**For Immediate Release:** Friday, August 27, 2021  
**For More Information:** Victoria Taylor, Callahan & Associates, vtaylor@callahan.com

**Callahan & Associates Hosts First Impact-Focused Virtual Networking Event for Credit Union Leaders**

**WASHINGTON, DC** – Callahan & Associates just hosted its first virtual networking event for credit unions, solely focused on credit union impact. The event was exclusively available to members of Callahan’s Credit Union Impact Network.

The virtual event was attended by 29 credit union leaders, including 11 CEOs, and included credit unions of varying asset sizes and geographic locations. The event was an open forum for credit unions to discuss their impact journeys and how they are measuring the impact they have on key credit union stakeholders, including members, communities, and employees.

Like most Callahan networking events, this was attendee-drive and topics discussed included:

* Impact initiatives on employees (paying a living, wage, tuition reimbursement, and work/life balance.)
* Best practices in philanthropic giving and foundation development.
* Product and account design for optimum member impact.
* Measuring success differently; how to quantify your impact.

This will become a quarterly event for Impact Network participants. The next is scheduled for Nov. 17, 2021.

**Callahan’s Impact Network & Data Collection**

In January 2021, Callahan started an Impact Network for credit unions. The goal is to help credit unions better articulate their value through a mission-focused lens and to quantify their impact with help of new metrics. The network is free to join for all credit union employees, regardless of institution size, job title, location, or where their credit union is on their impact and purpose journey. [**Please visit our Impact Network page to sign up and join.**](https://www.callahan.com/impact-network/)

Credit unions can also [**download our Impact Data Template**](https://cloud.p2psoftware.com/impact.xlsx) to fill out and submit to [**impact@callahan.com**](mailto:impact@callahan.com). After submitting their credit union’s data, Callahan clients will be able to actively use the data in Peer-to-Peer and non-clients will receive a customized impact scorecard.

There are currently more than 350 participating individuals from 280 credit unions across the country. For more information about the network [**click here**](https://www.callahan.com/impact-network/) and for more information about the data initiative [**click here**](https://go.callahan.com/rs/866-SES-086/images/Impact%20Data%20FAQ%202021.pdf).

# # #

**About Callahan & Associates**We are dedicated to helping the credit union industry thrive. Our team provides leading research, analytics, networking, and consulting solutions. More than 4,000 credit unions and industry suppliers rely on us for the latest data, actionable insights, and benchmarking tools to develop their unique competitive advantages and achieve their strategic goals. Our 36-year history has enabled us to build an unparalleled knowledge-transfer consortium that connects the industry’s best minds. To join Callahan’s network, please visit www.callahan.com.