

Application: 21512

Hanscom FCU's Diversity & Inclusion Action Initiative

Page: Applicant Information

Credit Union

Hanscom Federal Credit Union

Project Title

Hanscom FCU's Diversity & Inclusion Action Initiative

Category

More than \$1 billion in assets

First Name

Diana

Last Name

Burrell

Email Address

dburrell@hfcu.org

Page: Dora Maxwell Program

The Dora Maxwell Social Responsibility Community Service Award

The Dora Maxwell Social Responsibility Community Service Award is given to a credit union or chapter/multiple credit union group for its social responsibility projects within the community. The award is given for external activities.

As you work on your submission you will see varying formats in which questions will be answered. Some will require only numbers, while others will require much more time and thought. You are able to save and come back at any time (until you submit).

Things to Remember:

- Most text boxes do not have character limits and you are able to format as you wish (bolding, italics, underlining, bullets...).
- You are able to skip questions that are required, but you will need to go back and answer them before you submit your project. (If you do not have anything for a question, please insert n/a in the text box provided.)
- Please include any documentation and promotional material you wish. We look forward to seeing your projects in electronic format (videos, audio, Facebook, Twitter, news articles...).

Page: Credit Union Information

Credit Union's Field of Membership

Multiple Group

City & State Location

Hanscom AFB, MA

Credit Union Asset Size

\$1.6 billion

How many branches does your credit union have?

22

How many members does your credit union have?

91137

How many employees does your credit union have?

254

How many employees were involved in implementing this project?

9

Percentage of employees that participated in this project

20

How many paid employee hours went into this project?

80

How many volunteer hours outside of work went into this project?

0

Did your credit union submit this project before?

No

If yes, what changes have been made from the previous submission?

n/a

Credit Union Website Address

www.hfcu.org

Please include your credit union's logo

[Download File](#)

Is your credit union a member of CUNA?

Yes

Page: Project Submission Form

In 150 words or less, please give a high-level overview of your submission.

In the summer of 2020, in the wake of the horror of George Floyd's death, Hanscom FCU's Social Responsibility department launched a Diversity & Inclusion (D&I) action initiative called "End Racism," a matching gift campaign, to show solidarity with employees and provide tangible support to local and national social justice organizations. From May 25 - July 4, 2020, employees were encouraged to make donations to their choice of six social justice organizations, with the credit union pledging to match each donation made during that time period, up to \$50 per employee. In total, the credit union and employees donated \$3,459.98 to organizations fighting to improve the world we live in and help stamp out racism.

Describe the one project that was the most unique and/or innovative:

Though matching gift campaigns aren't novel, a major focus of the "End Racism" campaign was to empower employees to use their voices in the workplace. The subject of racism in America is deeply personal and there is no one simple end to it, and the credit union wished to reflect that in the range of organizations endeavoring to improve equality from different avenues. These organizations are expansive in their reach—some are working to improve access to resources, some are focused on education, and some are targeting justice system reform. Instead of Hanscom FCU choosing a single organization to support and suggest that employees also donate to, the Social Responsibility department vetted and selected six social justice organizations employees could choose from, allowing them to support the charity that spoke to them the most.

The organizations chosen for this matching gift campaign were:

- ACLU of MA
- Black Lives Matter
- New England Innocence Project
- The Institute for Criminal Justice Training Reform
- Urban League of Eastern MA
- We The Protesters, Inc.

Please list any additional projects your credit union was involved in:

Hanscom FCU's Social Responsibility department, formed in 2018 and led by Laura Galeski, is tasked with focusing on ways the credit union can be socially accountable to both itself, its members, and the community. Areas of focus include fundraising, volunteer opportunities, employee matching gift campaigns, team building, employee engagement events, and corporate giving.

The Social Responsibility department engages in many projects, from fundraisers to collection drives year-round, including:

- The facilitation of the Board Memorial Award, a \$1,500 grant presented to a charitable organization, chosen by the Board of Directors of Hanscom FCU. In addition, the department also works to secure a matching grant from the Armed Forces Financial Network (AFFN).
- Sponsorship of the American Cancer Society's annual Relay for Life in Burlington, MA. In addition to the \$1,000 donated by the credit union to support the event itself, the department, in collaboration with Human Resources, created the Relay Step Challenge, an initiative to drive employee engagement and wellness in the absence of a physical Relay for Life in 2020. The credit union donated an additional \$2,364, matching the amount raised by Hanscom FCU employees for a total donation of \$4,728.
- Volunteer work at Fisher House Boston. Since 2010, the credit union has brought employees and volunteers once per quarter to prepare meals for families and service members who are staying at the Fisher House during treatment at the VA.
- The collection of new and unwrapped children's toys for the United States Marine Corps Reserves' annual Toys for Tots drive.
- For the past decade, the collection of blankets for the Cooperative Credit Union Association (CCUA) annual Gift of Warmth blanket drive to benefit the Massachusetts Coalition for the Homeless. The credit union collected a total of 148 blankets to donate to families receiving a bed through the A Bed for Every Child initiative. Additionally, in 2020 a total of 78 hats that were sewn, knitted, and crocheted by Hanscom FCU employees were donated to the Coalition to help supplement warm winter clothing for children in need.

