

PRESS RELEASE

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Credit Unions Reach 250+ Shared Member Stories Reflecting The People-First Purpose Of The Movement

A growing collection of authentic moments highlights how credit unions support members through real, human experiences.

Washington, DC – Callahan & Associates announced that **The Member Story Project** has **surpassed 250 published stories**, a milestone that reflects not just a number, but a growing industry movement to put real member moments at the center of how credit unions understand and share their purpose.

Launched by Callahan to spotlight authentic, human interactions rather than polished marketing moments, The Member Story Project reflects a collective commitment by credit unions to put people first and openly share how they support members through moments both large and small. While reaching 250 + stories is a meaningful milestone, the significance lies in what those stories represent: credit unions changing lives by seeing members as people, not transactions.

“These stories are why we started this project,” said Alexandra Gekas, Vice President, who helped shape and guide The Member Story Project since its inception. “They show what credit unions do best every day. The milestone matters not because of the number, but because each story reflects a real moment of impact and a shared willingness across the industry to learn from one another.”

Together, the stories span roles, communities, and credit union sizes, but share a consistent theme. Staff choosing to pause, listen, and respond with empathy when members need it most. From helping families through hardship to small acts of care that left a lasting impression, the stories reinforce the cooperative values that define the credit union movement.

The milestone also signals sustained participation across the industry and a growing comfort with sharing real, unfiltered experiences. Credit union teams are not only doing meaningful work, they are choosing to lift each other up by telling those stories openly.

The Member Story Project is designed to make space for those moments. Stories are published on CreditUnions.com and shared across industry channels to help strengthen connection, inspire peers, and reinforce the shared purpose of improving member financial wellbeing.

Explore And Contribute

Callahan encourages credit union teams to explore the collection, draw inspiration from their peers, and add their own voice to a growing record of the movement’s impact.

- Read published stories and see how peers are bringing purpose to life. Stories can be explored [here](#).
- Submit their own stories when a meaningful member moment stands out. Submissions can be made [here](#).

About Callahan & Associates

For over 40 years, Callahan & Associates has been instrumental in guiding credit union leaders to make informed strategic decisions to ensure their long-term relevance. They 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.