

National Advocacy Fund



2022 Annual Report

Letter from the Chair

Dear NAF Supporter,

I'm pleased to report that the National Advocacy Fund (NAF) is stronger than ever. Our mission is to put the credit union movement on advocacy offense by funding the extraordinary advocacy and campaign initiatives that will revolutionize credit unions' operating environment.

We hope this Annual NAF Report, the first of its kind, will document how CUNA and Leagues turned your investment into wins for the credit union movement in 2022. Whether it's educating state legislators on the credit union difference, stopping IRS reporting schemes, preserving interchange revenue, or re-electing credit union champions in Congress, your contributions to NAF made an impact.



Dan Schline
President/CEO,
Carolinas Credit Union
League
Chair, National
Advocacy Fund
Steering Committee

While NAF is powered by the CUNA-League system, it's your financial support that enable us to deliver wins on your behalf. That's why on page 7 you'll see a list of the generous supporters of NAF in 2022, who collectively contributed \$1.7 million and without whom none of our success is possible.

Lastly, I'd be remiss if I did not express my gratitude to two outgoing leaders of NAF, outgoing NAF Steering Committee Member Alan Meyer of 1st MidAmerica Credit Union, and outgoing Chair Fred Robinson of the Tennessee Credit Union League. As your chair for 2023, I can attest that Alan and Fred's leadership have left NAF in a strong position to continue to excel.

Thank you for your commitment and generosity. Onward to even more wins in 2023.

Sincerely,

Dan Schline

NAF Steering Committee

Chair: Dan Schline, President/CEO,
Carolinas Credit Union League

Vice Chair: Caroline Willard, President/CEO,
Cornerstone League

Secretary: Patrick Conway, President/CEO,
CrossState Credit Union Association

Treasurer: Jose Lara, President, SchoolsFirst FCU

AACUL State Issues Advocacy Committee Chair:
Scott Sullivan, President/CEO, Nebraska Credit Union League

At-Large: Laurie Baker, President/CEO, The Summit FCU

At-Large: Frank Weidner, President/CEO, Wings Financial CU

At-Large: Bill Anderson, President/CEO, Mid Oregon FCU

At-Large League Representative: Patrick La Pine, CEO,
League of Southeastern Credit Unions

Ex Officio Members:
Jim Nussle, President/CEO, Credit Union National Association
Lisa Ginter, CEO, CommunityAmerica CU
Jeff Olson, President/CEO, Dakota Credit Union Association

2022 Outgoing Committee Members

Chair: Fred Robinson, President/CEO,
Tennessee Credit Union League

At-Large:
Alan Meyer, President/CEO, Members 1st CU
Tony Budet, President/CEO, University FCU

Staff List

Richard Gose
Chief Political Officer

Joann Sordellini
Senior Director Political
Affairs and Special Projects

Jennifer Kelly
Senior Director of
State Outreach

Tylik McMillan
Manager of
State Outreach

Trey Hawkins
Deputy Chief Advocacy
Officer, Political Action

Hannah Benito
Senior Director of Political
Fundraising Development

Andy Dennis
Associate Director of
State Outreach

Veronica Seier
Manager of Political
Fundraising

Brad Miller
Executive Director,
AACUL

Jeff Greenberg
Associate Director,
Political and State
Advocacy & Counsel





NAF powers our advocacy with critical air support for the on-the-ground battles we are engaging for credit unions...



Jim Nussle
President/CEO,
Credit Union
National Association

Letter from the CEO

Dear NAF Supporter,

You have no doubt heard CUNA and the Leagues refer to our “360 degree” approach to advocacy. But even with the best professional advocates at CUNA and your League – lobbyists, regulatory attorneys, political specialists and communications experts – we sometimes need a little extra “oomph” to help us win key battles.

That “oomph” is where the National Advocacy Fund comes in.

NAF powers our advocacy with critical air support for the on-the-ground battles we are engaging for credit unions in Washington and in state capitals. It does this by funding the critical and strategic investments in advertising, research, communications and coalition outreach that enable us to not only win today’s fights but create an environment for future advocacy wins.

NAF’s ability to deliver on this promise is predicated on the generosity of the leaders and organizations outlined in this inaugural Annual Report. You are truly the leaders of our movement when it comes to advocacy. We greatly appreciate your continued support.

