

# CHARTING THE COURSE IN UNCERTAIN TIMES



*League of Southeastern  
Credit Unions & Affiliates*



2020 has been an excellent test of the League of Southeastern Credit Unions & Affiliates' recent consolidation with the Georgia Credit Union Affiliates – a test that has proven we are stronger together as a regional trade association.

This year hit the credit union industry with a wave of unexpected changes. Our newly expanded team met each challenge with strength and decisiveness to help our credit unions through what has been an unprecedented year.

As COVID-19 made its way into our three states, we admired the way our credit unions embraced their role as essential operations to help members afford life. Inspired, the League pivoted quickly to ensure credit unions could rely on us to provide everything they needed in this rapidly changing landscape.

During this transition, we strove to keep in mind the most important role of the League – to make connections. We work to connect to our credit unions, to connect the outside world to our credit unions and to connect our credit unions to each other.

Though we couldn't be face-to-face, we remained diligent about keeping that sense of connectivity strong.

With that in mind, LSCU chose action over reaction by forming a task force to monitor and respond to the pandemic. Each department of the League used information from the task force to adjust and continue uninterrupted service to credit unions.



## Highlighting how Credit Unions Care

When times are darkest, we like to think our Southeastern Credit Union Foundation (SECUF) shines the brightest.

As the pandemic gained a foothold in our three states, SECUF noticed how local businesses struggled to make ends meet and how local charities were having difficulties finding funding. The Foundation enacted the #CreditUnionsCareChallenge, which encouraged the League, credit union leaders and employees to support local organizations.

**Within months, the challenge yielded a community impact of more than \$1 million.**

## Credit Unions Care CHALLENGE



**86+** CREDIT UNIONS  
PARTICIPATING



**13,342** CREDIT UNIONS  
EMPLOYEES  
PARTICIPATING



**\$ 1,052,600**  
TOTAL  
FINANCIAL IMPACT



## Focusing on Diversity and Inclusion

This year saw an intense focus on diversity and inclusion in our modern world – and rightly so. The League takes this focus seriously. We’ve recently signed a commitment to the Credit Union Diversity, Equity and Inclusion Collective. The CU DEI Collective stands in solidarity with the African American and Black community and pledges to fight against systemic oppression and racism.

The League is proud to also take that pledge.

### Some initial actions included:

- Member engagement reached out to assess credit union and member needs
- The communications team kept credit unions informed through the COVID-19 Resource page
- The communications and marketing teams gathered information about how credit unions were aiding both members and the community to share with reporters through our Southeastern CU News site



**LSCU** insight

OVER  
**100**  
COVID-19 FOCUSED ARTICLES  
IN LSCU INSIGHT



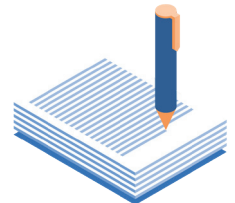
**2,134**  
ATTENDEES WHO  
PARTICIPATED IN 6 LIVE  
COVID WEBINARS

- The advocacy team continued to represent credit unions with lawmakers and regulators at the state and federal level.

As it became clear the pandemic would not pass quickly, each department of the League continued to evolve their functions to best serve credit unions in the new normal.

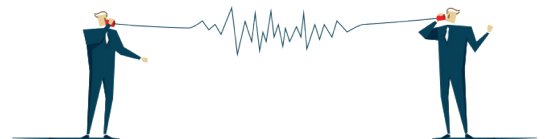
### Innovations included:

- **Regulatory and Compliance staff**, with decades of combined compliance experience to respond to our credit unions’ critical questions, pivoted to Zoom and phone meetings. The department has also continued providing special reports and resources (including CU PolicyPro and InfoSight) to help credit unions thrive.



**12** REGULATORY  
COMMENT  
LETTERS SENT

**254** COMPLIANCE  
CALLS/EMAILS



**185** EDUCATION AND TRAINING OPPORTUNITIES



- **The Education Team** used creative methods to keep its efforts going in a world where we must stay physically apart. While the team did have to take the unprecedented step of canceling numerous in-person events, including the annual Southeastern Credit Union Conference and Expo, it was able to reschedule an annual membership meeting in its Alabama office with in-person and virtual attendance and voting. The education team also hosted a successful Virtual Idea Institute and Virtual Small Credit Union Summit.
- **The Advocacy Team** has been key in following gubernatorial mandates for safety in each state, as well as holding Zoom meetings and phone calls with key political leaders. They have arranged virtual and in-person meetings among credit unions and representatives using safe-distancing protocol. The team continues to work helping to elect credit-union friendly candidates.

