

# NEWS

For Immediate Release

**Cooperative**   
**Credit Union Association**

*Creating Cooperative Power*

## **The CCUA Launches the First We CU Care Initiative in Partnership with the American Red Cross**

*Credit union trade association opens pledging period to support communities impacted by disasters*

**May 25, 2023 (Marlborough, Massachusetts)** — The Cooperative Credit Union Association's (CCUA) We CU Care program officially launched their debut campaign supporting the American Red Cross (Red Cross), bringing credit unions together to make a difference in the lives of those affected by disasters. Credit unions across the CCUA's service area in Delaware, Massachusetts, New Hampshire, and Rhode Island are asked to join the association and their peers by committing to a pledge. Over \$20,000 of matching funds have already been pledged from Central One Federal Credit Union, Northeast Credit Union, MIT Federal Credit Union, St. Jean's Credit Union, and the CCUA. All funds pledged will be used to match donations made through the We CU Care version of the member engagement platform, NetGiver.

In the last year, the Red Cross, responded to over 1,100 home fires in the CCUA's footprint, and provided more than 4,100 meals and snacks to disaster-impacted residents. With the We CU Care NetGiver platform, 100% of every member donation goes directly to the Red Cross so they can continue providing vital relief and assistance in times of crises.

"We CU Care is a gift to our credit unions, and their members. We know that there is power in our industry to support community philanthropy, and that's what makes credit unions stronger—living out a core mission," said Melissa Pomeroy, CCUA Chief Revenue Officer. "This is just the first league wide We CU Care initiative, and we're honored to partner with an organization like the Red Cross."

Credit union pledges demonstrate the commitment to supporting disaster relief efforts through the Red Cross. We CU Care matches contributions with the generous pledges by CCUA credit unions, doubling each dollar donated.

"CCUA and its constituent members are embracing a profound responsibility to uplift and support our communities. With the launch of the We CU Care campaign, in partnership with the American Red Cross, they exemplify the true essence of leadership—uniting credit unions to extend a helping hand to those in need," said Miriam Ackerman, co-founder of NetGiver. "Through the CCUA's commitment, they're demonstrating that fostering a culture of compassion makes a lasting impact. NetGiver applauds the CCUA for helping their credit unions forge a stronger relationship with members and the community."

The pledge period ends on June 16th where credit union members will begin submitting individual donations through We CU Care and NetGiver. We CU Care and the Red Cross are providing participating credit unions with communication assets and are available to assist throughout the initiative. The campaign ends on July 31, 2023, for more details or to make a credit union pledge visit: <https://connect.ccu.org/wecucarepledge>.

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### **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. For more information, visit [www.CCUA.org](http://www.CCUA.org).

### **About NetGiver**

NetGiver is a Minneapolis based Credit Union Service Organization (CUSO). NetGiver is provided to members and their community by their credit union as a secure and easy-to-use digital platform, where individuals make safe and direct donations. Using NetGiver, members make donations to any nonprofit nationwide, providing valuable insights back to the credit union. Donations made through NetGiver help to solve an \$18 billion problem. With no cost to the credit union member and 100% going to the nonprofit of choice, we NetGiver empowers donors to GiveFreely. For more information, visit [www.netgiverapp.com](http://www.netgiverapp.com).

**Media Contact:** Janelle Mullen | [jmullen@ccua.org](mailto:jmullen@ccua.org) | 508-229-5633