

2024

Impact Report

Redefining DEI to ensure inclusion and belonging stay at the heart of the credit union purpose





Executive Director Report

2024 saw growth in membership nationwide and the highest engagement in events to date. Many milestones were achieved and new initiatives created to increase the visibility of, what is often invisible, the LGBTQ+ community. Our success continues because of our members and the incredible credit union industry.

You'll see many of the highlights for the year as CU Pride pushed to redefine DEI ensuring the work continued as the industry builds cultures of inclusion, belonging, and financial wellbeing for all that live in our communities.

One of our most impactful additions (and favorite) was bringing Patsy Van Ouwerkerk to the CU Pride team. As the retired CEO of Travis Credit Union and a philanthropic leader in the industry, Patsy continues to bring a level of knowledge and curiosity that fosters CU Pride's influence and growth.

We look forward to continuing the momentum in 2025 with each of you by our side.

Zach Christensen

Executive Director, CU Pride
Marketing & Comms Director,
Mitchell Stankovic & Associates



Patsy Van Ouwerkerk
Executive Support
CU Pride



6

Pioneer
Allies

45

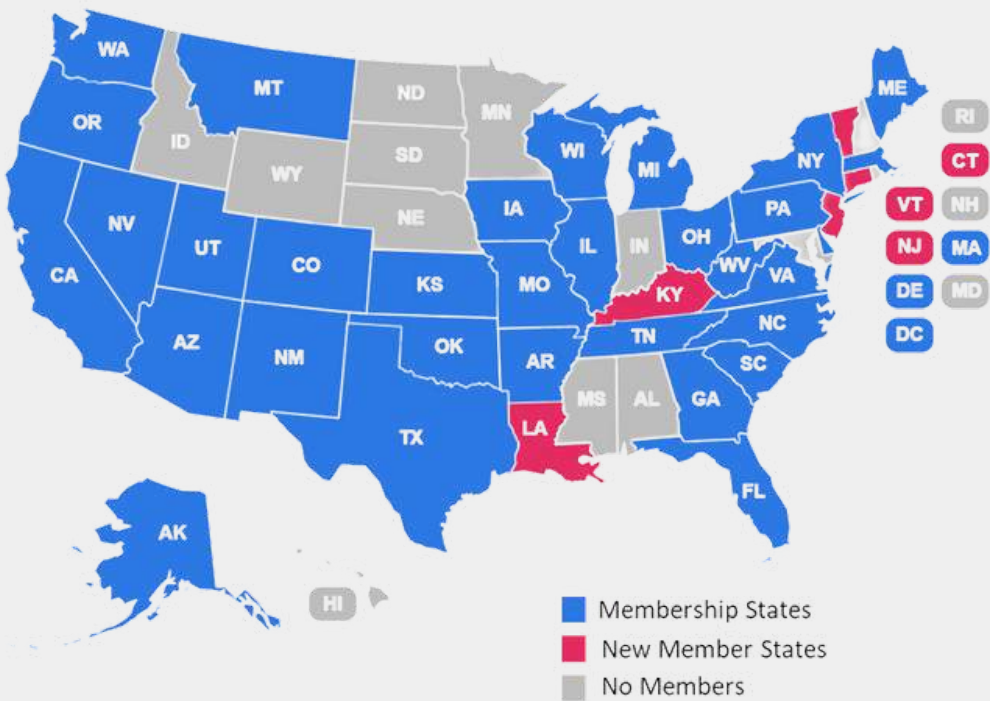
Organizational &
Rainbow Allies

Membership

Official membership was launched in 2023. In 2024, organizations and individuals continue to join, support, and learn from CU Pride’s educational initiatives.

58

Individual Allies



51

Organizational
Members

35

States
Represented

↑ 54.5%

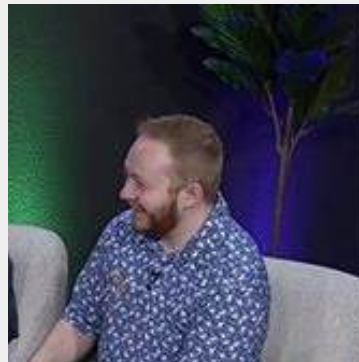
Increase in
Membership



Membership Engagement

As part of membership, Organizational Allies receive benefits that include a full onboarding, organizational overview, and executive session integrating the message of inclusion and belonging of the LGBTQ+ community into their culture.