Sincerely,

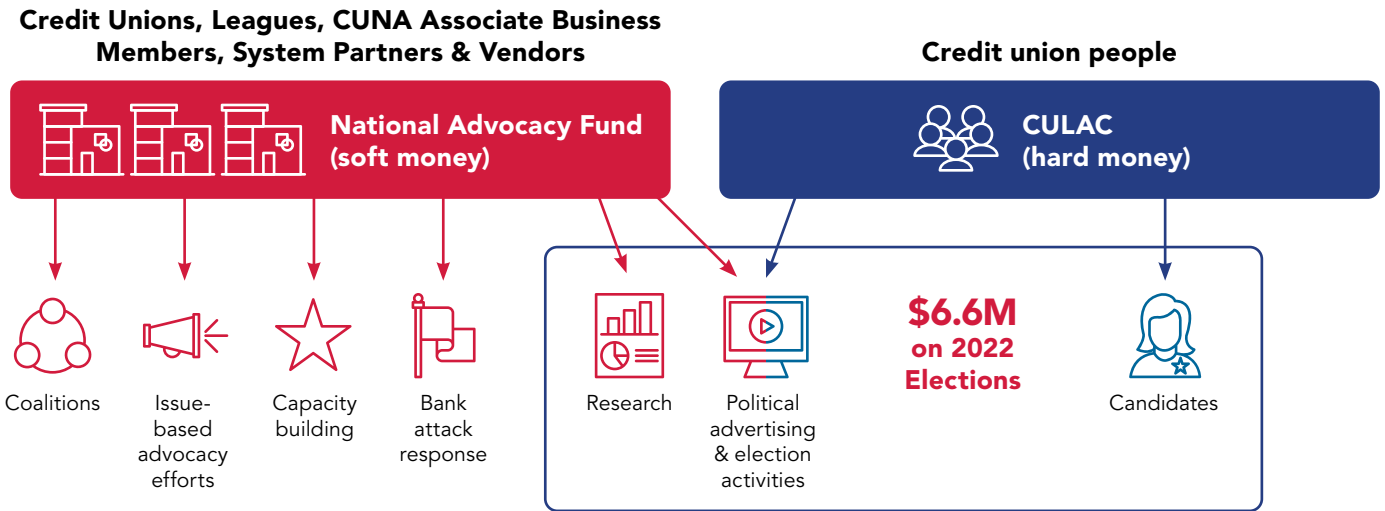
Jim Nussle

What is NAF

NAF is the credit union movement’s vehicle for funding extraordinary advocacy initiatives that go far beyond the day-to-day blocking and tackling of lobbying and grassroots that we often define as “advocacy.”

NAF serves as credit unions’ “venture capital fund for advocacy” – a means by which industry leaders like yourself can invest in important national initiatives that seek to transform the political, legislative and regulatory environment in which CUNA, Leagues and others advocate on your behalf.

The difference between NAF and CULAC



The examples of how NAF accomplishes this are abound, and they include:

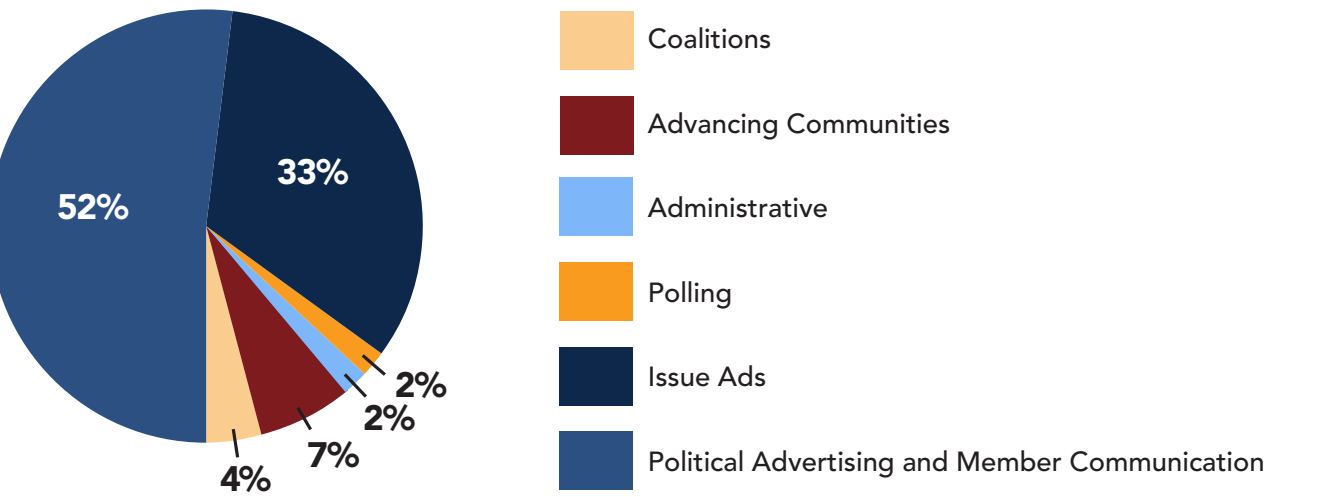
- Political advertising to elect credit union champions to office;
- Strategic public affairs campaigns to stop legislative threats to credit unions, be they banker attacks, tax threats, or threats to the interchange system; and
- Campaigns like Advancing Communities that proactively define credit unions’ narrative with lawmakers– so CUNA and Leagues can pass meaningful charter expansions and stop attacks before they emerge.

