

PRESS RELEASE

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For More Information: Alexandra Gekas, Callahan & Associates, agekas@callahan.com

Callahan & Associates Launches “The Member Story Project” To Spotlight The Everyday Impact Of Credit Unions

Washington, DC – In celebration of International Credit Union Day, Callahan & Associates is proud to announce the launch of The Member Story Project, a new initiative designed to spotlight the everyday moments when credit unions make a meaningful difference in the lives of their members. Story collection begins Thursday, October 16, and stories will be featured on CreditUnions.com and in the site’s daily newsletter in the coming weeks.

The Member Story Project serves as a centralized platform for credit union leaders to submit and share authentic, uplifting stories that reflect the heart of the credit union mission: helping people. Whether it’s a small act of kindness or a life-changing gesture, these stories will collectively showcase the human side of financial service and the values that set credit unions apart.

“Credit unions make a real difference in people’s lives every day — but those stories often stay within their own walls,” said Jon Jeffreys, President and CEO of Callahan & Associates. “The Member Story Project gives us a way to share those powerful moments, inspire others, and remind everyone what makes this movement special. Now is the time to amplify our impact and share our story more boldly.”

This project is all about celebrating the real, human moments that define the credit union experience. Callahan is seeking authentic stories — big or small — that show how credit union teams have made a meaningful impact in members’ lives. These stories should reflect the personal side of service, not formal press releases or announcements about donations or sponsorships. Instead, the focus is on everyday interactions that reveal the heart of the credit union mission: improving the financial lives of members. From helping someone through a financial hardship to offering unexpected support during a personal crisis, these stories will serve as a collective testament to the compassion and commitment that define the credit union movement.

Stories will be curated and featured weekly on CreditUnions.com and highlighted in a dedicated newsletter, with a monthly spotlight on top stories and commentary on why these stories inspire.

Credit unions can submit stories here: <https://callahan.com/member-story-project/>.

About Callahan & Associates

For 40 years, Callahan & Associates has been instrumental in guiding credit union leaders to make informed strategic decisions for ensuring their long-term relevance. We accomplish this by helping credit unions measure performance, identify strategic opportunities, and build collaborative networks, all through a mission-focused lens. Learn more at www.callahan.com.