



Passion Works Mobile Art Project

OUCU
Financial
Our Mission

To go above and beyond to help our members live their best lives

2025 Impact Report

As a not-for-profit credit union grounded in a mission of financial empowerment, we dedicate time, resources, and financial support to build economic strength and opportunity in Southeast Ohio and beyond.

Economic Impact



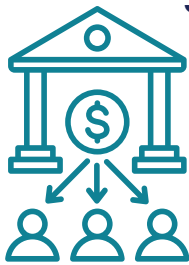
\$5 MILLION
TOTAL ANNUAL BENEFIT TO CONSUMERS*

\$194 ANNUAL BENEFIT PER CONSUMER



26,360
MEMBERS SERVED

3676 CONSUMER LOANS, MORTGAGES, BUSINESS LOANS FUNDED IN 2025



\$32.5 MILLION
TOTAL ECONOMIC CONTRIBUTION

730 JOBS SUSTAINED AND CREATED

109 DIRECT JOBS



\$532 MILLION
INVESTMENT SERVICES ASSETS UNDER MANAGEMENT

*Consumers includes credit union members, as well as non-members with the sum of (1) the dollar amount that credit union consumers save by having loans with interest rates that are lower than what borrowers with their credit histories would pay at other banks and (2) the extra dollar amounts that credit union consumers receive by having deposits with interest rates that are higher than they would be at banks, each during the last available calendar year. Note that actual benefits are larger than our estimates, since we do not include, for instance, the benefits from lower fees on other financial products. Provided by CU Collaborate.



Passion Works Studio

Banzai!

Interactive Financial Education in our Schools



31

SCHOOLS SPONSORED



160

TEACHERS SERVED



BANZAI ONLINE FINANCIAL EDUCATION

- 17,048 Page Views
- 16,147 Unique Visitors
- 495 Coaching Sessions
- Building Credit - Top Coaching Session



12,000

STUDENTS EDUCATED



1480

WORKBOOKS ORDERED



Financial Education & Empowerment

OUCU Financial invests in financial literacy programming to equip individuals and families with tools for a secure financial future.



OUCU ONLINE FINANCIAL WELLNESS CENTER

- 3504 Page Views
- 2532 Active Users



EDUCATIONAL SCHOLARSHIPS

- 6 High School Seniors
- \$15,000 Total Scholarships Awarded



OUCU SAVVY MONEY CREDIT SCORE

- 16 Points Average Score Increase

- 424 Credit Goals Set
- 24,500 Credit Monitoring Alerts
- 398 Financial Check-Ups Started



GREENPATH FINANCIAL WELLNESS

- \$77,133 Total Debt Paid Off for Members in Debt Management Plan

- 25 Budget Counseling Sessions
- 224 Member Contacts with GreenPath



- WE ARE ACCOUNTABLE
- WE WELCOME EVERYONE
- WE ARE BOLD & WE GO BEYOND
- WE MAKE THE DIFFERENCE



Habitat for Humanity