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Suncoast Credit Union announces significant charitable support for Bethune-Cookman University

Florida's largest credit union will donate more than half a million dollars over the next decade

DAYTONA BEACH, Fla., Sept. 23, 2026 - [Suncoast Credit Union](#) continues to exemplify its charitable giving to students at schools and universities throughout Florida with a significant donation to [Bethune-Cookman University](#), a private historically Black university in Daytona Beach.

This fall, Suncoast donated \$50,000 to B-CU, supporting homecoming activities that engage students, faculty and alumni along with programs that help students succeed both inside and outside the classroom. This investment will not only expand opportunities for students but also strengthen the university's ability to make a lasting impact throughout the communities it serves.

In addition, Suncoast announced a new long-term commitment to invest \$50,000 annually over the next 10 years, representing a total contribution of \$500,000 to support Bethune-Cookman University students and programs. This decade-long commitment continues a charitable giving partnership originally established by Launch Credit Union, which [recently merged with Suncoast Credit Union](#). Through the merger, Suncoast will carry forward that legacy of support to students in Brevard and Volusia counties, ensuring continued investment in student success and educational opportunities for years to come.

"Together, the immediate gift and long-term commitment reflect Suncoast's dedication to higher education, student achievement and strong communities across Florida," said Kevin Johnson, president and CEO of Suncoast Credit Union. "Our partnership with Bethune-Cookman University is built on a shared commitment to student success, and we look forward to helping students and educators succeed for years to come."

Founded by educators in 1934, Suncoast Credit Union has a longstanding commitment to supporting education in Florida. This year, Suncoast Credit Union and the [Suncoast Credit Union Foundation](#) will [invest approximately \\$3.75 million](#) in schools, scholarships and educational programs statewide, helping students pursue their goals and strengthening communities through education. Since its founding in 1990, the Foundation has provided more than \$68 million in funding to organizations across Florida. Grants are awarded exclusively to tax-exempt organizations within Suncoast's service area that demonstrate measurable impact on the education, health and emotional well-being of children.

The Foundation is funded through Suncoast's [Pennies Add Up](#) program, which contributes four cents each time a member uses a Suncoast debit or credit card. When members use their cards, the dollars generated stay in their local communities, supporting schools and organizations that serve children where members live. Every card swipe helps create meaningful opportunities for Florida students and families while strengthening local communities.

Beyond financial support, Suncoast is present on B-CU's campus year-round, participating in career fairs and job shadowing panels, delivering [financial education workshops](#) and creating internship/hiring pathways for students. To date, Suncoast team members have engaged with more than 800 B-CU students about how to improve their financial well-being.

Suncoast Credit Union representatives presented the donation during the university's 2026 Homecoming on Sept. 19. Photos from the presentation and football game coin toss are available [HERE](#).

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About Suncoast Credit Union

[Suncoast Credit Union](#) is the largest credit union in Florida, the seventh largest in the United States by membership and the 10th largest by assets, with more than \$22 billion in assets. Chartered in 1934 as Hillsborough County Teachers Credit Union, Suncoast operates 98 full-service branches and serves more than 1.5 million members statewide. As a local, community-focused credit union, anyone who lives, works or attends school in Suncoast's service area is eligible for membership. In August 2026, members of Launch Credit Union approved a merger with Suncoast. Launch will operate as Launch, a Branch of Suncoast Credit Union, during the transition period while the organizations work toward full operational integration by mid-2027. Guided by its "people helping people" philosophy, Suncoast is dedicated to supporting the communities it serves. Since 1990, the [Suncoast Credit Union Foundation](#) has raised and donated more than \$68 million to organizations and initiatives that support the health, education and emotional well-being of children. For more information, visit suncoast.com or follow us on social media: [Facebook](#), [LinkedIn](#), [X \(formerly Twitter\)](#) and [Instagram](#).