



Contact: Kyley Mclauchlan  
Phone: 231.932.5042  
Email: kyleym@tbacu.com  
Date: April 9, 2026

FOR IMMEDIATE RELEASE

## **TBA Credit Union Turns New Memberships into Support for the Northwest Michigan Community Action Agency**

**TRAVERSE CITY, Mich.** – Through a new membership initiative, You Join. We Give., TBA Credit Union (TBACU) donated \$4,220 to the [Northwest Michigan Community Action Agency \(NMCAA\)](#), supporting the organization’s work across northern Michigan.

Launched in January 2026, the You Join. We Give. membership initiative turns the credit union’s \$10 lifetime membership fee into a \$10 donation to a local nonprofit, voted on by the TBACU team each quarter. NMCAA was selected as the credit union’s first-quarter partner, benefiting from every new membership opened between January and March

“We are incredibly grateful and happy to have been part of a new initiative that will benefit so many of our community partners and neighbors in the region,” said Kerry Baughman, Executive Director of Northwest Michigan Community Action Agency. “Many thanks to TBA Credit Union for selecting NMCAA to be the beneficiary of this wonderful campaign that truly embraces the spirit of ‘it takes a village!’”

Through this campaign, new members helped support NMCAA’s mission to provide critical services to individuals and families across northern Michigan.

“Opening an account with us is more than just finding a place that fits your banking needs, it’s about joining a movement that truly makes a difference in the community,” said Karen Browne, President & CEO of TBA Credit Union. “Our partnership with NMCAA allowed members to support essential services throughout northern Michigan and stay true to our founding philosophy of people helping people.”

The You Join, We Give campaign continues throughout the year with a new nonprofit partner each quarter. Learn more at [tbacu.com/you-join-we-give](https://tbacu.com/you-join-we-give).

A \$383 million (assets) credit union, TBA Credit Union provides financial services to over 20,000 members across the State of Michigan. In addition to two branches and a call center located in Traverse City, TBA Credit Union members have access to over 30,000 surcharge-free ATMs nationwide through the CO-OP Network and over 300 Xtend Shared Branching locations.

For more information about TBA Credit Union, visit [tbacu.com](https://tbacu.com) or call 231.946.7090.

*Attachment: TBACU\_NMCAA\_Check\_Presentation*

*Left to right: Kerry Baughman, Executive Director at NMCAA, Karen Browne, President and CEO at TBA Credit Union, Emily Marek, Housing & Financial Stability Coordinator at NMCAA.*

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