

NEWS

For Immediate Release

Cooperative 
Credit Union Association

Creating Cooperative Power



CCUA Joins Forces with NetGiver; Introduces *We CU Care*

New “We CU Care” App delivers the entire donation without any associated fees

December 20, 2022 (MARLBOROUGH, MASSACHUSETTS) — Continuing its long-standing commitment in support of giving back to the community and nonprofits, the Cooperative Credit Union Association (CCUA) is partnering with NetGiver, a Credit Union Service Organization (CUSO) dedicated to enabling no-fee donations for credit union members.

With online donation platforms growing in popularity, nonprofit organizations that employ these platforms incur processing and platform fees that can significantly reduce the amount the nonprofit receives each year – a total which can exceed 7% of the \$149 billion dollars given each year by individuals via credit or debit card. Through NetGiver, CCUA’s member credit unions will have access to “*We CU Care*,” a branded mobile app that ensures their members’ donations reach the desired nonprofit, with no fees to either the donor or the recipient. A fintech platform for cause marketing, NetGiver furthers the credit union movement by uniquely aligning credit unions with their members’ values through the support of philanthropic financial decisions.



“Through NetGiver’s *We CU Care* app, donations to nonprofits can have 100% impact,” explained CCUA’s Chief Revenue Officer Melissa Pomeroy. “Our partnership with NetGiver enables our member credit unions to go above and beyond in helping to ensure community nonprofit organizations receive the full benefit of the contributions made by their members.”

“Credit union leadership allows us to make a significant impact in the nonprofit giving space. We’re excited to have the credit union movement behind NetGiver, and welcome the CCUA to our NetGiver community,” said Miriam Ackerman, co-founder of NetGiver. “Communities are strengthened by its leaders; leaders who take this commitment seriously, and with NetGiver, CCUA and their credit unions are making a significant impact,” stated Ackerman.

About NetGiver

NetGiver is provided to members by their credit union as a secure and easy-to-use mobile app, where individuals make safe, secure, direct and fee-free donations to the charities they choose. NetGiver is a unique member acquisition and retention tool which delivers a branded credit union, feel-good experience to its users. Imagine the difference 7% can make. NetGiver is a Minneapolis based Credit Union Service Organization (CUSO), founded in 2019. For more information, visit www.netgiverapp.com.

About the Cooperative Credit Union Association

The Cooperative Credit Union Association is a regional trade organization serving as the voice for nearly 180-member credit unions located in the States of Delaware, Massachusetts, New Hampshire, and Rhode Island. CCUA member credit unions hold combined assets in excess of \$73 billion and serve a collective membership base of more than 4.7 million consumers. Last year, CCUA credit unions provided more than \$500 million in direct financial benefits to their members and had a combined financial impact on their states surpassing \$5 billion. For more information, visit www.CCUA.org

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