



FOR IMMEDIATE RELEASE

CUNA Strategic Services' Newest Alliance Provider Peacefully Simplifies Complex End-of-Life Planning and Estate Settlement

MADISON, WI – March 18, 2025 – CUNA Strategic Services is pleased to announce their new alliance with Peacefully, an all-in-one platform that helps members with estate planning and expertly settling affairs after the loss of a loved one.

Peacefully was founded on the understanding that after a loved one passes, families face an overwhelming administrative burden that makes an already difficult time even harder. Peacefully's goal is to empower individuals to prepare for the future and ensure their families receive expert guidance when they need it most.

"Working through the planning phase with my aging parents has opened my eyes to how greatly this solution is needed," said Barb Lowman, President, CUNA Strategic Services. "CSS is honored to work with Peacefully to bridge this gap for credit union members nationwide. We see tremendous value in helping to alleviate stress and uncertainty for members who find themselves in the situation where they must rush to create spreadsheets, documents, notebooks, and other tools to collect vital information and prepare to manage the business side of an emotional situation. We want to position people to proactively prepare so that when the time comes, they are ready for the administrative aspect and can give themselves time to grieve and process the loss."

Peacefully's solution offers a secure planning vault for families to store important documents and information such as financial accounts and how to care for dependents. It also allows users a simple, structured process to create the necessary estate planning documents to establish their wishes.

"We are so grateful to be one of CSS' chosen alliance providers – allowing us to broaden our support for members who are proactively planning for end-of-life and dealing with grief. We are excited to work with CSS to expand access to estate planning and settlement support for credit union members," said Jennifer Good, founder and CEO, Peacefully.

With Peacefully, credit unions can support members and their beneficiaries throughout their lives – from first estate planning conversations after the birth of



a baby, to a serious diagnosis, to a loved one passing. Peacefully helps credit unions demonstrate their commitment to the well-being of their members.

For more information, visit [Peacefully's provider page](#).

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About CUNA Strategic Services:

CUNA Strategic Services develops strategic alliance relationships to offer quality products and services to your credit union that contribute to your bottom line, add to your peace of mind, and enhance your relationships. The company is jointly owned by [America's Credit Unions](#) and the state leagues. For more information, visit www.cunastrategicservices.com.

About Peacefully:

Peacefully is a CUSO that enables credit unions to support members and their families with estate planning and expertly settling affairs after the loss of a loved one. We offer a family organization vault, estate planning documents, and bereavement support. Our mission is to take care of the loose ends of life so that surviving loved ones can focus on what matters: honoring their loved ones and finding peace of mind.

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