

# Dora Maxwell Award for Social Responsibility

The Hawaii Credit Union League and Credit Union National Association are pleased to sponsor the Dora Maxwell Social Responsibility Recognition Award Program

This recognition program identifies credit unions that demonstrate the credit union "People-Helping-People" philosophy through the work of credit unions in the community.

Entrants in the Dora Maxwell competition compete with credit unions in the same asset category. There is also a category for multiple credit union groups or chapters. Here are examples of national Dora Maxwell Award winners:



## **(Less than \$5 million in assets)**

### **First Place:**

#### **Great Horizons Federal Credit Union (IN)**

A team from Great Horizons FCU raised \$1,432, a total \$232 more than its goal, for the local American Cancer Society's Relay for Life. The team's members ranged in age from 13 to 70 and included the entire staff of the credit union. Funds were raised through sales of items such as candy bars and "beanies," a donation of a portion of a loan skip-payment program fee and donations from members and area businesses.

## **(\$5-\$20 million in assets)**

### **First Place:**

#### **Kekaha Federal Credit Union (HI)**

Kekaha FCU partnered with United Way and the Internal Revenue Service to serve as a Volunteer Income Tax Assistance (VITA) site. The credit union prepared 108 federal tax returns, far exceeding the original goal of 38 set by the IRS and United Way. Of the 108 returns, 26 qualified for Earned Income Tax Credits totaling \$41,660. Front-line staff served as intake officers and the credit union's manager earned the necessary certifications to file the returns. Initially the credit union planned to open Saturdays to prepare the returns, but found that it needed to provide the service during regular business hours as well to meet the schedules of many people in the community.

## **(\$20-\$50 million in assets)**

### **First Place:**

#### **Evansville Federal Credit Union (IN)**

Evansville FCU raised \$11,000 for the construction of Ruth's House, a six-month residence that provides transitional housing for women who are recovering from alcohol and drug addiction. The credit union collected donations, held a "half-pot" raffle at its annual meeting, sold shirts, and also enlisted the help of high school students enrolled in advanced marketing classes. In a fund-raising project based on the popular television show "The Apprentice," teams of students raised \$5,000 for Ruth's House by selling candy, pizza, coupon books and raffle tickets.

## **(\$50-\$100 million in assets)**

### **First Place:**

#### **Education First Credit Union (MI)**

Education First CU partnered with Detroit Public Television to raise funds for educational programming. The credit union's \$10,000 donation served as a challenge grant on December 11, which resulted in \$31,600 in new pledges, for a total of \$41,600 raised for educational programming. Credit union volunteers staffed the phones and made on-air appearances. The credit union distributed posters and fliers at schools to promote the event and received favorable publicity for its efforts.

**(\$100-\$200 million in assets)**

**First Place:**

**Class Act Federal Credit Union (KY)**

Class Act FCU mobilized its resources to support the Every 1 Reads program, a community effort developed to improve the reading skills of the 20% of students in the Jefferson County Public Schools reading below their grade level. Class Act's 32 volunteer tutors included its board chair and 65% of its total staff. The credit union worked with seven schools tutoring 18 students. In addition, Class Act raised nearly \$1,200 from member donations and contributed \$6,500, or \$5 for each new member who joined the credit union in 2007 to the program, exceeding its \$5,000 fund-raising goal by more than 50%. The credit union played an active role in helping 91.5% of students read at or above grade level. Class Act received favorable publicity for its efforts including being featured in *Louisville Magazine*.

**(\$200-\$500 million in assets)**

**First Place:**

**Rogue Federal Credit Union (OR)**

Rogue FCU reached out to area youth and young adults by creating age-based financial education programs and conducting sessions at the credit union and in the community. The credit union replaced an outdated youth savings club with its Saving Money Is Fun Kids Club, a tech-driven program for kids aged 0 to 11, featuring live events, a Web site and the chance to earn prizes when making saving deposits. Its CU Achieve program is aimed at 12 to 14 year olds and features seminars, a Web site and newsletter and financial products. Its CU Succeed program for those aged 15 to 18 years old, offers a variety of products and services to those who have completed a series of financial education seminars held once a week for a month. The CU Prosper program is directed at young adults aged 19 to 24 and features seminars on such topics as credit and credit reports and identity theft.

**(Greater than \$500 million in assets)**

**First Place:**

**Chartway Federal Credit Union (VA)**

Chartway FCU sponsored a Black Tie and Bogey's event to benefit the Make-A-Wish Foundation. Credit union staff and volunteers contributed 1,670 hours to make the event successful. The event involved significant campaign development, employee and member promotion, and donor support, as well as participation by national celebrities and entertainers. Chartway's board of directors and senior management team actively promoted participation and support through sponsorship acquisition and volunteer recruitment, media promotion and campaign development. The result: a total of \$382,500 raised to provide wishes for children fighting for their lives.

**(Credit Union Chapter or Multiple Credit Union Group)**

**First Place:**

**Flatiron Chapter of Credit Unions (CO)**

The Flatiron Chapter of Credit Unions sponsored a Credit Union Harvest Run/Walk to benefit Community Shares of Colorado. Community Shares connects state residents to more than 100 charities and causes that benefit the community. The event attracted more than 300 participants. Donations received through the Harvest Run/Walk comprised the largest single contribution to the agency for 2007. The event also raised awareness of the role credit unions play as corporate citizens in their communities.

**Program information and entry forms are generally sent to all credit unions in late January. State entries are due to the League by early August and the selection of national winners is announced in late November.**

If you have any questions, please email [Laurie Moore](mailto:Laurie.Moore) or call 203.6403 on Oahu or 888.331.5646 from the neighbor islands.