

It's the 2014 Award Season



MISSOURI
CREDIT UNION
ASSOCIATION

Calling All Credit Union Award Entries

Each day, credit unions in Missouri accomplish extraordinary results for their members and communities. The Dora Maxwell, Louise Herring and Desjardins Awards recognize credit union excellence in external activities, internal efforts and youth and adult financial education. The Missouri Credit Union Association encourages credit unions in Missouri to submit their efforts for the 2014 Missouri Credit Union Recognition Awards. Activities must have taken place May 2013 - May 2014. **There is a \$25 entry fee for each submission.** Submit entries for your activities by Friday, June 27.



Dora Maxwell Social Responsibility Recognition Award

Dora Maxwell was one of the original signers of CUNA's constitution in Estes Park, Colorado. Maxwell worked as an organizer for the movement's trade association and held numerous volunteer positions at the local and national level.



The Dora Maxwell Social Responsibility Recognition Award is given to a credit union or chapter for its social responsibility projects within the community. The award is given for external activities.

Categories

- Less than \$5 million in assets
- \$5 – \$20 million in assets
- \$20 – \$50 million in assets
- \$50 – \$100 million in assets
- \$100 – \$200 million in assets
- \$200 – \$500 million in assets
- \$500 million – \$1 billion in assets
- More than \$1 billion in assets
- Credit union chapter/multiple credit union group

Eligible Activities

Credit unions could receive an award for involvement in almost any kind of activity that helps other people or strengthens the structure of a community. This might include raising funds for charity, educational activities, or community involvement projects, such as a volunteer fair, building low-income housing, or loaning employees a few hours a week to work in hospitals, retirement homes, schools, etc. Featured activities must take place between May 2013 and May 2014.

Procedure

Credit unions should submit a project binder or spiral bound notebook, along with the completed entry form, checklist and a check in the amount of \$25 made payable to the Missouri Credit Union Association. Support materials should be included in the binder or notebook. Entries are due to MUA by 5 p.m. on Friday, June 27.

The Louise Herring Award for Philosophy in Action

Louise Herring was an original signer of CUNA's constitution. Herring believed that credit unions should work in a practical manner to better people's lives.



The Louise Herring Philosophy in Action Award is given to a credit union to formally recognize demonstration of its practical application of credit union philosophy in action for its members.

Categories

- Less than \$50 million in assets
- \$50 – \$250 million in assets
- \$250 million – \$1 billion in assets
- \$1 billion+
- Credit union chapter/multiple credit union group

Eligible Activities

Credit unions could receive an award for programs or policies that demonstrate their commitment to the practical application of the "People-Helping-People" philosophy. Featured activities must take place between May 2013 and May 2014. Some examples of eligible activities are:

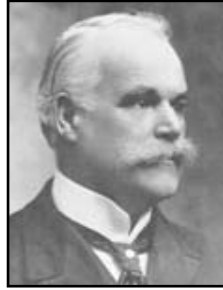
- Provisions for the small saver or borrower.
- Member programs for groups that are often economically challenged.
- Internal programs or services that help to differentiate the credit union from other financial services providers.
- Programs that do an extraordinary job of encouraging thrift and provide a source of unbiased money management and consumer information, which would be difficult or impossible to obtain elsewhere.
- Evidence of an exceptional degree of service to members.

Procedure

Credit unions should submit a project binder or spiral bound notebook, along with the completed entry form, checklist and a check in the amount of \$25 made payable to the Missouri Credit Union Association. Support materials should be included in the binder or notebook. Entries are due to MUA by 5 p.m. on Friday, June 27.

Desjardins Financial Education Award (Adult & Youth)

Alphonse Desjardins worked with credit cooperatives in Canada for many years before founding the first credit union in the United States in 1909. He also established youth savings clubs and in-school “banks,” known as caisses scolaires. This award is given for financial education activities to people of all ages.



