

**INTRODUCING TRIUNITY FOUNDATION: HELPING ELIMINATE DEBT
FOR THOSE FACING TERMINAL ILLNESSES**

TriUnity Foundation

DBA of St. Cloud Financial Foundation

St. Cloud, Minnesota: St. Cloud Financial Credit Union is proud to announce the launch of TriUnity Foundation, a groundbreaking foundation in the credit union industry designed to empower hope, healing, and strength for individuals and families facing terminal illness. This first-of-its-kind initiative provides credit unions a direct way to give back to their members and communities, offering vital relief to those grappling with the financial challenges of a terminal illness diagnosis.

Founded by St. Cloud Financial Credit Union as a DBA of the St. Cloud Financial Foundation, TriUnity Foundation's mission is to eliminate the financial burden for individuals battling a terminal illness, allowing them to focus on what truly matters: their relationships and the beauty of life itself. The foundation addresses the physical, emotional, and financial challenges of terminal illness, offering meaningful financial relief to meet the most urgent needs while nurturing hope, healing, and strength.

"We founded TriUnity Foundation because we saw a profound need in our communities that wasn't being addressed—an opportunity to offer not only financial relief but a sense of peace and hope in life's hardest moments," said Jed Meyer, President & CEO of St. Cloud Financial Credit Union and TriUnity Foundation Board Member. "Financial toxicity from a terminal illness can devastate not only a person's finances but also their ability to focus on healing and making the most of their time with loved ones. As credit unions, we're built to protect and support our members, and this foundation extends that mission to those facing terminal illness, helping them focus on what truly matters."

"TriUnity Foundation represents our commitment to stepping up where others might hesitate," said LeAnn Case, TriUnity Foundation Board Chair. "This foundation is not just about financial relief; it's about giving people the dignity and peace to focus on what truly matters during life's most difficult times. We are pioneering this effort because we believe the credit union movement should be about more than finances—it's about lifting people up when they need it most. We invite our peers in the credit union community to join us in creating a legacy of compassion and support."

The financial burden of a terminal illness—often referred to as *financial toxicity*—places immense strain on both patients and their families, impacting not only finances but also emotional and physical wellbeing. TriUnity Foundation offers credit unions a unique opportunity to serve as a philanthropic lifeline for their members, ensuring that donations directly those in their communities who are most in need. This foundation aligns with the roots of the credit union movement: supporting the financial wellbeing and dignity of members in challenging times. By collaborating with TriUnity Foundation, credit unions can be a beacon of hope, extending their mission of compassion and care to families facing terminal illness.

Get Involved with TriUnity Foundation

TriUnity Foundation invites credit unions, credit union industry partners, individuals, and families to join this transformative mission. Specifically, join TriUnity Foundation on *Give to the Max Day*, November 21, 2024, by making a fee-free contribution that will provide essential financial support to those burdened with a terminal illness. Together, we can enhance the wellbeing and longevity of those individuals and make a lasting difference in their lives.

For more information on how to support TriUnity Foundation or to become a partner or donor, please visit scfcu.org/foundation.

TriUnity Foundation Gala

TriUnity Foundation is proud to announce its celebratory launch event, the **Light the Way Gala**, on **March 27, 2025**, at The Park Event Center in Waite Park, Minnesota. This fundraising event will bring credit unions, credit union partners, individuals, families, and communities together for a special night centered on the theme of “illuminating paths to hope, healing, and strength.” The evening will highlight TriUnity’s mission to guide individuals and families through the challenges of terminal illness.

Save the Date and join us for an unforgettable evening that will light the way toward making a meaningful difference for those who need it most. More details on the gala will be announced soon.

About St. Cloud Financial Credit Union: St. Cloud Financial Credit Union is a not-for-profit financial cooperative founded in 1930. Currently with over 25,000 members and more than \$370 million in assets, the credit union is proud to serve members in Central Minnesota with branches in St. Cloud, Sartell, Sauk Rapids, Becker, and Albertville. The organization prides itself on making a meaningful difference through human connection for members and their local communities.