

RESOLUTION 12: CELEBRATING 40 YEARS OF UNION PLUS

Union Plus carries out a mission of improving the quality of life of working families by offering specialized products and services.

Founded by the AFL-CIO in 1986 as Union Privilege, Union Plus is a nonprofit organization delivering excellent consumer benefit programs exclusively for union members (current and retired) and their families.

Union Plus believes that supporting our union members through good and bad times keeps our unions strong. In addition to everyday benefits, Union Plus offers unique financial assistance including strike benefits and other hardship help options.

Forty years ago, when Union Plus launched its original credit card program, the labor movement was rebuilding and retooling in response to anti-union attacks on worker rights. Members responded strongly to that first-of-its-kind program, proud to show their union card that was designed specifically for working families.

Not only does the Union Plus financial services programs serve the needs of union families, including through built-in hardship help benefits, but it also re-invests revenue into the labor movement.

Union Plus expands its discount and program offerings with intentionality; partnerships that can help union members keep more of their hard-earned paycheck in their wallet while also providing resources, when possible, for Union Plus and AFL-CIO affiliates.

Union Plus now offers over 30 specially negotiated discounts and programs for union members through carefully vetted partnerships with top program providers in each field, delivering more than \$100 million a year in savings to union members.

We are also pleased to celebrate 35 years of giving back to union families through the Union Plus Scholarship Program, which has awarded over \$6.2 million to more than 4,300 working families as they pursue post-secondary education.

Union Plus is proud to deliver meaningful value to members of AFL-CIO affiliated unions. It has built on its deep relationships with each union to craft customized experiences for unique membership preferences and needs, leveraging advanced digital tools and industry expertise. Union Plus's personalized approach ensures that each union can interact with its programs relevantly and effectively, strengthening connections and maximizing the value delivered to members.

In honor of its 40th anniversary, we recognize the valuable partnership and role of Union Plus delivering exclusive programs to our affiliates and our members, and call on Convention delegates and Unions to:

- Prioritize sharing information about Union Plus's programs and benefits with union leaders, members, retirees and their families;
- Promote Union Plus as the official member benefits arm of the labor movement;
- And celebrate Unions Power America annually.

[SUBMITTED BY USW]