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Credit Union Impact Foundation: A New Chapter in Driving Meaningful Change

TALLAHASSEE, FL – Beginning today, the Southeastern Credit Union Foundation, the charitable arm of The League of Credit Unions & Affiliates, is proud to announce a new chapter as the **Credit Union Impact Foundation**. This rebrand follows the recent consolidation with the Virginia Credit Union League, which has strengthened the Foundation’s reach across Alabama, Florida, Georgia, and Virginia.

“I’m honored to share the meaningful impact this expanded reach will bring to the credit union community,” said Richard J. “Rick” Skaggs, Chairman of the Credit Union Impact Foundation Board and President and CEO of USF Federal Credit Union. “With a broader footprint, we are positioned to strengthen collaboration and create enduring value for credit unions and their members.”

The new logo features a shield, symbolizing strength, advocacy, and collaboration, and aligns with The League’s rebranding efforts. The shield’s four blocks represent the Credit Union Impact Foundation’s expanded geographic reach and core focus areas:

- **Disaster Resilience:** Assisting credit unions, their staff, and volunteers in preparing for and recovering from natural disasters.
- **Credit Union Development:** Helping credit unions grow and meet the evolving needs of their members.
- **Community Impact:** Amplifying the community-focused efforts of credit unions.

“This rebrand represents more than just a new name. It’s a renewed commitment to driving meaningful change in the credit union communities we serve,” said Bobbi Grady, Executive Director of the Credit Union Impact Foundation. “By expanding our footprint and strengthening our focus, we’re better positioned to support credit unions in building resilience, fostering development, and amplifying their community impact.”

To learn more about the Credit Union Impact Foundation’s work or to get involved, visit our [updated website](#).

About The Credit Union Impact Foundation

The Credit Union Impact Foundation is a nonprofit organization committed to enriching credit unions and the lives of their members. Recognized as the philanthropic partner for all credit unions, the foundation focuses on disaster resilience, professional development, community impact, and credit union growth. Through meaningful initiatives and collaborative support, the Credit Union Impact Foundation enables credit unions to thrive, strengthen their communities, and create lasting positive change. Learn more about our initiatives [here](#).

About The League of Credit Unions & Affiliates

The League of Credit Unions & Affiliates provides a platform for advocacy, collaboration, and innovation, representing 386 credit unions across Alabama, Florida, Georgia, and Virginia and their 31.5 million members, as well as \$450.2 billion in assets. The League serves as an advocate through credit union engagement, advocacy impact, Foundation resources, and LEVERAGE products and services. Join us in supporting credit unions by learning more at www.the-league.coop. Follow The League on [LinkedIn](#), [Facebook](#), [X](#), and [Instagram](#).