CU Pride also strives to connect with organizational employee resource groups (ERGS) to build strategic initiatives and bridge internal work with the greater credit union community.



12

Organizational Overview Sessions

5

Executive Sessions



14

Employee Resource Group Integrations





Pioneer Allies

Pioneer Allies are committed to CU Pride's vision and mission by supporting and sponsoring events beyond a yearly membership. As a strategic partner, Pioneer Allies help us to:

- Create organizational and administrative support to build initiatives and educational and membership growth opportunities for credit union membership.
- Attract expert thought leaders within and outside the credit union industry to share data, best practices, and innovation in embracing the LGBTQ+ communities.
- Build, sustain, and encourage action by individual and organizational allies.
- Provide strategic insight into new, upcoming, and relevant trends within the industry.
- Be part of a movement that helps all credit unions embrace inclusion as a core mission.



TruStage™



In 2024, our partnership with Pioneer Allies included

- Thought leadership for our monthly events and Leadership Conference.
- Deeper integration with employee resource groups and diversity professionals.
- Strategic planning for new employee resource group initiatives.
- Employee Resource Group Xchange to create an intimate networking opportunity for ERG leaders to share and plan for 2025.
- Drive membership as an industry influencer.
- Build out consultative initiatives to meet organizational strategic goals.



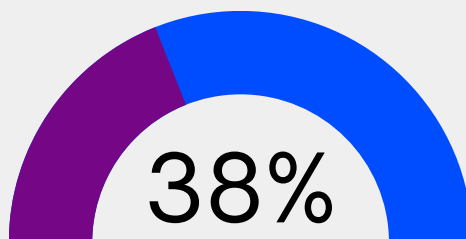


Industry Events

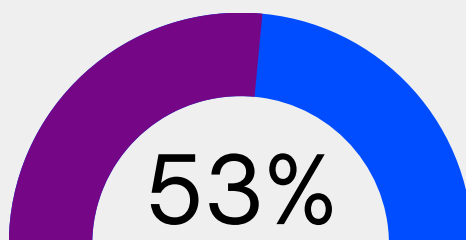
CU Pride hosts industry-wide events at no charge to bring awareness of the needs of LGBTQ+ employees, members, and communities credit unions serve. These include:

- Monthly Happy Hour events with education and networking opportunities. (CU Pride BGHH)
- Monthly Educational Opportunities to dig into the financial wellness of the LGBTQ+ community. (CU Pride Allies into Action)
- CU Pride Month & Leadership Conference - During June, CU Pride hosts multiple events with learning, networking, and celebration opportunities as many celebrate Pride Month in their communities.
- Industry Events - CU Pride is seen as an expert in sharing best practices in inclusion, belonging, and the financial well-being of the LGBTQ+ community on panels, podcasts, and conference breakout sessions.

2024 CU Pride Membership Engagement Increase



2024 CU Pride Month Engagement Increase



31

CU Pride
Hosted Events

16

Industry Events





Volunteer Network

In the first year of activation, the Volunteer Network to build brand awareness, engage the industry, and serve as an internal focus group as the organization continues to build educational and networking opportunities. This year, the Volunteers helped CU Pride to:

- Curate and share social updates impacting the LGBTQ+ communities we serve.
- Grow 24.3% in membership and engagement on our Facebook Group
- Grow 53.2% in followers on the CU Pride LinkedIn page
- Provide blogs, op-eds, and summaries for events shared through our emails, website, and social media networks.





