

TDECU

President's Medallion

TDECU

YOUR CREDIT UNION

TDECU is the largest credit union in Houston and the fourth largest in Texas, providing a full range of financial services to its more than 370,000 members. Established in 1955 to provide financial help to the hourly worker, today, its original \$35 loan has turned into over \$4.7 billion in assets. Moreover, TDECU provides philanthropic support to help its local communities thrive through a focus on educational, health and economic development.

Since 2008, TDECU has generously supported the University of Houston, contributing more than \$30 million to empower its students, employees and alumni through a broad range of impactful initiatives.

In 2014, when TDECU purchased naming rights to UH's football stadium for \$15 million, it made history with the largest-ever naming rights deal for a college football stadium at that time — elevating the football program and University. Concurrently, TDECU became a sponsor of the University of Houston's Alumni Association's (UHAA) annual Cougar 100 event, which recognizes and celebrates the 100 most successful Cougar-owned or led companies. In that same year, it also opened a branch in the UH Student Center, making its financial services easily accessible to UH students, employees and the local community.

Committed to student enrichment, for years, the credit union has worked closely with the C. T. Bauer College of Business on student-led strategic research and recruited student interns from its A.R. "Tony" and Maria J. Sanchez Program for Excellence in Selling, many of whom became permanent employees.

In 2023, the credit union renewed its football stadium naming rights agreement with a \$20 million partnership, which included an expansion of its support across the University. Its renewal helped to bolster UH's prominence in the Big 12 Conference and its vision to become a top 50 university. TDECU sponsored a new loyalty program to increase fan engagement. It also expanded its support of UHAA, partnering on numerous events and programs, as well as the UH Young Alumni Association. It became a presenting sponsor of the University's Cougar Cupboard food pantry, expanding access to nutritious food, free of charge for students in need. Additionally, it began providing financial literacy workshops for student-athletes covering saving, budgeting, debt management and taxes, among other key topics. TDECU also proudly sponsored UH Athletics' Champions Circle, which connects student-athletes with leading companies that help hone and further develop their professional skills

The President's Medallion is awarded at the sole discretion of the President to individuals and organizations that have distinguished themselves by their support of the University of Houston and the community.