

## Sample Award Program Activities

**The award programs differ in the following way: The Dora Maxwell Social Responsibility Recognition Award recognizes credit unions for external activities within the community; the Louise Herring Award for Philosophy in Action honors credit unions for exemplary internal programs and services.**

The following examples help clarify activities appropriate to each award category.

Sample Dora Maxwell Award activities include, but are not limited to:

- Helping solve core community problems, such as housing, transportation, hunger, or literacy.
- Food, clothing, or school supply drives for the needy.
- Raising money on behalf of charitable organizations, such as the United Way or Credit Unions for Kids®.
- Helping an organization or agency with events or projects, such as coaching a Special Olympics team.
- Tutoring or reading to students at a local school.
- Sponsoring a community volunteer of the year award.

Sample Louise Herring Award activities include, but are not limited to:

- Services for members with unique financial needs, such as savings clubs for children or discounts for senior citizens, or other extraordinary efforts to serve the membership.
- Counseling for members facing financial difficulties.
- Educational seminars for members on retirement planning, car buying, budgeting or college financing.
- Efforts to educate members on the credit union difference.

## 2010 Entry Form for the Louise Herring Award for Philosophy in Action

*The Louise Herring Award for Philosophy in Action is given to a credit union for its practical application of credit union philosophy within the credit union. It is awarded for extraordinary, internal programs that are focused on its membership and create services that benefit its members. This award is not for charitable work that is directed outside or extended beyond a credit union's membership.*

- Please include promotional materials, descriptions and photos of project/event with your entry form. Please no electronic media.
- Current and previous years' income statements and balance sheets and/or NCUA Financial Performance Report **must** be included with the entry materials.
- Submit materials in a three-ring binder, album, or spiral-bound book
- Follow the format of the entry form. Type your responses on the form provided.

Contact Person \_\_\_\_\_

Title \_\_\_\_\_ E-mail address \_\_\_\_\_

Credit Union Name \_\_\_\_\_

Street Address \_\_\_\_\_ P.O. Box \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

### Asset size:

\_\_\_\_\_ Less than \$50 million    \_\_\_\_\_ \$50 - \$250 million    \_\_\_\_\_ Greater than \$250 million

Credit union's field of membership: \_\_\_\_\_

Number of credit union branches: \_\_\_\_\_

Number of credit union members: \_\_\_\_\_

Number of credit union employees: \_\_\_\_\_

Number of credit union employees responsible for implementing the project: \_\_\_\_\_

### Answer the following questions (use additional paper if necessary):

a. If your credit union was involved in multiple projects, **please list them here**. If not, proceed to the next question.

b. Select and describe the **one** project that was the most successful and/or the most unique -- the **one** that best exemplifies the Louise Herring Award for Philosophy in Action. (The ensuing questions must be answered based on this **one** project.)

1. How did your project help your members?
  
2. Describe how your credit union implemented the project (i.e., explain the process).
  
3. How does the project differ from day-to-day operations? How could it be used throughout the credit union system?
  
4. Explain how members were educated about the project/process and how it showed true credit union philosophy.
  
5. How is this project going to be used to serve the credit union's members on a consistent basis?
  
6. How does the project show your credit union's commitment to the credit union principles of democratic structure, service to members, on-going financial education, and social goals?
  
7. Please describe the measurable or defined results the project achieved.

**Include this form in your entry and return to your league by the deadline.**

## Checklist for Louise Herring Award for Philosophy in Action Entries

The following checklist will ensure that Louise Herring Award for Philosophy in Action entries are complete. Please include the completed checklist with your entry form.

- \_\_\_\_\_ Does the entry include **one** completed entry form listing the credit union's name, address, FOM, number of members, number of employees, number of employees responsible for implementing the project, a contact person, and a description of **one** project?
- \_\_\_\_\_ Does the entry form state that it is intended for the Louise Herring Award for Philosophy in Action program? Does the project fit within the description listed on the top of the entry form?
- \_\_\_\_\_ Does the entry include current and previous years' (2 years total) balance sheets and income statements and/or NCUA's Financial Performance Report (FPR)?
- \_\_\_\_\_ Does the entry form reflect your credit union's current asset size?
- \_\_\_\_\_ Does the entry include promotional materials, descriptions and photos of the project and/or event?
- \_\_\_\_\_ Are all materials either in a three-ring binder, album, or a spiral-bound book?
- \_\_\_\_\_ Does the entry describe the program's goals and the actual results, including budgets, numbers of people involved, etc.?
- \_\_\_\_\_ Is the entry form concise and readable? (Remember, more isn't always better!)
- \_\_\_\_\_ Does the entry explain how the program demonstrates credit union philosophy in actual operations?
- \_\_\_\_\_ Does the entry show how the program went beyond what is normally expected of a credit union?
- \_\_\_\_\_ Does the entry demonstrate how members were educated about credit union philosophy?

**Include this checklist with your entry and return to your league by the deadline.**