

# News from your Credit Union Foundation

The Carolinas Credit Union Foundation is proud to embody and promote philanthropy for credit unions in the Carolinas. It is the mission of the Foundation to enrich the lives of children and with the support of credit unions, its employees and its members, we are making a lasting investment in our communities. This monthly newsletter will serve as your source for Foundation information and philanthropic credit union news. You are encouraged to share this with others.

## March 2016

### President's Message: Together We Can Achieve More!

Since coming onboard in late December, things have been busy at the Carolinas Credit Union Foundation. **Last year's supporters** were thanked and recognized for their financial commitment in 2015 and this year's scholarship program is in full swing. I have been working to plan several fundraising events for 2016, and at the same time, a handful of credit unions have already graciously solidified their engagement for this year through the League dues process. For that, I thank you. The most notable pledge, however, came from your League.

Earlier this month, **the Carolinas Credit Union League's Board unanimously voted** to provide an unrestricted \$50,000 contribution to the Carolinas Credit Union Foundation, speaking volumes to their dedication to giving back. The Foundation will directly attribute those funds to the Reach Program, where children in local hospitals and families in local Ronald McDonald Houses can experience the fun of camp, Victory-Junction style.

We can all be excited for what the future holds for the Carolinas Credit Union Foundation. A path is being paved to ensure the Foundation's objectives continue, and I stand ready to lead the Foundation forward.

Together we will:

- Promote the "people helping people" spirit of credit unions;
- Distribute nearly \$200,000 in scholarships from supporting credit unions and the Foundation;
- Ensure credit union employees are provided with professional development grants to further their success;
- Collaborate to build individual credit union foundations that thrive;
- Support credit unions around the country in times of need due to natural disasters;
- Award the heroes in our industry for their commitment to social responsibility;
- Work with local community Foundations and non-profits to multiply our accomplishments;
- And last, but certainly not least, we promise more smiles to children in our local hospitals through our commitment to Victory Junction's Reach Program.



I look forward to much success in 2016.

Sincerely,

Lauren Whaley

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### The Credit Union Commitment to Children

Credit unions in the Carolinas have a rich history of philanthropy with various causes for children. Through the years, the Foundation, individual credit unions and the Chapter network have contributed to the Children's Miracle Network and local children's hospitals, Prevent Child Abuse, the Duke Pediatric Bone Marrow Research Laboratory and just recently raised \$600,000 to fund extensive **children's hospital renovation projects** in each state.

Most notably, over the last decade, credit unions have supported Victory Junction to the tune of nearly \$3 million. In 2015, the Carolinas Credit Union Foundation pledged its largest commitment yet with a promise to raise \$800,000 over a four year period to be the exclusive sponsor of Victory Junction's Reach Program.

**The Reach program** allows Victory Junction to take the camp-fun beyond its gates to bring more smiles to children and families in local children's hospitals and Ronald McDonald Houses all across the Carolinas. Reach Team visits reduce the stress of a hospital stay with creative, age appropriate camp fun like painting, wood working, fishing, crafts, puppetry and other games.

I would welcome the opportunity to talk directly with you about the Reach program and your credit union's support. We need the Chapter networks, credit unions, employees and members standing ready to lend their support to ensure that more smiles are possible for children in the Carolinas.

**Thank you for the support of the Reach Program!**

**The success of the Reach program alone in 2015 was remarkable with nearly 4,200 children in the Carolinas experiencing Victory Junction's camp activities**



### Other Foundation News

**[CUaware hosts successful fundraising event for the Reach program](#)**

**[The Power of Cooperation: Carolinas Foundation awards disaster grant to Turbine FCU](#)**

**[Lion's Share FCU members contribute \\$14,650 to Victory Junction's Reach program](#)**

**[Piedmont Advantage hot dog sale to support Victory Junction Reach program](#)**

**[Philanthropy in Action in the Carolinas](#)**

**[Champion CU donates \\$100,000 to public schools in Western NC](#)**

**[Palmetto Health supports Midlands flood relief, local children's hospital](#)**

**[Greensboro Municipal FCU sponsors high school entrepreneurship program](#)**

**[Founders FCU helps renovate Chesterfield domestic violence shelter](#)**

Send your #creditunionphilanthropy stories to

[lwhaley@carolinasfoundation.org](mailto:lwhaley@carolinasfoundation.org)

### Financial Fitness Day – April 6, 2016

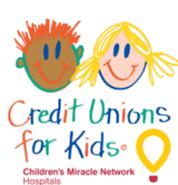


To kick off National Financial Literacy Month and **National Credit Union Youth Month™** in April, Financial Fitness Day is dedicated to helping credit union members get their financial health in shape. Your credit union's participation in Financial Fitness Day helps raise funds for the National Credit Union Foundation and the Carolinas Credit Union Foundation and ensures our outreach efforts to improve the well-being of credit union members and our communities continues.

The campaign website can be found at [financialfitnessday.com](http://financialfitnessday.com). Included on the website are other **campaign resources** such as additional fundraising ideas, sample newsletter/blog articles, sign-up sheets, supporter sticker and wall pin-up templates, sample tweets and social media images, web buttons and banners, and more.

### FCCCU Challenges Credit Unions with Coin Campaign

To celebrate the 20th anniversary of the Credit Unions for Kids program, First Carolina Corporate Credit Union and Mid-Atlantic Corporate Federal Credit Union are collaborating to host a friendly competition between member credit unions.



From April 1 to April 30 credit unions can raise money through the Change a Child's Life coin collection campaign by simply placing coin canisters at teller stations and member services representatives' desks and inviting members to donate their loose change when they stop by the branch.

Credit unions in the Carolinas have raised more than \$1.8 million for the Credit Union for Kids program over the last 20 years.

Email **[Tonya Monteiro](#)** at FCCCU to register for the April competition.

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