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Submit your entries for the 2009 credit union national recognition programs

During these turbulent economic times, it is more important than ever for credit unions to distinguish themselves as not-for-profit cooperatives dedicated to serving their members and communities. The Minnesota Credit Union Network and CUNA are providing credit unions the opportunity to be recognized for the difference they make through unique programs, services and activities.

The Dora Maxwell Social Responsibility Award, the Louise Herring Award for Philosophy in Action, and the Desjardins Youth Financial Education Award all identify credit unions that live out the philosophy of “people helping people.”

- The **Dora Maxwell Social Responsibility Award** recognizes credit unions that promote social responsibility. Credit unions receive this award for their involvement in activities that help other people or strengthen the structure of a community. The focus of the Dora Maxwell Award is to draw attention to external credit union projects and activities that benefit the community.
- The **Louise Herring Award for Philosophy in Action** focuses on the internal programs and services of a credit union. This award formally recognizes credit unions that demonstrate the practical application of the credit union philosophy within the actual operations of the credit union.
- The **Desjardins Youth Financial Education Award** is awarded to credit unions and chapters (or groups of credit unions) that are leaders in youth financial education. Activities eligible for consideration include those that raise awareness and marshal resources on behalf of youth financial literacy. Examples of activities include face-to-face teaching, publicity, lobbying for curriculum requirements, teacher and volunteer training, and coalition building.

Entries will be judged against submissions from other credit unions in the same asset category. Credit unions can submit entries for one or all of the awards programs.

Minnesota submissions must be at the Network office by **Friday, July 17**. Judging will take place in August, and state winners will advance to national competition in November. Additional information, including entry forms, in-depth explanations, sample program activities, frequently asked questions and more can be found on the Awards Committee page of the Network web site (www.mncun.org/National_Credit_Union_Award_Programs_257.html).



MnCUN web site spotlight: Bookmark MnCUN.org

www.mncun.org

Are you looking for a direct link to the credit union information and resources on the Network's web site? If so, take advantage of the web site's shortcut url, which will take you directly to the credit union home page.

The first few times on the MnCUN web site (www.mncun.org) visitors can view the flash introduction on the site. This presentation briefly overviews the Network's core competencies and provides an introduction to MnCUN. It also outlines the various features and information available on both the credit union and consumers sides of the web site.

Web site visitors who want to connect directly to the credit union home page, can bookmark the following url: www.mncun.org/Home_Page_2.html. This link will take you directly to the credit union section of the web site, which offers a plethora of information and resources.