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## BCU EXPANDS EFFORTS TO SUPPORT EMPLOYEES, MEMBERS AFFECTED BY HURRICANES HELENE, MILTON

**CHICAGO** – December 2, 2024 – As the southern US braced for the impact of Hurricane Helene, with Hurricane Milton fast following, BCU swiftly activated its disaster relief assistance, fulfilling its promise to be “Here Today, For Your Tomorrow.”

The BCU Employee Experience team first reached out to all employees in the affected regions to ensure their safety. Once contact was established and employees were confirmed safe, the Credit Union quickly shifted focus to its members.

“Ensuring the safety and well-being of our employees and nearly 40,000 members in the FEMA-declared disaster zones was our top priority,” said Mike Valentine, BCU President and CEO.

Many members experienced damage from high winds and flooding, and BCU’s Branch in North Cove, North Carolina, was no exception. In partnership with Baxter Healthcare, BCU established a temporary branch in North Cove within one week, flying in staff from other locations to assist members. The branch offered quick access to cash, provided cell phone charging stations, and a wi-fi access.

With damage extending far beyond North Carolina, the Credit Union waived over \$80k in fees for impacted members, provided over 600 loan extensions, and granted over 70 disaster loans to date. Additionally, BCU reached out to impacted members through an AI bot to inform them about the available relief options, giving an additional, empathetic touchpoint to help answer any questions members may have.

Christine Fleming, Baxter Associate Vice President, Assistant Treasurer and BCU Board member recalled BCU’s collaboration with Baxter, saying, “BCU has always been a great partner, but even in this situation, the organization went so far above and beyond anything that we would have expected or even hoped in this really catastrophic situation.”

To further support its employees during unforeseen circumstances such as natural disasters, the Credit Union established the GenerUS Fund, an employee-funded initiative designed to assist those in need and allows employees to feel supported amidst their efforts to continue supporting BCU members.

The collaboration among BCU employees, members, and Company Partners – especially in critical situations – embodies the credit union philosophy of “people helping people.”

“[BCU] went so far above and beyond anything that we would have expected.”

– *Christine Fleming, Baxter AVP, Assistant Treasurer & BCU Board member*



*BCU supporting the Baxter North Cove, NC community with a pop-up Branch to assist employees affected by Hurricane Helene.*

**About BCU:** BCU is a not-for-profit, member-owned Credit Union that is fiercely dedicated to Empowering People to Discover Financial Freedom. At just over \$6B in assets, BCU is driven by its commitment to providing a fast, easy, secure banking experience and extraordinary service for over 350,000 members. The BCU [field of membership](#) includes employees and families of large employers that are focused on the financial well-being of their workforce; those who live or work in northern Illinois, southern Wisconsin, and the island of Puerto Rico; and subscribers of BCU’s wholly-owned Credit Union Service Organization (CUSO), Life. Money. You.® within communities and Fortune 100 workplaces throughout the United States and Puerto Rico. All BCU members enjoy lifetime access to financial services and well-being programming that inspire confidence through the brand promise “Here Today For Your Tomorrow.”

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