

WFCU Talking Points for Board Members

WHO WE ARE

- "WFCU is the philanthropic engine of the global credit union movement — we work alongside WOCCU to strengthen credit unions in over 100 countries."
- "We unite philanthropy, community building and global expertise. Think of us as the connective tissue between credit unions worldwide."
- "400 million members. 100+ countries. One cooperative movement — and WFCU ensures it stays funded, connected and growing."

WHAT DRIVES US

- "We believe in people helping people — not just locally, but globally. That's the cooperative difference."
- "The challenges are real: 1.4 billion people can't access basic financial services. Only 30% of credit union leaders are women. Young talent lacks a pathway in."
- "And with major institutional funders like USAID stepping back, private philanthropy — your support — has never mattered more."

WHAT WE DO

- "We advance financial inclusion — funding credit union development programs that reach the people banks won't touch."
Ukraine: 430+ loans · Guatemala: 6,300+ savings accounts · Kenya: 42 SME loans, 0% NPL
- "We empower women to lead — through GWLN, our Global Women's Leadership Network, which connects, trains and elevates women across the movement."
1,600+ trained · 150+ new members · 4 new Sister Societies in 2025
- "We invest in the next generation — WYCUP is celebrating 25 years in 2026, developing emerging leaders under 40 around the world."
9 scholarships awarded · 50+ training hours delivered in 2025
- "And when disaster strikes, we respond — Project Storm Break has delivered \$5M+ in relief to credit unions in crisis since 2010."

HOW TO ENGAGE WITH US

Become a Champion

Donate through the Champions' Circle and enjoy global benefits all year long — from GAC event access to WCUC registrations and exclusive recognition.

Become a Sponsor

Ask your vendors to sponsor a value-based WFCU sponsorship package. A direct way to connect your ecosystem with the global credit union movement.

Engage with GWLN

Renew and gift GWLN Memberships to women leaders in your credit union. Connecting them to a global peer network that advances women in the movement.

Celebrate ICU Day

Show your membership pride on October 15 — International Credit Union Day — with pins, swag, posters and virtual engagement tools from WFCU.

400M+ MEMBERS. 100+ COUNTRIES. ONE GLOBAL MOVEMENT.

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