

Cooperative CONNECTION

MONTHLY
NEWSLETTER

Progress through partnership



February 27, 2025 | Volume 2025, Issue Number 2 | Event Calendar

Keeping the Credit Union Mission Strong

Fintech and CUSOs: Expanding Credit Union Impact

Welcome to the second edition of *Cooperative Connection*! As the credit union community heads to Washington, D.C., for GAC, it's a reminder of the dedication to ensuring a strong future for credit unions. While the industry faces consolidation, rapid technology shifts, and regulatory challenges, the mission of "people helping people" remains at the core.

This issue highlights fintech and CUSO partners who are helping credit unions serve the underserved—offering microloans to Gen Z members, empowering individuals with disabilities, and supporting seniors through life's transitions.

[Read the Full Blog from CCUA's EVP & COO, Melissa Pomeroy](#)



**FINTECH
FEATURE**

Gentreo, a platform
to protect families

Gentreo: Customized Estate Planning

Gentreo, a CCUA partner, offers credit unions a powerful way to help members plan for the future. This online estate planning solution provides customized access to wills, health care proxies, power of attorney, pet power of attorney, and revocable living trusts. Documents are securely stored in Gentreo's Digital Family Vault, ensuring access anytime, anywhere. Created by legal and industry experts, it's a simple, secure way to safeguard what matters most. Enhance your member benefits with this innovative tool.

[Learn about our partnership with Gentreo.](#)



Credit Score Underwriting is so 2024

Traditional credit score-based underwriting no longer meets the needs of many consumers, with 77% of Americans living paycheck-to-paycheck. Credit unions can support these individuals by adopting alternative risk models that reduce defaults and expand access. By embracing innovation, credit unions can better serve their communities and promote financial inclusivity.

[Read more from Salus CEO, James Chemplavil.](#)



Let Me Do It: An App to Empower People with Disabilities

Amit and Angad Sahgal created Let Me Do It, an app designed to help individuals with disabilities gain independence through step-by-step task guidance. Their mission has gained recognition, earning support from the Techstars global startup network.

How Let Me Do It works:

- Provides visual and text prompts to guiding users through tasks like cooking and personal care.
- Tailors instructions to the users specific needs using customizable features.
- Designed for ease of use, with a simple interface that promotes confidence and autonomy.
- Supports caregivers by offering a structured way to assist without direct intervention.

The Sahgals will share their journey in a keynote at [CU Accelerate](#) and be featured in the [Fintech Connect](#) Cyber Showcase.

[Read the full article about Let Me Do It.](#)



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