**FOR IMMEDIATE RELEASE:**

**National Credit Union Foundation Announces New FinHealth Director**

MADISON, WI (November 7, 2022) - The National Credit Union Foundation (the Foundation) has announced the addition of Jamie Chandler as FinHealth Director.

As FinHealth Director, Chandler will lead the Foundation’s efforts to strengthen the understanding and support of financial well-being across the credit union movement. Her role will also oversee the operations and outputs of the FinHealth Fund—a multimillion-dollar initiative delivering on key financial well-being strategies to benefit credit union members, employees and communities.

“We are thrilled to have Jamie join our team,” said Chad Helminak, the Foundation’s Chief Impact Officer. “Her experience developing innovative financial health initiatives will be a powerful addition to the Foundation. Her leadership will be instrumental in the Foundation catalyzing further change across the credit union movement and help improve financial well-being for all.”

Chandler joins the Foundation after serving as the Senior Financial Health Program Specialist at University Federal Credit Union in Austin, Texas, where she led the planning, development and management of the organization’s financial health program for their 780 employees and over 300k members. She also served as a Certified Credit Union Financial Counselor (CCUFC) for employees. An Army veteran, Chandler is actively engaged with several organizations that support veterans and the first responder community.

“I am excited to be joining the incredible team at the Foundation,” said Chandler. “I am deeply passionate about growing and evolving financial health, and I am looking forward to working alongside credit unions to drive the mission of financial well-being for all into the future.”

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**More information:**

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**Notes to editors:**

* The National Credit Union Foundation (the Foundation) is the charitable arm of the U.S. credit union movement, serving as a catalyst to improve people’s financial lives through credit unions.  
    
  Through the Foundation’s own means, grants program and commitment to impactful partnerships, they provide research, insights and tools to ignite understanding in credit unions – helping place employee, member and community financial well-being at the center of a credit union’s strategy.  
    
  Learn more at ncuf.coop
* The FinHealth Fund is a designated, restricted fund held at the National Credit Union Foundation. A “designated, restricted fund” is money that has been given to a charity (the Foundation) for a particular purpose and can only be spent on that purpose.  
    
  The FinHealth Fund was created after leaders of CUNA Mutual Group and four credit unions – BCU, Redwood CU, Coastal FCU and Local Government FCU (the initial contributors) – asked the Foundation’s board to establish a new restricted fund to support, scale and accelerate work that would help the entire credit union system improve financial well-being for all.  
    
  In their request to establish the Fund, the initial contributors defined three priorities:

1. A repository of resources (e.g. current work, case studies and other resources) to help credit unions embrace financial well-being for all as a strategy imperative.
2. A building of readiness. Providing education and upskilling for credit union employees to establish a workforce ready to passionately serve people where they are in their financial lives. This includes starting at home with employee financial health and a deep commitment to inclusion.
3. A collaboration to identify and test data within the system that credit unions can use to quantify how they improve their members’ financial lives.