

CRISIS TEXT LINE |



FOR IMMEDIATE RELEASE

Community Financial Credit Union Launches Pioneering Partnership with Crisis Text Line to Provide 24/7, Lifesaving Mental Health Support to its Communities

Plymouth, Mich.— February 11th, 2025-- [Community Financial Credit Union \(Community Financial\)](#), a 14- branch and growing Michigan-based credit union helping moms, teachers, students and members find belonging and financial family, is launching a groundbreaking partnership with [Crisis Text Line](#) to increase access to critical mental health support for clients and community members to address the escalating mental health epidemic in Michigan. Crisis Text Line is a leading nonprofit organization that provides free, 24/7, confidential text-based mental health support in English and Spanish. Community Financial members seeking support can now text CFCU to 741741 to reach a live volunteer Crisis Counselor. In 2024, Crisis Text Line engaged in more than 40,000 conversations with people in crisis from Michigan.

"At Community Financial, we believe that every child deserves to feel seen, supported, and empowered. With over 50 student-run branches across the great state of Michigan, we have been supporting financial wellbeing for years. Holistically, wellbeing is interconnected and as we listened to our school partners we knew we could do more," said Tansley Stearns, president and CEO of Community Financial Credit Union. "Partnering with Crisis Text Line allows us to provide young people with a safe space to reach out for help when they need it most. By offering 24/7 access to confidential support, we're ensuring that students in our community have someone to turn to, no matter what challenges they face."

Crisis Text Line's volunteer Crisis Counselors provide support for individuals facing various challenges, including stress, anxiety, loneliness, isolation, financial stress, difficult relationships, bullying, self-harm, and suicidal thoughts.

"We're proud to partner with Community Financial Credit Union, our first credit union partner, to provide essential and nonjudgmental mental health support 24/7 to its community members," said Dr. Shairi Turner, Chief Health Officer at Crisis Text Line. "Financial stress can often take a significant toll on mental well-being. By offering accessible support, we empower individuals to navigate challenges with resilience, building healthier lives and stronger communities."

In its commitment to supporting community mental health, Community Financial is taking a stand to protect K-12 students—particularly as the mental health crisis disproportionately affects young, diverse populations. By sponsoring a dedicated mental health line for Northville Public Schools, students can now access vital support by texting NPS to 741741.

"Mental health is just as important as physical health, and it's essential that our students have access to the support they need in moments of crisis," said Dr. RJ Webber, Superintendent of Northville Public Schools. "Thanks to Community Financial Credit Union's partnership with Crisis Text Line, Northville students now have a direct line to help whenever they need it. This initiative reinforces our commitment to providing a safe, supportive environment where every student can learn, grow, and thrive."

To take their impact even further, Community Financial is taking action to support those in need by offering meaningful opportunities for employees and members to become volunteer Crisis Counselors, allowing them to make a direct impact through their time and skills. Crisis Text Line offers a free 15-hour virtual, self-paced training, ensuring flexibility and accessibility for volunteers.

About Community Financial Credit Union

[Community Financial Credit Union](#) goes beyond banking to help moms, teachers, students and members find belonging and financial family. As a not-for-profit, full-service financial institution headquartered in Plymouth, Michigan and 14 branches across southeast and northern Michigan, we dedicate our 350+ employees' time, and \$1.6 billion in assets, to uplift the communities we serve for the past 70 years. Named one of America's Best Credit Unions by Forbes and certified as a Great Place to Work, Community Financial fosters real connections with its members and the community; providing solutions for a better quality of life. With our mission of creating joy and igniting Michiganders' impossible dreams, Community Financial believes in building a brighter tomorrow by fostering inclusivity and putting people first.

About Crisis Text Line

[Crisis Text Line](#) is a nonprofit organization that provides free, confidential, 24/7, high-quality text-based mental health support and crisis intervention in English and Spanish. Since its launch in 2013, Crisis Text

Line has engaged in nearly 11 million crisis conversations and trained over 80,000 volunteers to support people in their moments of need. Crisis Text Line is committed to creating an empathetic world where nobody feels alone. Individuals seeking confidential support can connect with us via text, web chat and WhatsApp. To be connected to a live, trained volunteer crisis counselor, text HELLO to 741741 or 443-SUPPORT in WhatsApp or text HOLA to 741741 or 442-AYUDAME in WhatsApp for Spanish or connect with us via [web chat](#). Visit Crisis Text Line on [Instagram](#), [Twitter](#), [Facebook](#) and [TikTok](#). Additional information, including how to become a volunteer or how to support Crisis Text Line through donations or partnerships, is available at www.crisistextline.org.

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