



CREDIT UNION RECOGNITION AWARD PROGRAMS

<p>Dora Maxwell Social Responsibility Community Service Award</p> <p>Recognizes model credit union efforts to strengthen local institutions and materially improve the lives of nonmembers through community outreach programs (other than personal finance education). Examples:</p> <ul style="list-style-type: none"> • Internship program • Charity fund raising • Support for public events • Donation to social service programs • VITA or EITC assistance • Lobbying or advocacy on behalf of K-12 financial education • Support for teacher training 	<p>Louise Herring Philosophy-in-Action Member Service Award</p> <p>Recognizes model credit union efforts to materially improve members' lives through programs (other than personal finance education). Examples:</p> <ul style="list-style-type: none"> • Special loan modification program • Wealth-building or debt-reduction incentive program • Outreach to underserved population • Student-run in-school or campus branch • Credit union difference campaign • Predatory lending alternative • Support for member ESL instruction
<p>Desjardins Youth Financial Education Award</p> <p>Recognizes model credit union efforts to teach personal finance concepts and skills to members and nonmembers under age 18. Examples:</p> <ul style="list-style-type: none"> • Classroom presentation series • Credit prerequisite course • NEFE HSFPP instruction for underserved group • Online personal finance curriculum • Live group budgeting simulation • Special savers or borrowers club • Peer-to-peer financial counseling 	<p>Desjardins Adult Financial Education Award</p> <p>Recognizes model credit union efforts to teach personal finance concepts and skills to members and nonmembers age 18 and older. Examples:</p> <ul style="list-style-type: none"> • Group seminar or webinar • Online Q&A with expert • Instruction of underserved group • Presentation series to SEG group • Instruction at personal finance events • One-on-one financial counseling or credit report review • Regular personal finance segment in local media

The deadline for all entries is Friday, July 15, 2011.

Commonly Asked Questions about the National Recognition Awards...

Q: Who was Dora Maxwell?

A: Dora Maxwell was an early credit union pioneer. One of the original signers of CUNA's constitution at Estes Park, Colorado, she worked as an organizer for the movement's trade association (then called the Credit Union National Extension Bureau) and held numerous volunteer positions at the local and national level. In addition to organizing hundreds of credit unions, she developed volunteer organizer clubs and worked with organizations on behalf of the poor.

Q: Who was Louise Herring and why is the award named for her?

A: Louise Herring was an active supporter, organizer and champion of credit unions. She was the Ohio delegate to the 1934 national credit union conference in Estes Park, Colorado, where she signed the original constitution for a national credit union association. Louise Herring believed that credit unions should work in a practical manner to better people's lives. She saw the credit union as more than just a financial institution. In her own words, "The purpose of the credit union is to reform the financial system, so that everyone can have his place in the sun."

Q: What time period do the award entries cover?

A: Leagues determine any qualifying time frames. In general, entries should cover the previous year's activities, but there are no exact deadlines prescribed. A good rule of thumb is that entries submitted by the August 27, 2010, deadline should cover activities taking place between May 2009 and May 2010.

Q: What's the difference between the Louise Herring Award and the Dora Maxwell Award?

A: The Dora Maxwell Social Responsibility Recognition 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**. The Louise Herring Award for Philosophy in Action is given to a credit union for its practical application of credit union philosophy **within the actual operation of the credit union**. It is **awarded for internal programs and services that benefit membership**.

Q: Can a credit union enter both competitions?

A: Yes. Just be sure to clearly define which program the credit union is entering and how the activities submitted meet the program guidelines.

Q: Can a credit union enter the same entry in both competitions?

A: No. Because each program has different objectives and requirements, entries should be tailored to match the defined goals of the particular competition.

Q: Can a credit union submit the same entry to more than one league for state-level judging?

A: No. A credit union's entry may only be submitted to one league, even if the credit union pays dues in more than one state.

- Q.** Can a credit union submit more than one entry in either competition?
- A.** A credit union should submit only one entry per competition. Each entry can list the number of projects conducted in the timeframe established by the league, but the credit union **must select one** project that best exemplifies the criteria for each award. The questions on the entry form must be completed detailing the one project that was selected.
- Q:** Can a credit union chapter/multiple credit union group enter the Louise Herring Award for Philosophy in Action competition?
- A:** No. The Louise Herring Award for Philosophy in Action criteria is based on individual credit union performance.
- Q:** Why must credit union supply financial information with its entry in the Louise Herring Award for Philosophy in Action?
- A:** A credit union must be in solid financial condition in order to provide the highest level of service to its members. Sound financial management ensures a credit union's ability to continue to provide that service, as well. Therefore, the entry **must** include current and previous year's (2 years total) balance sheets and income statements and/or NCUA's Financial Performance Report (FPR). Entries received without the financial information will be disqualified.

The award programs differ in the following way: The Dora Maxwell Social Responsibility Recognition Award recognizes credit unions for external activities within the community; the Louise Herring Award for Philosophy in Action honors credit unions for exemplary internal programs and services.

The following examples help clarify activities appropriate to each award category.

Sample Dora Maxwell Award activities include, but are not limited to:

- Helping solve core community problems, such as housing, transportation, hunger, or literacy.
- Food, clothing, or school supply drives for the needy.
- Raising money on behalf of charitable organizations, such as the United Way or Credit Unions for Kids®.
- Helping an organization or agency with events or projects, such as coaching a Special Olympics team.
- Tutoring or reading to students at a local school.
- Sponsoring a community volunteer of the year award.

Sample Louise Herring Award activities include, but are not limited to:

- Services for members with unique financial needs, such as savings clubs for children or discounts for senior citizens, or other extraordinary efforts to serve the membership.
- Counseling for members facing financial difficulties.
- Educational seminars for members on retirement planning, car buying, budgeting or college financing.
- Efforts to educate members on the credit union difference.