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VisiFI Joins National Association of Latino Credit Unions & Professionals

BIRMINGHAM, Ala. (December 1, 2021) – VisiFI, a Deda Group company and thought leader for fintech solutions, is pleased to announce its new partnership with the National Association of Latino Credit Unions & Professionals (NLCUP). Joining NLCUP allows VisiFI to expand its involvement with credit union associations across the country.

“We are honored to be a part of such an outstanding network in the credit union industry and are excited to join in the work to empower the members and the professionals that serve these organizations,” said Robin Kolvek, CEO at VisiFI. “Our shared values in ongoing education, inclusion, and tradition are rooted in our CUSO DNA: working for credit unions and helping them thrive in an increasingly competitive environment through innovative and inclusive financial services for their members.”

NLCUP is committed to creating powerful connections that improve the financial education and overall wellness of the Hispanic and Latino communities across the United States. Among NLCUP activities, which promote inclusion and diversity, are educational webinars for the credit union professionals, as well as initiatives aimed at preserving cultural heritage.

“NLCUP is grateful for VisiFI’s support in our efforts to empower and provide educational opportunities for Credit Unions serving Latinos and Hispanics throughout the country,” said Diana I. Hastings, NLCUP Executive Director. “2021 has been a year of growth for NLCUP and I am looking forward to a strong partnership with VisiFI, uniting forces to amplify the message of Diversity, Equity, and Inclusion within the financial system. DEI serves as the foundational principle driving NLCUP’s existence.”

About VisiFI

VisiFI enables credit unions to build financial strength, generate membership growth, and improve operational efficiencies through a combination of our in-depth industry knowledge and highly intuitive, comprehensive suite of real-time, online solutions, delivered in a fully managed, highly secure, Software as a Service (SaaS) ecosystem. VisiFI is *Innovating with Purpose*. Learn more about VisiFI at www.visifi.com.

About NLCUP

NLCUP, as a National Association, was incorporated in 2020 and is dedicated to providing financial education and services for the Hispanic/Latino community as well as to increased economic, asset-building, and professional development opportunities. However, NLCUP was



born as a networking group in 2005 out of the need to create a safe space for Latino professionals to support each other. One of NLCUP's main objectives is to serve as the principal advocate for Hispanic/Latinos within the credit union industry. Learn more about NLCUP at www.nlcup.org.

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