

## 2020 State-level Award Winners

Projects from Indiana credit unions in the areas of community service, credit union philosophy in action and excellence in delivering financial literacy content have been recognized with state-level awards. These awards are named for credit union pioneers in each of the areas.

Those credit union entries receiving first place honors in their asset size category in Indiana have been forwarded on to CUNA's national competition. Descriptions of the projects are below.

### Alphonse Desjardins Award – Adult

\$1 billion+ – First Place – Evansville Teachers FCU, Evansville, *ETFCU Vintage Club*

\$250 million - \$1 billion – First Place – Financial Center First CU, Indianapolis, *Taking Adult Financial Education Online*

### Alphonse Desjardins Award – Youth

\$250 million - \$1 billion – First Place – Financial Center First CU, Indianapolis, *Money Matters for Students*

\$50-\$250 million – First Place – Perfect Circle CU, Hagerstown, *Banzai Financial Literacy Outreach*

Less than \$50 million – First Place – Financial Health FCU, Indianapolis, *Free Wheelin' YEETL*

Less than \$50 million – Second Place – Health Care Professionals FCU, Richmond, *HCPFCU Teen Program*

### Louise Herring Award

\$250 million - \$1 billion – First Place – Financial Center First CU, Indianapolis, *We Care About You*

\$250 million - \$1 billion – Second Place – Hoosier Hills CU, Bedford, *Helping Members Navigate the Post-COVID Economy*

### Dora Maxwell Award

\$1 billion+ – First Place – Indiana Members CU, Indianapolis, *Indiana Members Foundation Golf Outing Fundraiser*

\$1 billion+ – Second Place – Teachers CU, South Bend, *INNOVATE! TCU Business Challenge*

\$1 billion+ – Honorable Mention – Centra CU, Columbus, *Pandemic Community Involvement Plan*

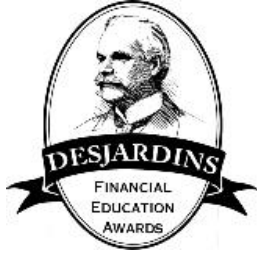
\$1 billion+ – Honorable Mention – FORUM CU, Fishers, *FORUM Gives Back*

\$250 million - \$1 billion – First Place – Financial Center First CU, Indianapolis, *Pack the Pantries*

\$250 million - \$1 billion – Second Place – ProFed FCU, Fort Wayne, *Community E-Recyclable Program*

\$250 million - \$1 billion – Honorable Mention – Crane CU, Odon, *Crane Cares*

\$50-\$250 million – First Place – Thrive FCU, Muncie, *Thrive Cares*



## 2020 Alphonse Desjardins Adult Financial Literacy Award Winners

More than \$1 billion in assets

**First Place: Evansville Teachers FCU**

ETFCU Vintage Club

In late 2018, Evansville Teachers FCU (ETFCU) launched the ETFCU Vintage Club, open to those age 70 or older who have been members for at least 30 years, so that more members become eligible each month. Through the program, the credit union offers seminars related to financial wellbeing that cover topics such as retirement issues and estate planning and are led by experts both from the credit union and the local community. ETFCU also offers social outing day coach trips for events such as a major-league baseball game or a trip to a state park for lunch and leaf watching at negligible cost to members. A quarterly newsletter with information about the program is sent to all Vintage Club members. By hosting seminars on Social Security, estate planning, balancing assets, protecting assets if a spouse is entering long-term care, etc., the program helps members face their concerns and find answers that will serve them well. Through the newsletter, members can also learn about digital possibilities to manage their finances. The credit union has also provided a dedicated phone number for Vintage Club members and has designated a main-office concierge to help them with technology stations onsite.

\$250 million - \$1 billion in assets

**First Place: Financial Center First CU**

Taking Adult Financial Education Online

While in-classroom instruction continues to be where the credit union finds personal interaction and individual counseling most successful, the health situation and the information consumption needs of the Millennial generation has pushed us to think further outside of the box and to digital delivery methods. This year, Financial Center devoted time to its program in the following ways: Classroom instruction, Wealth Builder Workshops, a new learning center and personal finance library at its Kokomo Branch, SEG Lunch 'n Learn workshops, Partnerships with not-for-profits including budgeting and credit building workshops hosted annually for domestic violence shelters, churches, food pantries and other community organizations. The credit union also has a partnership with the Consul de Mexico of Indiana that allows Financial Center to provide education to 2,000 Mexican immigrants annually. There are also quarterly workshops for Financial Center employees. The credit union has re-launched its Wealth Builder Online with mobile-first design and new content, provided free access for members and community members to Financial Center's online learning platform offering 24 videos, calculators, and quizzes on a variety of financial topics for learning anywhere the Internet can be accessed. There are financial webinars which were launched during the COVID-19 outbreak to help those safely learn. The credit union also launched its Carpe Dime podcast, reaching more than 900 and offers budgeting and saving videos. Additionally, there are Certified Credit Union Financial Counselors at each branch.



