

OF GIVEBACK AND GROWTH

Community giveback is one of Michigan State University Federal Credit Union's strategic initiatives. How much did it give across 2018? How did that help the credit union grow?

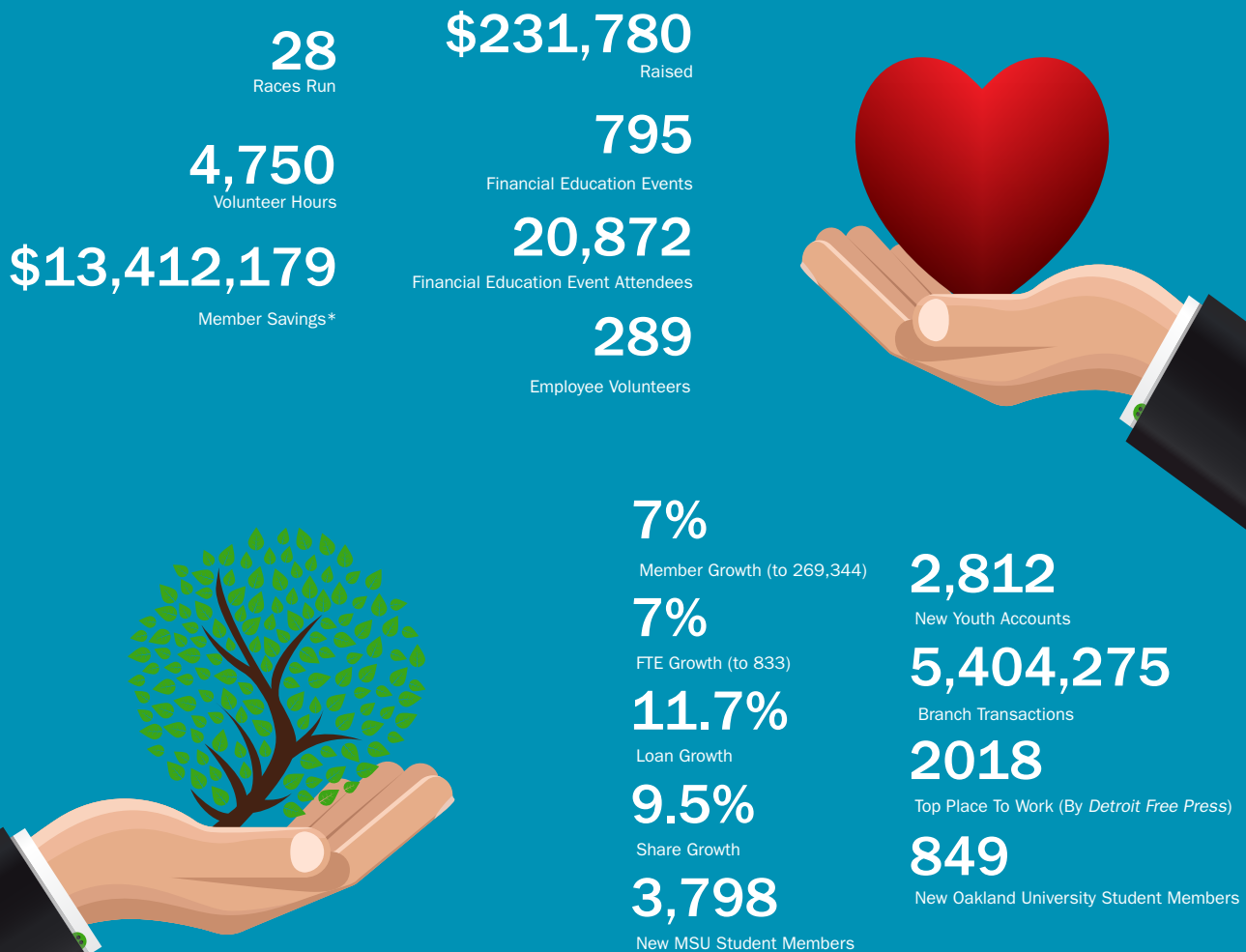
BY ERIK PAYNE

Michigan State University Federal Credit Union (\$4.2B, East Lansing, MI) has five strategic initiatives, one of which is giving back to the communities it serves. Whether in the form of time, talent, or treasure, the credit union believes the more support it provides and the more it interacts with its communities and stakeholders, the more everyone benefits.

To underscore its efforts, MSUFCU, the largest university-based credit union in the United States, calculates its yearly community giveback down to the dollar — and the hour.

“We can measure how much we give to the community and how that impacts our growth as an organization,” says MSUFCU CEO April Clobes. “That encompasses everything from financial education to supporting a local 5K.”

Here's what the credit union's giveback and growth looked like in 2018.



*In the form of rates.