Categories

- Chapter or credit union group (all asset sizes)
- Less than \$50 million in assets
- \$50 – \$150 million in assets
- \$150 – \$500 million in assets
- More than \$500 million in assets

Eligible Activities

The Alphonse Desjardins Award recognizes credit unions and chapters for their financial education efforts. It considers all activities supporting personal finance education. The award is for both youth and adult education activities of members and nonmembers. Featured activities must take place between May 2013 and May 2014.

Entries will be judged on the following three mandatory criteria:

- Mandatory Criteria: Awareness, Instruction and Collaboration

Procedure

A project binder or spiral bound notebook should be submitted, along with the completed entry form, checklist and a check in the amount of \$25 made payable to the Missouri Credit Union Association for each entry (\$25 for an Adult entry and \$25 for a Youth entry).

Any materials supporting your entry should be included with the binder or notebook.

Selection Process For All Award Programs

There is a \$25 entry fee for each submission. If you are submitting entries in all four categories, the fee is \$25 each or \$100. Award entries are due Friday, June 27 to:

Sharon Bahr
MCUA Marketing & Communications
Missouri Credit Union Association
2055 Craigshire Road, Suite 200
St. Louis, MO 63146

State-level judging takes place in July, and MCUA will announce the winners at the 2014 Convention and Exposition in Branson, Missouri October 21-23. First-place winners in each category advance to the national competition. CUNA will recognize national winners at the 2015 CUNA Governmental Affairs Conference in Washington, D.C.

MCUA will keep all state-level entries for display at the 2014 Credit Union Convention & Exposition. Entries are returned at the Convention & Exposition.

Resources

More information, including downloadable electronic versions of the entry forms and checklists, entry tips and suggested activities, is available online at www.MCUA.org/awards.



For more information, contact Sharon Bahr at 800.392.3074, ext. 1342 or sbahr@mcua.org

2013 Credit Union Recognition Award Winners

Dora Maxwell Social Responsibility



\$20M-\$50M	1st Place	Joplin Metro Credit Union
\$50-\$100M	1st Place	Central Missouri Community Credit Union
	2nd Place	Raytown Lee's Summit Community Credit Union
\$100-\$200M	1st Place	United Credit Union
	2nd Place	Arsenal Credit Union
	Honorable Mention	Electro Savings Credit Union
\$200-\$500M	1st Place	Mazuma Credit Union
	2nd Place	St. Louis Community Credit Union
	Honorable Mention	Neighbors Credit Union
\$500M-\$1B	1st Place	Vantage Credit Union
\$1B+	1st Place	Anheuser-Busch Employees' Credit Union
	2nd Place	CommunityAmericaCredit Union
	Honorable Mention	First Community Credit Union

Louise Herring Philosophy in Action

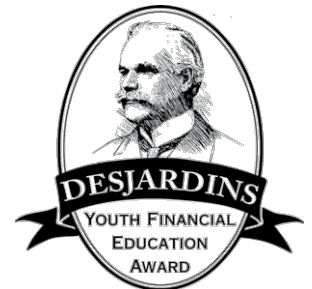


\$50-250M	1st Place	Electro Savings Credit Union
	2nd Place	St. Louis Community Credit Union
	Honorable Mention	Raytown-Lee's Summit Community Credit Union
\$250M-\$1B	1st Place	Mazuma Credit Union*
	2nd Place	Vantage Credit Union
\$1B+	1st Place	Anheuser-Busch Employees' Credit Union*
	2nd Place	First Community Credit Union

*Congratulations to our national award winner.

Desjardins Adult

\$50-150M	1st Place	Electro Savings Credit Union*
\$150-500M	1st Place	St. Louis Community Credit Union*
	Honorable Mention	Arsenal Credit Union
\$500+M	1st Place	CommunityAmerica Credit Union*
	Honorable Mention	Vantage Credit Union



Desjardins Youth

\$50-150M	1st Place	Raytown-Lee's Summit Community Credit Union
	Honorable Mention	Electro Savings Credit Union
\$150-500M	1st Place	Neighbors Credit Union
	Honorable Mention	Arsenal Credit Union
\$500+M	1st Place	CommunityAmerica Credit Union*
	Honorable Mention	Vantage Credit Union

*Congratulations to our national award winners.

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