## **2020 Alphonse Desjardins Youth Financial Literacy Award Winners**

\$250 million-\$1 billion in assets

**First Place: Financial Center First CU**

Money Matters for Students

Headquartered in Marion County, Financial Center is no stranger to the barriers that many Central Indiana youth face due to lower per capita income levels and a lack of financial education within schools. In 2019, Financial Center added to its well-rounded youth program which already features in-classroom instruction, a student account program, and scholarships by partnering with financial education tech company, Everfi, and 7 local schools to provide a free financial education platform to help students gain basic financial skills to better impact their future. The new program provided students age 14-18 with digital online education modules covering budgeting basics, credit building, paying for college, and avoiding debt. Financial Center's youth program also transitions from the school to the work environment as our full-time financial educator (and former teacher) partners with local teen work groups to teach kids what to do with their paychecks and how to manage their finances.

\$50 – 250 million in assets

**First Place: Perfect Circle CU**

Banzai Financial Literacy Outreach

The credit union is bringing Banzai, an online financial literacy program, to educators and schools in our area for free. Since the partnership began, we have sponsored this program in over 20 schools with 52 teachers, reaching over 4,200 students. In 2019 we provided materials to 9 different teachers in 7 schools, reaching just over 1,000 students with Banzai materials. We are especially proud of the work being done at New Castle High School. We partnered with two teachers who prepare students to be employable with the JAG program and WorkOne, as well as an Ivy Tech course for the sophomore class that allows them to research careers, income and post-high school education with financial literacy topics embedded in. Both programs have allowed our education and outreach director opportunity to present financial topics and hands on activities on a weekly and monthly basis for tremendous relationship building and continuity.

Less than \$50 million in assets

**First Place: Financial Health FCU**

FREEWHEELIN' YEETL

The credit union partnered with FREEWHEELIN' to provide financial literacy training and a youth loan program to teens aged 14 to 22 participating in their Youth Education and Employment Training (YEET)

program. The loan gives the teens a chance build something positive for their future. They receive coaching, financial counseling, entrepreneurship classes, assistance in creating a business plan or futures plan, and a loan to help them purchase equipment or start a business. The FREEWHEELIN' organization provides accessible bicycles and teaches young people life and leadership skills that improve their physical and mental well-being. The FREEWHEELIN' YEETL program provides assistance for teens in two important ways. First, riding a bicycle gives the youth a sense of freedom and the ability to have transportation. Cycling is good for physical and emotional health. Second, the FREEWHEELIN' program connects teens with resources and community connections—like the credit union—that help them to succeed. There were 60 teens helped through this program.

Less than \$50 million in assets

**Second Place: HealthCare Professionals FCU**

HCPFCU Teen Program

Health Care Professionals FCU saw a need to create special financial support for teens and young adults specifically to help these groups build credit and access sound financial education so as not to fall prey to predatory lending practices. Planned in 2019 and launched in early 2020, the HCPFCU Teen program provides an online financial portal with money lessons and self-booking for one-on-one financial counseling sessions with the credit union's CCUFC. The program also expands on previous offering of kid's savings accounts. Members ages 13-17 now have access to checking accounts, debit cards, teen credit cards, and the potential to graduate from high school with perfect credit. This gives them real-life experience depositing, spending, and managing their accounts. It is the credit union's goal that teen members will have the education and skills to start off on a solid financial path. Teen accounts require a parent or guardian as a joint owner and parent-facing materials are provided to encourage family conversations about money.



**2020 Louise Herring Philosophy in Action Member Service Award Winners**

\$250 million – \$1 billion in assets

**First Place: Financial Center First CU**

We Care About You

Financial Center's "We Care" outreach Campaign was an answer to questions about financial uncertainty during COVID-19. All departments were united in their drive to provide the best financial relief. The credit union executed this initiative in less than two weeks' time, with 60% of its workforce at home. It included:

- New offers including 0% APR personal loans for members and a low-interest fixed loan for nonmembers, skip-a-pay enhancements made
- Fee waivers so members could access savings, Certificates, ATMs without penalty
- PPP loan product development and implementation
- Inbound and outbound calling campaigns targeting those who may need loan assistance or immediate cash needs
- Financial education including webinars, videos, drive-up materials, online education, podcasts, and marketing materials

- Updated loan applications, eForms and mobile banking enhancements to assist with service and process delivery
- Revamped online education platform with mobile-first and content upgrades
- Implementation of a COVID-19 member service survey which aided the credit union in the reopening process and in development of products/fee waivers

The credit union also developed community partnerships with Pack the Pantries to provide 877,000 meals, and the Indianapolis Indians Hero of the Week to recognize frontline healthcare workers.

