

NEWS

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For More Information

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Credit Unions Collaborate in Groundbreaking Give-Back Campaign Benefiting the American Red Cross

Credit unions across four states pledge funds to support communities impacted by disasters

Marlborough, MA – Credit unions are committed to supporting strong, thriving communities, not just for their members, but for the entire area they serve. The Cooperative Credit Union Association (CCUA), a trade association representing credit unions in the Northeast, launched a Double Your Dollar impact campaign supporting disaster preparedness efforts through the American Red Cross (Red Cross), and engaging their members in giving back. Between June 20th and July 31st, donations made to the Red Cross using the donation platform, NetGiver, will be matched with pledges made by credit unions in Delaware, Massachusetts, New Hampshire, and Rhode Island.

Over \$38,000 in pledges were collected from credit unions throughout the CCUA's service area. Additionally, the CCUA and NetGiver are earmarking funds to amplify the impact we can make across the country this summer.

Using the We CU Care branded NetGiver experience, 100% of all donations go directly to the Red Cross so they can continue providing essential relief and assistance in times of crises. This groundbreaking campaign is among industry's first, uniting credit union and community members from multiple states to make significant impact with the no-fee giving platform.

"The credit union industry focuses on improving the quality of life for their members, families, and communities—that is the goal of the We CU Care Campaign. Generous pledges made by our credit unions demonstrate the commitment to community philanthropy and support a vital cause," said Melissa Pomeroy, CCUA Chief Revenue Officer. "We are honored to partner with an organization like the Red Cross on our first credit union league-wide We CU Care initiative."

Credit unions joining the We CU Care initiative include: Central One Federal Credit Union, Digital Federal Credit Union, Harvard University Employees Credit Union, Leominster Credit Union, Metro Credit Union, MIT Federal Credit Union, Navigant Credit Union, Northeast Credit Union, Pioneer Valley Federal Credit Union, Service Credit Union, St. Mary's Bank, and St. Jean's Credit Union. While credit unions are leading the charge of this campaign, you do not have to be a credit union member to double your dollar.

"The American Red Cross responds to a disaster every eight minutes on average, which means our work before, during and after disasters is never finished," said Nathan Measom,

director of cause marketing for the American Red Cross. "We are thankful to CCUA and their customers for enabling us to help people in times of great need."

Donations made to the [Red Cross](#) are tax deductible to the full extent of the law. The public donation period ends on July 31st, for more details or to make a donation visit: <https://www.netgiverapp.com/redcross>.

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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. 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.

About NetGiver: NetGiver is a Minneapolis based giving platform, provided to communities by supporting credit unions. A secure and easy-to-use digital platform, NetGiver is the only direct, no-fee donation platform which aims to help solve an \$18 billion problem. With no cost to the donor and 100% going to the nonprofit of choice, NetGiver empowers all donors to GiveFreely. For more information on the Peer-to-Peer giving platform, visit www.netgiverapp.com.