



In the News: October, 2019

## Alliance Catholic Credit Union Wins 1<sup>st</sup> Place for the 2019 Louise Herring Award

Every year, the Credit Union National Association (CUNA) Awards recognize Credit Unions for exemplary community service and financial education efforts in four areas:

- Dora Maxwell Social Responsibility Community Service Award
- Louise Herring Philosophy-in-Action Member Service Award
- Alphonse Desjardins Adult Financial Education Award
- Alphonse Desjardins Youth Financial Education Award

Each state selects winners for each award in three asset classes who then compete with winners from other states for the CUNA National Awards. The Michigan Credit Union League (MCUL) announced the 2019 winners for our state, and Alliance Catholic Credit Union won first place for the 2019 Louise Herring Award! This is the 5<sup>th</sup> year in a row that ACCU has been recognized and a third time we have been awarded first place in the state for the \$250M-\$1B asset class.

The Louise Herring award recognizes that credit unions are more than just a financial institution. It warrants that the programs and policies that we demonstrate as a credit union, help in our commitment to better people's lives through our "People Helping People" philosophy. Our entry was constructed on the notion that our internal programs help to benefit our members and the community.

Our submission, "Welcoming the Unbanked and Underserved" was based on the work that we did in the neighborhood of Southwest Detroit in 2018. It told the story of the research we did, our dedicated involvement with the community, the financial literacy programs we offered and our commitment to opening a new branch to offer a safe, welcoming place for residents to receive financial services. Because our

Southwest Detroit branch functions not just as a full-service credit union, but as a community meeting area for local organizations, businesses, and schools, it was a stellar example of philosophy-in-action member service.

This award is a reflection of the tireless work and dedication of everyone at ACCU, including all of those who had some hand in creating the amazing community in Southwest Detroit, and those who bring that same commitment to providing an exceptional member experience in all the communities we serve.

Our winning submission qualifies ACCU for the CUNA national competition. The national winners will be announced, in February, at the CUNA Governmental Affairs Conference in Washington, DC.

In addition to this year's award, Alliance Catholic Credit Union has previously received a first and second place honor for the Dora Maxwell Award, a first place honor for the Desjardin Adult Financial Education award, and a second place honor for the Desjardin Youth Financial Education award.