\$250 million – \$1 billion in assets

**Second Place: Hoosier Hills CU**

Helping Members Navigate the Post-COVID Economy

The COVID-19 pandemic closed businesses and caused people to be without secure income across the country. Hoosier Hills CU's (HHCU) rural service areas were not spared the impact of the economic shutdown. The credit union believes difficulties just like the one we have all experienced together in 2020 are precisely the time where members and nonmembers within our communities have the opportunity to witness the difference between credit unions and banks, so they decided to sacrifice fee income and made the kind of loan decisions necessary to help the members who are the reason we exist. Along those lines, they developed a member relief program that contained a variety of pieces to immediately help members continue to pay bills and access funds during one of the most difficult economic and social periods in history. The program included:

- Automatic waiver of ATM fees on foreign ATMs. HHCU ATMs remained fee-free, as always.
- Automatic increase in all daily ATM withdrawal limits from \$500 to \$1,000.
- Waiver of early-withdrawal penalties on certificates in cases of financial hardship.
- Automatic waiver of withdrawal restrictions on Christmas and Vacation Club accounts.
- Payment deferral options for personal and commercial loans with no late fees for the deferral period.
- Our Good Neighbor Loan, which features a 3% rate, limits up to \$25,000, terms up to 36 months and payments deferred up to six months. The loan was designed to help with paying necessary bills, purchasing groceries or medications and other urgent needs for those who have lost their jobs, been laid off or furloughed.



**2020 Dora Maxwell Social Responsibility Community Service Award Winners**

\$1billion+ in assets

**First Place: Indiana Members CU**

Indiana Members Foundation Golf Outing Fundraiser

Indiana Members CU (IMCU) believes in being a positive influence in the communities it serves. Specifically providing school children in these communities with the necessities essential for learning and succeeding in their education. We established a foundation in 2010 and through the foundation, IMCU has been able to support many philanthropic efforts. One of these efforts was the charity golf outing held at the Valle Vista Golf and Conference Center on June 26, 2019. 100% of the proceeds from

this fundraiser go toward the purchase of 5,000 backpacks filled with school supplies donated to underserved children in the communities served by IMCU. Sponsorship levels helped keep the purpose of the fundraiser top of mind for participating golfers throughout the day. Backpack sponsorship and school supply sponsorship were both offered and instead of mulligans, school-supply-themed "erasers" were sold. Conversation starting décor included a giant backpack and giant school supplies display.

\$1billion+ in assets

**Second Place: Teachers CU**

Innovate! TCU Business Challenge

With its Innovate! TCU Business Challenge, Teachers Credit Union awarded businesses and nonprofits \$35,000 — including a \$15,000 first prize — to celebrate and support bold innovations that sustained organizations in the wake of COVID-19 disruptions. The resilience required of small businesses in the economic crisis that the pandemic created deserved to be recognized and rewarded. Entrants needed to be a TCU business member with either a business loan or business deposit account. Both for-profit businesses and nonprofit organizations were eligible. s. The Challenge also provided a bright spot amid the onslaught of bad economic news, highlighting the success stories and the resilient spirit in the communities TCU serves.

\$1billion+ in assets

**Honorable Mention: Centra CU**

Pandemic Community Involvement Response Plan

The steps needed to slow the spread of COVID-19 have had a major impact on the communities Centra CU serves, which increased the demand on nonprofit organizations that provide essential services to families and individuals. While Centra CU introduced member financial relief options as soon as the pandemic escalated in the US, the credit union wanted to help community members access basic needs as well. After evaluating the most effective ways to get much needed support directly into the community and into the hands of those who needed it most, the credit union partnered with local United Way chapters. Most of these chapters had anticipated the tremendous need and already had emergency COVID-19 relief funds in place. Centra Credit Union donated \$5,000 in early March to help kick start the designated fund established at United Way of Bartholomew County. The impacts of the pandemic proved to be much greater, and by adapting the existing Community Involvement budget to the current need, the credit union was able to donate \$54,000 to local United Way agencies. In Bartholomew County, the credit union offered a dollar-for-dollar Community Match Challenge of \$20,000 which was met by the community in five days. In Southern Indiana, a \$13,000 donation was used as a dollar-for-dollar community match for the #GIVINGTUESDAYNOW campaign that focused on raising donations for those affected the most by the pandemic. To help meet the community's most basic needs, Centra Credit Union also donated \$16,000 to 14 local food pantries to help fight food insecurity in local communities. We are truly all in this together, and that is the message the credit union shared with members and communities through their donations and United Way partnership.

