

Cooperative Credit Union Association

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NEWS

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Contact

Cindy Lepore

clepore@ccua.org

508.229.5638

Mass. Credit Unions Continue Legacy of Support to Massachusetts Coalition for the Homeless

Marlborough, Mass.—A donation by the Cooperative Credit Union Association (CCUA), on behalf of Massachusetts Credit Unions, will help the Massachusetts Coalition for the Homeless lead a major awareness and fundraising campaign for “A Bed for Every Child,” a Coalition initiative providing beds for underserved children.

"We are so fortunate to have Massachusetts Credit Unions as a partner as we spotlight the A Bed for Every Child program and its important mission to distribute beds to children in need," said Massachusetts Coalition for the Homeless Executive Director Robyn Frost. "The credit unions have been exemplary partners over the last two decades and we are excited to have them inspire others through their leadership to help us raise funds for the distribution of 1,500 beds this year."

Massachusetts Credit Unions have supported the Coalition for more than two decades, raising nearly \$2 million and providing blankets, toys, books, and heat to help families in need. In 2016, they raised \$150,000 through efforts including an appeal for donations that funded 130 beds; the distribution of 825 blankets; RTN Federal Credit Union's "Walk Home" charity walk; Stephen D. Jones Charity Golf Tournament; chocolate candy bar drive; silent auction; and generous donations from many credit unions. Most recently, they hosted a bed-building challenge with East Boston Savings Bank and served as a lead sponsor of the Coalition's "Dream Big" Gala on May 17.

The Coalition's new campaign will feature a statewide tour by "Tuck," a life-size bear and the A Bed for Every Child mascot, through the credit unions, and a social media initiative, #sharethebear.

“The idea of so many children not having their own bed is unimaginable,” said Paul Gentile, president/CEO, CCUA. “As cooperatives, Massachusetts Credit Unions work together to support A Bed for Every Child and continue to make a great impact throughout the state as a core partner of the Massachusetts Coalition for the Homeless. We believe in the good work that the Coalition does and are happy to do our part in helping children get a good night’s sleep to prepare them for a better future.”

Frost said she looks forward to the partnership with CCUA during 2017. “It is an awesome way to help us give children in need a good night’s sleep.”

To learn more about Massachusetts Credit Unions visit www.bettervaluesbetterbanking.com. To learn more about A Bed for Every Child, visit abedforeverychild.org

About the Cooperative Credit Union Association

The Cooperative Credit Union Association in Marlborough, Mass., promotes the interests of nearly 200 credit unions located throughout Delaware, Massachusetts, New Hampshire, and Rhode Island. CCUA is, first and foremost, an advocate for its members before Congress and state legislatures, regulatory bodies and the public. In addition, it provides an array of services, including educational programs, workshops and conferences; a daily e-briefing on all the latest news and issues facing credit unions; and, through its CU Connect program—a select group of service providers—and a number of system partners, works to advance the availability of their quality products and services to its members. For more information, visit CCUA.

About Massachusetts Coalition for the Homeless

The mission of the Massachusetts Coalition for the Homeless is to eradicate homelessness from the Commonwealth of Massachusetts. It aims to meet this mission through advocacy, developing and maintaining membership and supporters, public education, and creation of programs and initiatives to empower all people in Massachusetts to have a place to call home. Learn more at mahomeless.org.

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Photo caption:

Cooperative Credit Union Association President/CEO Paul Gentile, members of the Massachusetts Credit Unions Social Responsibility Committee and Karla DiDonato from the Massachusetts Coalition for the Homeless gather for a photo with Tuck the Bear. Front row, L-R: Charlene Bauer, Metro CU; Sarita Ledani, RTN FCU; Debra Lee Surface, St. Jean’s CU; Paul Marotta, Hanscom FCU; and DiDonato. Back row, L-R: Luis Soares, Workers CU; Scott Flagg, Jeanne D’Arc CU; Gentile; David Plantier, MassMutual FCU; Rui Domingos, Naveo CU; and Jon Reske, UMassFive College FCU.