belongs at the LSCU table, and we want your voice to be heard. In addition to **22** regional chapters, LSCU partners with a variety of communities from across the movement to provide you support, including Inclusiv, Global Women’s Leadership Network, Defense Credit Union Council, and more.

Communication

Expanding your insight into the credit union world

With membership, you can depend on our commitment to:

- **Access** – We give all of your credit union employees access to the LSCU website and communications. We provide opportunities for our credit unions to share their success through our various channels.
- **News** – We share the latest credit union news, industry highlights, and timely updates about events and training.



LSCU insight



Southeastern CU News

Common Cents
THE LSCU PODCAST

- **Media** – We are committed to keeping you informed through the latest technology and media. Through our monthly podcast, Common Cents, and social media, we want you to feel like you belong at LSCU and the credit union world.
- **Support** – We know how difficult it can be to fill your open positions, especially in today's climate. We provide a Job Center on our website for our credit unions to post their open positions and hopefully find that perfect candidate.





Southeastern Credit Union Foundation

Charity. Community. Cooperation.

Supporting economic growth by promoting financial wellness, sparking collaborative community initiatives, and providing disaster preparedness and relief to credit unions.

With membership, you can depend on our commitment to:



- Awarded **\$20,000** in scholarships to two students attending a Historically Black College or University (HCBU) in Alabama and Georgia.
- Assisted in the professional development of adult learners so they may succeed in careers within the credit union industry.
- Awarded over **\$75,000** in grants to credit unions through professional development scholarships, SAS Funds, Community Development, and disaster relief.
- Over **70** credit union staff earned their Certified Credit Union Financial Counselor designation through our Enhanced Financial Counseling Certification Program.

311 Credit Unions Stronger Together



\$260 Million

provided in direct financial benefit

2.3 Million

credit union members



Alabama

\$554 Million

provided in direct financial benefit

6.5 Million

credit union members



Florida

\$264 Million

provided in direct financial benefit

2.2 Million

credit union members



Georgia

LSCU's commitment to leading the credit union movement as a world-class association:

- Continued commitment to realizing the value of being a multi-state association and continued savings through consolidation with Georgia Credit Union Affiliates
- A continued dedication to the LSCU being self sustaining and good stewards of our resources

• Total 2023 Dues Savings: **\$698,593**

- LSCU is conducting Town Halls in 2023 to discuss our evolution in partnership with our credit unions and the need for a post-pandemic dues formula for the future.

Membership

If you are interested in more information about membership with LSCU, please contact Alisha Stair, VP Member Engagement, at Alisha.Stair@lscu.coop.

Mission Statement

To create an environment that enables credit unions to grow and succeed.

Vision Statement

To be the trusted advocate and preferred source of information for credit unions.

Alabama Office:

22 Inverness Center Parkway, Suite 200
Birmingham, AL 35242

Florida Office:

3692 Coolidge Court
Tallahassee, FL 32311

Georgia Office:

2810 Premiere Parkway, Suite 150
Duluth, GA 30097