



**World Council**

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## **Join Us for International Credit Union Day: “One World Through Cooperative Finance” at Advia Credit Union**

On October 17, 2024, credit union members around the world will celebrate International Credit Union Day®, an annual event commemorating the credit union movement’s impact and achievements. This year makes the 76th anniversary of this event, celebrated under the theme [One World Through Cooperative Finance](#).

In recognition of this special day, Advia extends our heartfelt gratitude to our members for your continued support.

“We are proud to take part in this celebration and are incredibly thankful for our members,” says Nancy Loftis, Advia’s Vice President of Marketing & Public Relations.

International Credit Union Day is organized by [World Council of Credit Unions](#), the global trade association and development platform for credit unions and other financial cooperatives, as well as numerous national credit union trade associations and federations around the world.

Advia, serving members across Michigan, Illinois, and Wisconsin, is dedicated to delivering real benefits for our community through volunteerism, engagement, and financial support. Our [mission](#) is to provide financial advantages – we are committed to delivering real advantages for real people by living our [core values](#). We provide practical financial education and support in areas such as affordable housing, food security, and reliable transportation.

### **Some of our highlights from 2024 include:**

- **3,500 Advancing Community Ties in Our Neighborhoods (ACTION) Volunteer Hours:** Over \$120,500 invested to empower our Advians to volunteer in our communities.
- **Nearly \$740K in Community Support:** This includes \$40K in Youth and other Scholarships, \$150K in Advancing Lives Grants, community sponsorships, and much more.

- **240+ Community Events:** Throughout the entire year, we invest back into the communities in which we operate by partnering with local schools, community enrichment events, nonprofits, and economic development, fostering stronger connections with current and future members.
- **Nearly 15,000 New Members:** So far in 2024, nearly 15,000 individuals and businesses have become new members of Advia. Our mission is to provide financial advantages to these individuals, families and businesses in the form of better rates, lower service charges, and innovative financial solutions that help save time and money.

“At Advia, we believe in the power of community and the difference we can make together,” Loftis said. “On this International Credit Union Day, let’s celebrate our shared commitment to supporting one another and building a brighter future for all.”

Since 1948, International Credit Union Day® has been celebrated annually on the third Thursday of October. Each year, the international event affords the opportunity to remember credit unions’ proud history and promote awareness of and support for the credit union and financial cooperative difference.



### **About Advia Credit Union**

Advia Credit Union's mission is to provide financial advantages to its members. With \$3 Billion in assets, Advia seeks to provide the quickest and easiest solutions available to maximize the financial value to nearly 200,000 members in Michigan, Wisconsin, and Illinois. Advia's team of over 500 professionals delivers excellent service and innovative financial products at 32 locations and via digital and mobile platforms. Advia is guided by its core values: driving progress,

acting with integrity, building and strengthening relationships and keeping people at the core.  
Learn more by visiting [www.adviacu.org](http://www.adviacu.org).

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