2025 Elevate the Mosaic

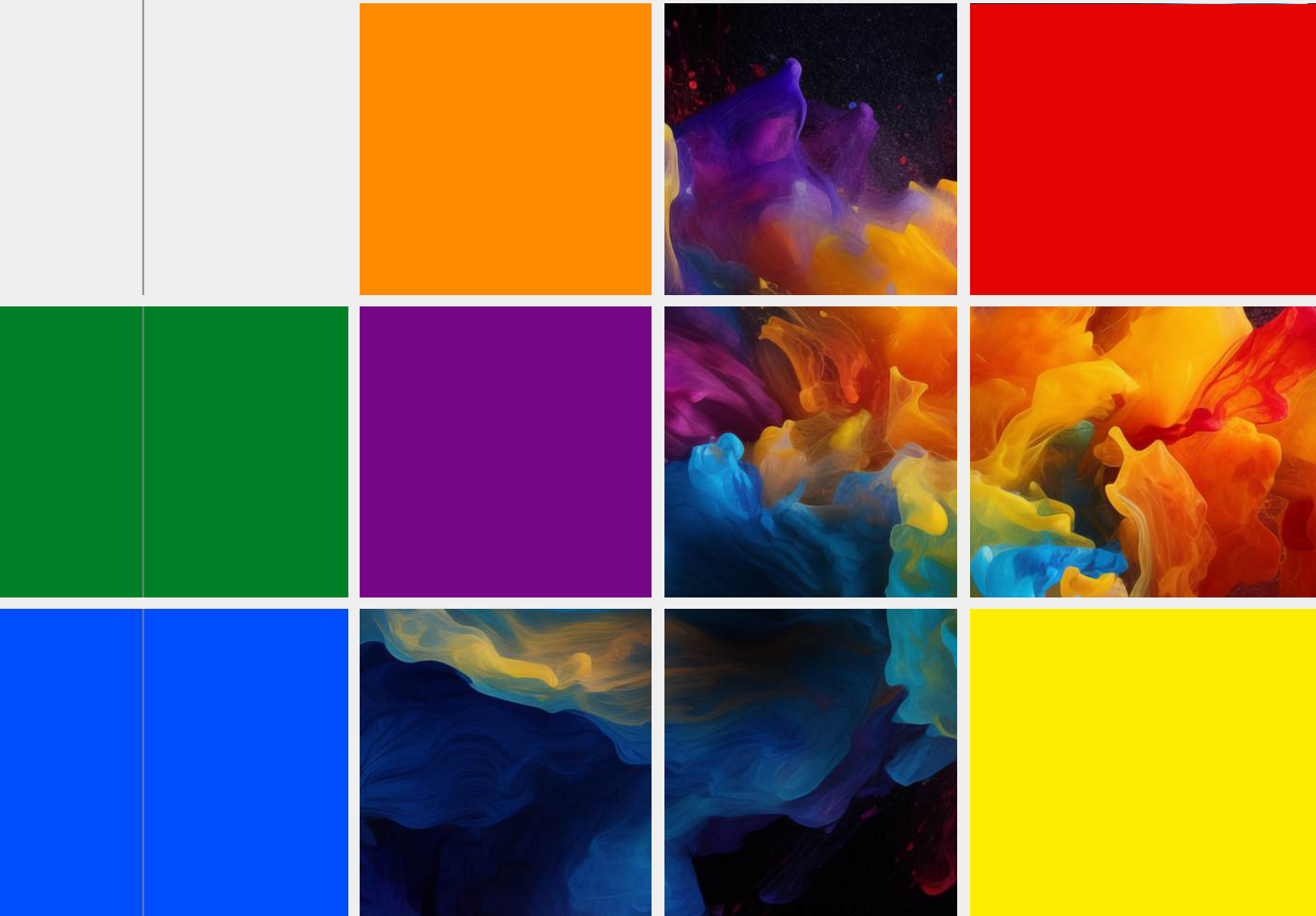
While 2024 was a disruptive year, we expect 2025 to shake up the world of diversity, equity, and inclusion in even more ways. At CU Pride, we recognize the intersectionality of our community; we touch every race, religion, nationality, gender, age, and more.

More than just ‘we are better together’ or ‘united we stand’, we see our community and all those within the world as a beautiful mosaic. A picture that is not painted with even strokes but carefully placed together even if it seems the pieces may not fit. Our jagged edges, our differences, are how we build a future of inclusion and we hope you will join us on a journey to Elevate the Mosaic in 2025!

If you’re not a member, join us! If you are, engage with us! Most importantly, if you are a leader within this industry, be a part of creating the Mosaic as CU Pride builds upon its foundation and celebrates 5 years of inclusionary work.

We hope to see you at our Elevate the Mosaic event in Washington DC on Sunday, March 2 at the Top of the Hay-Adams Hotel to launch a new year as we work to effectively communicate the need for inclusion and belonging. We will also celebrate 5 years in the industry and set the stage for 5 more years (and beyond) for CU Pride.





Thank You



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