Taken together, these initiatives and others like them help us act proactively and not just reactive as threats emerge at the federal and state level.

Instead, we can flip the narrative so that credit unions can define our own future by enacting positive public policy enabling credit unions to further enhance financial well-being for all and advance the communities we serve.

What your NAF dollars accomplished

2022 NAF expenditures



CUNA National Advocacy Fund Temporary restricted net assets

As Of December 31, 2022 [unaudited]

	CUNA Funds	National Advocacy Fund	Total
2020 Balance Forward	\$0.00	\$1,481,841.53	\$1,481,841.53
2021 YTD Contributions	\$358,010.00	\$1,366,837.00	\$1,724,847.00
2021 YTD Interest Income	\$0.00	\$4,145.00	\$4,145.00
2021 YTD Expenses	\$358,010.00	\$688,938.00	\$1,046,948.00
2021 YTD Activity	\$0.00	\$682,044.00	\$682,044.00
YTD 2021	\$0.00	\$2,163,885.53	\$2,163,885.53
2022 YTD Contributions	\$398,504.00	\$1,338,512.00	\$1,737,016.00
2022 YTD Interest Income	\$0.00	\$9,970.00	\$9,970.00
2022 YTD Expenses	\$398,504.00	\$2,780,247.00	\$3,178,751.00
2022 YTD Activity	\$0.00	-\$1,431,765.00	-\$1,431,765.00
YTD 2022	\$0.00	\$732,120.53	\$732,120.53

Thank you to our generous 2022 National Advocacy Fund contributors

Credit Union National Association

Leagues

- Association of Vermont Credit Unions
 California Credit Union League
 Carolinas Credit Union League
 Cornerstone League
 CrossState Credit Union Association
 Dakota Credit Union Association
 GoWest Credit Union Association
 Hawaii Credit Union League
 Illinois Credit Union League
 Iowa Credit Union League
 Kentucky Credit Union League
- League of Southeastern Credit Unions
 Maine Credit Union League
 Minnesota Credit Union Network
 Mississippi Credit Union Association
 Montana's Credit Unions
 Nebraska Credit Union League and Affils
 Nevada Credit Union League
 New York Credit Union Association
 Tennessee Credit Union League
 Utah's Credit Unions
 Wisconsin Credit Union League

Credit Unions

- 1st MidAmerica CU
 Abbott Laboratories Employee CU
 Alliant CU
 BCU
 Bethpage FCU
 Carolina Trust FCU
 CEFCU
 Charlotte Metro FCU
 City & County CU
 Consumers CU
 Co-op CU of Montevideo
 Corporate America Family CU
 CU State FCU
 Deere Employees CU
 DuPage CU
 Financial One CU
 First Alliance CU
 GECU
 Great Lakes CU
 IH Mississippi Valley CU
- Kinecta CU
 LGFCU
 Members Cooperative CU
 Members CU
 Mid Minnesota FCU
 MPECU
 Navy Army Community CU
 NorthRidge Community CU
 Northwoods CU
 Novation CU
 SC State FCU
 Scott CU
 SharePoint CU
 South Carolina FCU
 Spero Financial FCU
 Suncoast CU
 Tinker FCU
 University FCU
 VSECU

Associate Business Members

- CO-OP Solutions
 Origence, a CU Direct Brand
 PCSU
 Trellance

NAF-funded issue ads

NAF funded digital ads aimed at swing lawmakers to encourage them to oppose “The Credit Card Competition Act,” Sen. Richard Durbin’s latest attempt to limit credit interchange revenue for credit unions. Examples shared below.



