### Dora Maxwell Social Responsibility Community Service Award

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:

- 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

### Louise Herring Philosophy-in-Action Member Service Award

Recognizes model credit union efforts to materially improve members' lives through programs (other than personal finance education). Examples:

- 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

### Desjardins Youth Financial Education Award

Recognizes model credit union efforts to teach personal finance concepts and skills to members and nonmembers under age 18. Examples:

- 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

### Desjardins Adult Financial Education Award

Recognizes model credit union efforts to teach personal finance concepts and skills to members and nonmembers age 18 and older. Examples:

- 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