Why was the project unique and/or innovative in showing concern for the community?

This project was unique and innovative because while many companies made public proclamations about their support of the Black community, Hanscom FCU decided to do something more meaningful internally to directly show employees that it stood in solidarity with them.

The credit union, recognizing that there is no one solution to the issue of racial inequality in America, gave employees a way to make their participation more personal and to help choose where their dollars and where the credit union's dollars would go. The organizations chosen for the campaign are all working to combat the effects of systemic racism in the United States from different angles, and by having a choice, employees were able to support the organizations that they felt were the most valuable.

This campaign was also a way to provide tangible support to people of color, as opposed to the many empty corporate social media posts that purported to support BIPOC without taking any real action to support them. The internal page describing the matching gift campaign also provided a list of resources, including a brief introduction to the topic of anti-racism, a list of anti-racist books for children and adults, a list of BIPOC-owned bookstores in Massachusetts, and the contact information for elected officials in the states where most employees lived.

Page: Questionnaire

The Dora Maxwell Social Responsibility Community Service Award recognizes a credit union or chapter/multiple credit union group for its social responsibility and charitable project's that support its community.

Below are a series of questions about your project. Please take advantage of the opportunity to include other documentation such as pictures, videos, audio files, promotional materials, or any other documentation.

Note: If you would like to include more than one attachment per question, please add them at the end of this page.

What were the specific, measurable goals of your project? (please include desired people impacted, dollars raised, etc.)

The credit union set a lofty goal of having full employee participation and thus raising \$12,500 and matching an additional \$12,500. There are a number of reasons why this incredibly high bar wasn't met, but it also wasn't the main goal of the project.

The primary goal of the campaign, beyond simply raising money for worthy social justice causes, was to engage as many employees as possible in the wake of the murder of George Floyd and show them that the credit union supports and cares for all of them. Employees were not only asked to donate money, but were encouraged to give whatever they were able to: treasure, time, or talent.

Supporting material

[Download File](#)

Supporting link

Define the project's target audience(s). (please include who got involved, as well as those that benefited)

The target audience for this project were the 254 Hanscom FCU employees. Beyond working to gain as much participation as possible, the credit union wanted to make it clear that they support all employees, in particular, BIPOC employees.

ACLU of MA, Black Lives Matter, New England Innocence Project, The Institute for Criminal Justice Training Reform, Urban League of Eastern MA, and We The Protesters, Inc., all received donations from the credit union and employees, benefiting marginalized people throughout Massachusetts, New England, and the country as a whole. In addition to the donations, Hanscom FCU employees benefited from the campaign and the increased focus on diversity and inclusion that stemmed from it.

Supporting material

[Download File](#)

Supporting Link

What strategies were implemented to reach the project's goals?

Due to the pandemic, many Hanscom FCU employees were working remotely for the vast majority of 2020. Galeski utilized all of the credit union's internal communications tools to spread awareness of the campaign and garner interest in participation. She created a page on the company intranet that described the details of the campaign, with descriptions of each organization, tools for additional personal education such as further reading, tips for learning about the basics of anti-racism, and contact information for locational representatives. Galeski also shared updates in blog posts on the company intranet and via email to ensure that all employees were included.

Supporting material

No File Uploaded

Supporting link

What were the specific, measurable results achieved? (please include budget)

Because employees had to manually submit their donations in order to have them potentially matched by the credit union, the Social Responsibility department was able to easily track both the number of employees who participated and the exact amount of money donated during the run of the campaign. Between May 25 and July 4, 2020, Hanscom FCU employees donated \$1,262.50 to social justice organizations, which was increased to \$3,459.98 after the credit union matched up to \$50 per employee who participated.

Supporting material

[Download File](#)

Supporting Link

How did the project impact the community?

Beyond the \$3,459.98 in donations directly supporting these social justice organizations, this campaign spurred powerful conversation about diversity, equity, and inclusion at Hanscom FCU.

