BACKBONE

News You Can Use

Your Financial Life Changes. Credit Unions Change With You.

Life never follows a straight path, much less when it comes to finances. A new job can bring new possibilities, but an unexpected bill can throw everything off course. Buying a home, starting a family, caring for an aging parent, or simply trying to build savings from the ground up each bring a different set of financial questions.

That's where credit unions are different. As member-owned, not-for-profit cooperatives, they're built around relationships rather than one-time, faceless transactions. The goal isn't just to help someone open an account or get a loan, but to understand where they are, where they want to go, and how to solve for what might stand in the way.

Financial Support Built for Long-Term Relationships

For many people, financial needs change dramatically over the course of a lifetime. The same institution that helps open a first account may eventually help finance a home, prepare for retirement, or navigate a major life transition.

Backbone member Visions Federal Credit Union takes that long view to heart, supporting members through financial milestones that begin early and continue across generations. Its youth and young adult accounts programs help members build financial habits from childhood through age 25, while other services extend to later-life needs like healthcare, retirement, and wealth transfer.

Together, it reflects the credit union model for what a lifelong financial relationship can look like: the same trusted institution helping members through new chapters, even as their lives and priorities evolve.

Financial Support Can Extend Beyond Banking

The need for financial support is often greatest when life doesn't go according to plan. Job disruptions, rising costs, caregiving responsibilities, or unexpected expenses can quickly turn a manageable budget into a difficult one.

In Oregon, **Rivermark Community Credit Union** has built a network of Financial Wellness Capability Partners to help members navigate those moments. Through partnerships focused on debt management, retirement and investment planning, housing, food, and utilities, Rivermark understands that financial resources need to address the full picture of members' lives in ways that stretch beyond the account balance. It's this kind of support that can make difficult moments feel manageable, providing people with a place to turn before a setback becomes a crisis.

Financial Services Invested Directly in Members' Progress

Financial partnership isn't only about weathering the hard times. It's also about helping people make progress when they have an opportunity to build.

For instance, at **Great Lakes Credit Union**, a Share Matching savings program helped 71 members build more than $122,000 in assets between June 2025 and May 2026. Members saved more than $61,000 themselves, with another $61,000-plus added through matching support. These programs reflect the broader role credit unions can play: helping members navigate setbacks, take advantage of opportunities, and build stronger financial foundations over time.

That's the credit union difference: building relationships that grow with members, through the milestones, setbacks, and opportunities that shape their lives - both financial and beyond.

Want to Learn More?

Backbone is a national coalition of credit unions strengthening financial wellbeing through community and highlighting the ways credit unions bring connection, stability, and peace of mind to everyday Americans.

Reach out to hello@backbone.us or visit backbone.us to learn more.