\$1 billion+ in assets

**Honorable Mention: FORUM CU**

#FORUMGivesBack

FORUM is dedicated to giving back to the communities we serve. One initiative that accomplishes this goal is FORUM's community grassroots give back program. Through this program, FORUM partners with small business owners who operate local businesses in close proximity to a FORUM branch. A FORUM representative is onsite at the merchant location on the agreed-on date/time and spends two hours or up to \$500 paying for all customer purchases during this time. "Compliments of FORUM" cards that include #FORUMGivesBack are distributed to every guest and the partnering merchants are also encouraged to post on social media about the give back experience with FORUM. The dates and location of these events are not announced in advance in order to truly surprise those customers who had planned to make a purchase with the merchant, not knowing the cost would be covered for them.

\$250 million – \$1 billion in assets

**First Place: Financial Center First CU**

Pack the Pantries

Over the last several years, Financial Center has been an advocate for hunger awareness throughout Central Indiana through its partnership with local TV station FOX 59 and their Pack the Pantries initiative. Pack the Pantries is a year-long initiative that focuses on the needs of Hoosiers who receive food from the state's largest super pantries – Midwest and Gleaner's Food Banks. The highlight of Pack the Pantries annual fundraiser is a 24-hour in-studio telethon. Food insecurity has always been significant in Central Indiana, but in April 2020 when the COVID-19 Pandemic struck, the need increased significantly. While the in-studio telethon was postponed due to social distancing guidelines, FOX and Financial Center decided to host a "mini" virtual telethon on Good Friday to assist the increasing need. The community and business partners opened their wallets for those in need raising \$219,384 over a 72-hour period, providing 877,536 meals to hungry Hoosiers.

\$250 million – \$1 billion in assets

**Second Place: ProFed FCU**

Community E-Recyclable Program

Last year ProFed took steps towards something new and different to help the community. After learning that the US is the 2nd largest producer of e-waste, we started peeling back the layers of the growing e-waste problem and put on our problem-solving caps. How can we help protect the planet we live on for our members, families and future generations from the toxicity caused by improper disposal of electronics? We started free, community e-Recycling days – scheduled days where the community (members and non-members) can drop off their used computers, TVs, blenders, essentially anything with a power cord to be recycled and disposed of properly. ProFed covered the costs to provide recycling free of charge for residents and teamed up with leading recycler, OmniSource, to ensure proper disposal of electronics. We are very excited about the future of these events and the lasting impact we can make on our communities.

\$250 million – \$1 billion in assets

**Honorable Mention: Crane CU**

Crane Cares

At Crane Credit Union, we know our members are more than just a number. They are business owners, retirees, grandparents, married couples, new parents, college grads, high schoolers, and 1st graders. Our members are the backbone of the communities we serve and that's why we are committed to building

lifelong relationships with them. It's our mission to provide them with high-quality products and services designed to help them reach their financial goals, but beyond that, it's our goal to give back. That is why we developed our Crane Cares initiative. Crane Cares is a companywide initiative designed to give back to our members and communities. We offer scholarships, provide sponsorships, and complete random acts of kindness.

\$50 million – \$250 million in assets

**First Place: Thrive FCU**

Thrive Cares

In a time of uncertainty during the COVID-19 shut down in Indiana, locally owned, small businesses were suffering financially and doing whatever they could to keep their doors open. While most of Indiana was shut down, healthcare and emergency service personnel were sent to the front lines to help our communities remain safe and recover from the virus. Thrive Credit Union is an advocate and fervent supporter of local business in the community we serve of Delaware County Indiana. We also believe that kindness counts and actively develop projects focused on giving kindness to others throughout our branches and community. When Alloya Corporate FCU emailed their participating credit unions with a grant opportunity, Thrive's CEO Brett Rinker created an idea that would not only help financially support small businesses in our area, it would also help celebrate our local front line heroes. Thrive purchased \$5,000 in gift cards from locally owned, small businesses in Delaware County to help financially support them during this difficult time. The gift cards were awarded to 100 local heroes working in healthcare and emergency services in Delaware County, who were nominated by their friends, family or co-workers. Each hero received a gift card of their choice and a certificate and were celebrated on the credit union's social media and website.

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