For more than 100 years, credit unions have provided financial services to their members in the United States Credit unions are unique depository

institutions created not for profit, but to serve their members as credit co-operatives.

IN THE UNITED STATES

A BRIEF HISTORY OF CREDIT UNIONS

The earliest financial co-operatives date back

ENGLAND & GERMANY

1800s

to the beginning of 19th century in England. A few decades later. credit unions took root in Germany. These early credit unions became the model for today's credit unions in the United States.

1909

Alphonse Desjardins

MANCHESTER,

NEW HAMPSHIRE

Desjardins helped a group

 Each member has one vote, regardless of the size of the member's deposits Member-elected board of directors

Volunteer based

credit unions included:

Democratic governance

Distinguishing features of these early

- LÉVIS, QUEBEC,

Catholics organize St. Mary's Cooperative Credit Association. This first credit union in the

of Franco-American

United States opened its doors in 1909. 1909 **MASSACHUSETTS CREDIT UNION ACT** As a result of the efforts of

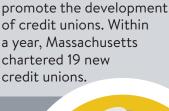
Edward Filene, a merchant

Massachusetts Credit Union

and philanthropist, and Pierre Jay, the Massachusetts Banking

Commissioner, the

Act became law on April 15, 1909. The Massachusetts law served as a basis for subsequent state credit union laws and for the Federal Credit Union Act, which became law 25 years later. 1920 **MASSACHUSETTS CREDIT UNION ASSOCIATION** Edward Filene hired Roy



Bergengren, a poverty lawyer, to manage the Massachusetts Credit Union Association and to

Franklin Delano Roosevelt **FEDERAL CREDIT UNION ACT**



WOMEN GAIN

PROMINENCE Dora Maxwell organized 120 credit unions in New York City in a fivemonth period. Other

women prominent in the

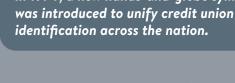
Herring, Evelyn Higgins

movement during this

period include Louise

and Agnes Gartland.

6,000,000 members The credit union movement grew steadily in the 1940s and 1950s. By 1960, credit union membership amounted to more than 6 million individuals belonging to more than 10,000 federal credit unions.



1970s & 1980s

TREMENDOUS

GROWTH

In the 1980s, deregulation, expanded member services, and increased flexibility in mergers and in field of membership criteria contributed to the continued growth of the

credit union movement.

CREDIT UNIONS® In 2000, the Credit Union National

Association (CUNA) launched a national

brand campaign, introducing a new logo

and the slogan "America's Credit Unions:

Where people are worth more than money."

2000s **SURVIVING** THE ECONOMIC **DOWNTURN**

in the early 2000s. Then the nation's financial system faced profound and unprecedented threats to its stability in 2008 and 2009. A steep drop in global financial markets triggered the most severe economic downturn since

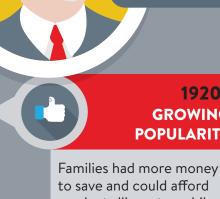
the Great Depression. While there were challenges, the U.S. credit union system remained

The credit union concept crossed the Atlantic to Lévis, Quebec, where Alphonse Desjardins

1900

CANADA

organized La Caisse populaire de Lévis. A former journalist and the French-language stenographer for the Canadian House of Commons, Desjardins became aware of moneylenders charging outrageous interest. In response, he organized this first credit union in North America to provide affordable credit to working-class families. Edward Filene



GROWING POPULARITY

1920s

to save and could afford products like automobiles and washing machines. However, they often needed a source of

inexpensive credit to purchase these goods.

The popularity of credit unions grew because commercial banks and savings institutions generally showed limited interested in offering such consumer loans.



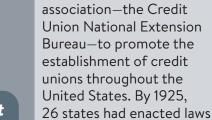
Encouraged by this

early success, Filene

managed a national

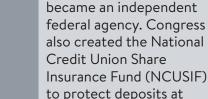
organized and Bergengren

NATIONAL



By 1930, 32 states had adopted credit union laws, with a total 1,100 credit unions. 1948 ОСТ **FIRST CREDIT UNION DAY** The first national Credit Union Day was celebrated on the third Thursday of October. The observance grew into International Credit Union Day.®

to charter credit unions.



became an independent federal agency. Congress also created the National Credit Union Share

1977

CREDIT CARDS

1970

NATIONAL

CREDIT UNION

ADMINISTRATION

The National Credit Union

Administration (NCUA)

credit unions.

INTRODUCED A few select credit unions began offering Visa credit cards in a pilot program. 1990s CONTINUED **EXPANSION**

During the 1990s and into the 21st century,

steadily in assets, shares

and members. Failures

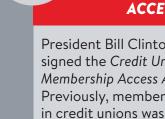
credit unions grew

remained generally

low, and the NCUSIF

maintained a healthy

equity level.



President Bill Clinton signed the Credit Union Membership Access Act. Previously, membership

CREDIT UNION MEMBERSHIP ACCESS ACT

1998

much larger loosely defined groups. **2010 & BEYOND A BRIGHT FUTURE** Through the recovery, the credit union industry saw unprecedented growth as more and more American consumers discovered that credit unions were a great alternative to the large

generally limited to select

groups with a pre-existing

employees of a particular

company or trade. The Act opened up membership eligibility to include

common bond, often

technology and is well capitalized, is safe and sound, and serves more Americans than ever.

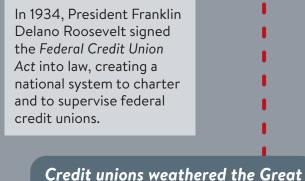
More than

in assets

national banks.

The credit union

system, which embraces



The number of credit union members more than doubled during the 1970s, and credit union assets tripled to more than \$65 billion.

In 1974, a new hands-and-globe symbol

Steady growth continued

financial crisis.

strong overall during the

AMERICAN CREDIT UNIONS TODAY **Nearly** More than 6,000 100 million credit unions

members

It's a Money Thing is a registered trademark of Currency Marketing

Sources: National Credit Union Administration (NCUA), Credit Union

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