

NEWS RELEASE

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Beginnings Credit Union Marks One Year Since Rebrand

CEO reflects on strategy behind new identity and continued commitment to members

ITHACA, N.Y., July 8, 2026 – Beginnings Credit Union is marking one year since its transition from CFCU Community Credit Union, reflecting on the strategy behind the organization's new identity and the values that continue to guide its vision.

Launched officially in July 2025, the rebrand followed months of research, member input and collaboration among the credit union's Board of Directors, leadership team and other stakeholders. According to the organization, the new identity was developed to better reflect Beginnings' purpose while creating a unified brand for members, employees and the communities it serves.

"This was never about simply changing a name — it was about aligning who we are with where we're going," said Lisa Whitaker, president and CEO of Beginnings Credit Union. "We took a deliberate, strategic approach, grounded in member insights, Board direction and a clear understanding of our communities to ensure our brand reflects both our identity today and our future direction. 'Beginnings' represents that intentional step forward."

Over decades of growth, expansion and mergers, the former "CFCU" no longer reflected the organization as it evolved and, at times, created confusion. The transition to Beginnings Credit Union established a single identity intended to represent all members and the communities the credit union serves.

The name Beginnings was selected to reflect optimism, possibility and forward momentum while recognizing that every member's financial journey is unique. Its tagline, "All That's Possible," reinforces the credit union's commitment to helping members pursue their financial goals.

While the brand changed, members continued to receive the same products, services and digital banking experience throughout the transition.

"As we look back on this past year, what stands out most is how this rebrand has strengthened our connection to our members and our communities," Whitaker said. "It has given us a clearer voice, a stronger presence and the ability to communicate our purpose in a way that resonates more deeply."

Whitaker said the organization approached the rebrand with a long-term perspective, informed by research, focus groups and member feedback.

"Our goal was to build a brand that would stand the test of time," Whitaker said. "Beginnings is more than a name. It's a reflection of our purpose, our values and our commitment to helping people experience all that's possible."

About Beginnings Credit Union

Beginnings Credit Union, founded in 1953, serves nearly 77,000 members. With \$1.4 billion in assets and 14 locations, Beginnings is one of the largest credit unions in New York State.

Through financial literacy programs, community partnerships, competitive rates, trusted products, and passionate staff, Beginnings is committed to connecting people with financial opportunities that unlock possibilities and move communities forward.

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