



### FICU champions 'Don't Tax My Credit Union' campaign to protect members

El Centro, CA – March 25, 2025 – First Imperial Credit Union (FICU) is taking a stand to protect its members and the community from proposed federal tax reforms that could jeopardize the unique benefits credit unions provide. As part of the national “Don’t Tax My Credit Union” campaign, FICU is rallying members to contact their federal lawmakers and oppose the measures that could disproportionately harm financially vulnerable communities like ours.

Without this exemption, credit unions like FICU would face increased operational costs, forcing higher fees and reduced services for members who depend on them the most. These changes could limit access to affordable loans, savings programs, and small business support, compounding financial challenges in our area. Last year, credit unions nationwide provided over \$35 billion in total consumer financial benefits, and FICU contributed over \$2.9 million in benefits to its members and through community giving.

“We are here for our members, not for profits, and we reinvest every dollar back into the people and businesses in this community,” said Fidel Gonzalez, President/CEO of First Imperial Credit Union. “In a community where so many families are already working hard to make ends meet, this tax reform could take away one of their strongest allies—credit unions. This reform would undermine everything credit unions stand for.”

To rally support, FICU is urging members to take immediate action by writing or calling their federal lawmakers. As part of the national campaign, members can visit [www.ficu.com/DontTaxMyCU](http://www.ficu.com/DontTaxMyCU) to send a message to their legislators.

#### About FICU

First Imperial Credit Union is a financial institution headquartered in El Centro, California and is designated as a Community Development Financial Institution, Minority Depository Institution, and a low-income credit union. The credit union has a mission to provide inclusive, equitable financial services with an exceptional member-focused experience. FICU is the only state chartered financial institution in Imperial County and operates four branches in the cities of El Centro, Calexico, Imperial, Brawley, and will soon open its fifth branch in La Quinta, CA. Press releases can be viewed at [ficu.com](http://ficu.com).

For additional information, contact:

Marlena Rascon-Renteria, Chief Experience Officer

760-352-1540 x 109 or [m.rascon@ficu.com](mailto:m.rascon@ficu.com)



(760) 352-1540  
(877) 352-1540



1602 W. Main St.  
P.O. Box 3247  
El Centro, CA 92243 | 92244



Brawley | Calexico  
El Centro | Imperial

**[ficu.com](http://ficu.com)**