**POTENTIAL HEADLINES:

New Report: Credit Unions Positively Impact Wyoming**

**Credit Unions Provide Social and Economic Benefits for Wyoming**

**New Report: Credit Unions Offer Financial and Civic Benefits for Wyoming**

**Credit Unions Benefit Wyoming Communities**

For more than 85 years, Wyomingites have benefitted from the “People Helping People” philosophy embraced by credit unions. Across the West, credit unions are serving their members, communities, and employees, providing a positive impact that is both economic and community-focused.

As not-for-profit cooperative institutions, credit unions are owned by their members, who benefit from valuable financial services such as lower loan interest rates, higher savings interest rates and reduced fees on products and services.

Credit unions not only serve their members, but also help drive local economies, which directly correlates to a positive economic impact for Wyoming. A [2022 independent economic analysis](https://gowestassociation.org/wp-content/uploads/2023/02/Econw_CreditUnion2022_Wyoming-FINAL-1.pdf) conducted by economic firm ECONorthwest found that credit unions are essential to Wyoming’s economy. In fact, the report states that credit union operations positively impacted Wyoming’s economy by $375 million in total spending and compensation.

Direct benefits to Wyoming’s 336,000 credit union members totaled $36 million. Savings from credit unions’ lower interest rates on mortgages and loans, and higher interest rates on personal savings help stimulate local economies through members’ increased ability to support local business through purchasing products and services.

Wyoming credit union jobs offer an additional economic benefit to the state. The analysis found that the 900 Wyoming credit union jobs support an additional 900 jobs throughout the state, which is part of the economic multiplier effect.

While the economic impact report shows that Wyoming benefits financially from credit unions, the positive community impact throughout our state is even greater. Wyoming credit unions lead the way in supporting local initiatives by being dynamically involved with their communities through both institutional and individual contributions.

As a leader of a credit union in (INSERT CITY), I see our employees make a substantial difference in our community every day. Whether through serving the community with financial wellness education, or volunteer participation in a wide variety of charitable programs, credit union employees are dedicated to community service.

The [2022 study](https://gowestassociation.org/wp-content/uploads/2023/02/GoWest_Wyoming_Impact_1222.pdf) shows that communities throughout Wyoming benefitted through credit unions and their employees’ efforts. For example, Wyoming credit donated $521,000 to charitable causes last year.

Credit unions not only help the local community, but also focus efforts on services that help individuals — members and non-members alike. Credit union programs that educate and elevate financial awareness are central to improving our citizens’ financial security.

There’s no doubt that credit unions are inclusive. Over the years, credit unions have welcomed low-income members, helping them to exit poverty and build wealth. The nature of credit unions to work with members on an individual basis offers great value not only for individual members, but for the community at-large.

All in all, credit unions partner with public and private stakeholders to help solve Wyoming’s critical issues. Through outreach and participation at all levels—individual, community, and state—credit unions continue to perpetuate the “People Helping People” philosophy that is central to the mission of improving the lives of our members and the communities where they live.

*XX is CEO and President of XX Credit Union in XXX, serving X,XXX members in Wyoming.*