Engaging State Lawmakers

NAF funding helped CUNA and League advocates engage thousands of state lawmakers at gatherings such as the National Conference of State Legislators (NCSL) Legislative Summit. In addition to issue briefings and events, NAF funded digital advertising directing attendees to the Advancing Communities landing site.



Miles, the Denver Broncos mascot even stopped by! Pictured left to right: Ryan Smith (Minnesota Credit Union Network), Pam Leavitt (GoWest Credit Union Assoc.), Miles (Denver Broncos), Jay Kruse (Dakota Credit Union Assoc.), Kyle Hagerty (Kentucky Credit Union League), Brad Miller (American Assoc. of Credit Union Leagues), Chris Kemm (GoWest), Sarah Waters (Tennessee Credit Union League).



CUNA Chief Economist Mike Schenk presents during NCSL's Dollars and Sense breakout session (seated third from left).



America's Credit Unions Booth at National Conference of State Legislators (NCSL).



America's Credit Union NCSL Booth, left to right: Joann Sordellini (CUNA), Andy Dennis (CUNA), Chris Kemm (GoWest Credit Union Assoc.), Pam Leavitt (GoWest), Jennifer Kelly (CUNA), Kyle Hagerty (Kentucky Credit Union League), Jay Kruse (Dakota Credit Union Assoc.).

CUNA National Advocacy Fund 2023 contribution form

Date _____

Organization Name _____

Organization Mailing Address: _____

City/State/Zip _____

Organization CEO Name _____

Contact Name, if other than CEO: _____

Contact Phone Number: (____) _____

Contribution Amount: \$ _____

League Affiliation _____

To ensure that funds are collected and expended in compliance with federal law and regulation, please check the box below for the category that most closely corresponds to the organization providing the funds (if funds transferred fall into more than one category, please complete a separate transfer and form for each category):

- Category one:**
- Non-federally chartered credit unions (i.e. state chartered) that are affiliated with/members of CUNA and a state league
 - State credit union leagues (from treasury or dues funds)
 - Funds collected by a state league comprised solely of funds from affiliated non-federally chartered credit unions (i.e. state chartered)
 - Credit union service organizations (CUSOs) that are majority-owned by a state league and/or CUNA/League-affiliated non-federally chartered credit unions
 - League-affiliated state PACs*
- Category two:**
- Federally chartered credit unions (FCUs) that are affiliated with/members of CUNA and a state league
 - Credit union service organizations (CUSOs) that are majority-owned by a CUNA/League-affiliated federally chartered credit union(s)
 - Funds collected and transferred by state Leagues that include funds from affiliated FCUs or CUSOs majority-owned by affiliated FCUs
- Category three:**
- Organizations and entities that are not affiliated with or members of CUNA and a state League (including non-affiliated credit unions and vendors contributing directly to the Fund).

¹ *If funds are from a registered federal or state political committee, please contact Trey Hawkins at 202- 508-6712 or thawkins@cuna.com prior to submission.

Method of payment:
Check/share draft **enclosed with this contribution form**
(payable to Credit Union National Association, including “CUNA National Advocacy Fund” in the memo section) to:

Credit Union National Association National Advocacy Fund
PO Box 78546
Milwaukee WI 53278-0546

Wire Transfer to Credit Union National Association account at Summit Credit Union
(Account #1400117901600; routing # 275 979 034), including a description of
“CUNA National Advocacy Fund”

ALSO FAX A COPY OF THE COMPLETED CONTRIBUTION FORM to 608-231-4997

Note that entities that currently file an IRS Form 990 should include the amount of their donation in the aggregate amount reported in Part I-A of Schedule C to the Form 990.

Payments to CUNA for the National Advocacy Fund are not tax deductible.

For office use only – Attention Gretchen Gibbons