The Senior Team was also creating opportunities for conversation and education related to D&I at the organization, which included:

- An engagement survey
- An internal diversity and inclusion-themed book club
- Coffee chats about various diversity & inclusion topics
- Expanded program work with organizations that help to improve access and opportunities to those in BIPOC communities
- More expanded Social Responsibility giving and partnership with organizations that work to improve access and opportunities for children in marginalized communities

This program kicked off a culture shift within Hanscom FCU. Many employees avoided topics involving –isms and discrimination in an attempt to be “work appropriate,” not realizing that those topics are, in fact, welcome in many contexts. By formally introducing these topics, employees began to realize that when they were encouraged to be their whole selves at work, that included the parts that are more nuanced and challenging to talk about.

Supporting material

No File Uploaded

Supporting link

How were the project's promotional materials targeted to the intended audience(s)? Did project materials communicate project goals?

The project's promotional materials leaned heavily on the moral imperative of taking action in response to the murder of George Floyd in May of 2020. The primary message was one of unity and solidarity against systemic racism and injustice in the United States, with a focus on educating employees on ways they can personally get involved, from a monetary donation to writing their elected officials to having challenging conversations with friends and family.

Supporting material

No File Uploaded

Supporting link

Did you have participation on all levels at your credit union? Did the project demonstrate extraordinary effort both by your credit union's commitment and devotion of staff's time?

The campaign was truly embraced at all levels of the organization. To start, the project was the brainchild of the senior leadership team and Social Responsibility Manager Laura Galeski, and had participants from every department and seniority level across the credit union.

Supporting material

No File Uploaded

Supporting link

Please explain which of the 8 cooperative principles that govern credit unions your project supports and how it supports them

The campaign embodies several credit union cooperative principles: Autonomy and Independence; Concern for Community; and Diversity, Equity, and Inclusion.

- **Autonomy and Independence:** The Social Responsibility department and senior leadership wanted to make sure employees were empowered to use their own voices and made personal choices for the campaign, especially considering how deeply personal the subject of race and racism is as a whole. By providing a range of organizations for employees to choose from, they were able to target their support to a very specific cause that was meaningful to them. The campaign fostered a sense of independence because employees were asked to make their own donations directly and to submit proof for a matching gift from the credit union, encouraging them to take action individually in addition to supporting the credit union’s donation.
- **Concern for Community:** This is the heart of the campaign. It was born out of a desire to do more to help and show support of BIPOC, especially those closest to the credit union, our own team. The organizations were carefully chosen as ones who have made a measurable impact on the lives of marginalized people, from helping to exonerate the innocent to reforming the criminal justice system to providing career and educational opportunities for those in need. Supporting these groups helps improve the lives of people both in our local community and across the country.
- **Diversity, Equity, and Inclusion:** The catalyst for this program was the clear need for more anti-racist action, highlighted by the movement across the country calling for justice for George Floyd’s family and calling for change to systems that disproportionately affect BIPOC in the United States. The campaign not only provided necessary funds to organizations actively working to improve the lives of people of color, the message behind the campaign was that the credit union supports BIPOC people, especially employees, by taking action rather than only talking about it. This campaign, and the many other diversity- and inclusion-focused activities launched by the credit union last year, show how important this principle is to Hanscom FCU.

Supporting material

[Download File](#)

Supporting link

Please attach any additional documentation
Including, but not limited to, audio, video, pdf files, websites, Youtube, Facebook... etc.

Supporting material

No File Uploaded

Supporting link

Page: Final Submission

Is there anything else you would like to include?

What is arguably more important than what the credit union thinks about this campaign is what the credit union's employees think about the campaign. Here is some of the feedback we received about this project:

- "Just wanted to thank you for sharing the email earlier today with the donation opportunities and the resources. The page was artfully and thoughtfully laid out, the message you gave was authentic, and your words truly felt genuine. It was extremely refreshing and demonstrated the organization's stance on current events. While you likely have heard from others with similar sentiment, you might not hear from everyone but I can tell you the gesture is felt and I'm sure people feel proud, represented, and empowered to learn and help." – Mary M.
- "This makes me so happy! So much thought and research went into this page and I just want to send thanks to all the helped create it!" – Melissa L.
- "This is awesome. Glad you guys are doing this." – Teresa M.
- "Love this. I ordered *White Fragility* this week from Frugal Bookstore and I will plan to make a donation to help reach HFCU's goal. Thank you for your work on this." – Kate C.

Supporting material

No File Uploaded

Supporting material

No File Uploaded

Supporting link**Supporting link**

Thank you!

Acknowledgement

I acknowledge that photos submitted may be used to promote future awards programs by CUNA or the League.