

International Credit Union (ICU) Day®

Thursday, October 17, 2024

International Credit Union (ICU) Day® celebrates the spirit of the global credit union movement. The day is recognized to reflect upon the credit union movement's history, promote its achievements, recognize hard work and share member experiences. International Credit Union (ICU) Day® has been celebrated on the third Thursday of October since 1948.

The ultimate goal is to raise awareness about the tremendous work that credit unions and other financial cooperatives are doing around the world and give members the opportunity to get more engaged. The day of festivities for credit unions and financial cooperatives globally includes fundraisers, open houses, contests, picnics, volunteering and parades.

One World Through Cooperative Finance

In 2024, we will gather together as a global movement on Thursday, October 17, to celebrate ICU Day under the theme: One World Through Cooperative Finance. At a time in our history when we seem increasingly divided, we hope our credit unions use the 76th anniversary of ICU Day to show how our movement brings people closer together through democratic, member-owned financial institutions that put people over profit.

The First Celebration

In 1948, the U.S. Credit Union National Association (CUNA) decided to initiate a new national Credit Union Day celebration. CUNA and CUNA Mutual Insurance Society set aside the third Thursday of October as the National Day of Observance. By then, many more of America's credit union leaders believed there was a need for an occasion that would bring people together to reflect upon credit union history and achievements and to promote the credit union idea across the country.

Credit unions, state credit union leagues in the United States and many of the informal credit union chapters in each state were encouraged to celebrate the new holiday in some way. It was to be a time for raising funds for movement causes and to pay homage to the men and women who had dedicated their lives to credit union development.

Where and How We Celebrate Today

Members around the world celebrate this special day in a number of ways. Some sponsor open houses, picnics, fairs, festivals and parades; others hold athletic competitions and essay or art contests for young members. Public gatherings with visiting dignitaries have effectively attracted media attention and public involvement, as have educational and public service events.

As your credit union joins in this unique and exciting celebration, remember that you are joined by more than 403 million members in 98 countries who also recognize and celebrate the credit union difference!

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