**2020** ELECTION  **\$ 423,000**  
PAC MONEY SPENT ON  
CU-FRIENDLY CAMPAIGNS

- **The Southeastern Credit Union Foundation** found creative ways to continue fundraising including virtual Trivia Nights and the Wine and Punchlines tasting event. The SECUF also partnered with Enrich to develop an Employee Financial Wellness program to give credit union employees the necessary resources to stay on a successful financial journey..

Through tough times and good, the new, stronger League of Southeastern Credit Unions will continue to provide unparalleled service to our member credit unions. No matter the hurdles we all face in the coming year, let us help maintain the industry, community and relational connections you need to excel.

**516**

REGISTERED  
YOUNG  
PROFESSIONALS



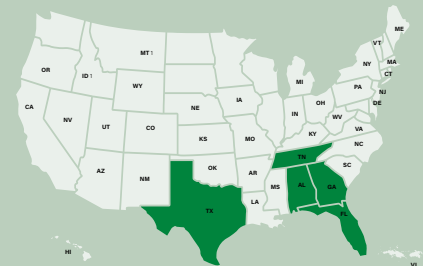
## Looking to the Future with Young Professionals

We looked ahead to future leaders of the industry as the League's Young Professionals took action, coordinating CU Game Night, a virtual Bingo event that raised more than \$1,300 for COVID-19 relief. YPs also hosted two Professional Panels and a fall Virtual YP Think Tank to boost engagement and share innovative industry ideas.

## Finding Solutions with LEVERAGE

The League works with *LEVERAGE* in many capacities as it identifies partnerships to help credit unions prosper and streamline services. The support from *LEVERAGE*'s for-profit services allows LSCU to have one of the lowest reliances on dues among Leagues, offering credit unions the best value of affiliation.

**2,513** TOTAL  
PRODUCTS USED  
IN THE US  
BY **623** CLIENTS  
IN **41** STATES



**LEVERAGE**

Your Advantage

# Combined Credit Unions COVID-19 MEMBER ENGAGEMENT

This is what CUs in Florida, Georgia and Alabama have been doing to help members and communities during the COVID-19 pandemic

## MORTGAGE LOAN Forbearance/Extensions



Extended **3,564**  
Amount **\$511,107,240**

## COMMERCIAL/BUSINESS Forbearance/Extensions



Extended **686**  
Amount **\$290,097,859**

## FEE WAIVERS



**30,251**

## CONSUMER LOAN Payment Extensions



Extended **108,019**  
Amount **\$1,388,864,587**

## SBA PPP LOAN



Extended **3,976**  
Amount **\$198,559,571**

## LOW RATE EMERGENCY LOANS



Loans **5,192**  
Amount **\$11,644,249**

The League continues anticipating credit union needs. Starting in late 2020 through 2022, LSCU will launch eight new **councils that will provide networking and educational opportunities** to staff in various operational areas of credit unions. These councils will serve credit unions in Alabama, Florida and Georgia. We also are expanding global outreach through our international partnership with the **Association of British Credit Unions Limited (ABCUL)**, an initiative in place in Georgia prior to consolidation, which will now be extended to Alabama and Florida. These key connections give our League an international perspective on credit union needs. Consolidation has also brought an important economic factor to the forefront, leading the League to **savings of more than \$3 million** through operational efficiencies, a healthy sum that we are using to help serve our members. No matter the hurdles we face in the coming year, **you can count on the League** to continue strengthening those connections and meeting needs in our credit unions and our communities.



League of Southeastern  
Credit Unions & Affiliates



Southeastern  
Credit Union Foundation  
Charity. Community. Cooperation.

# ACS

Affiliates Consolidated Services



Your Advantage



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3692 Coolidge Court | Tallahassee, FL 32311

2810 Premiere Parkway; Suite 150 | Duluth, GA 30097



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