

CUNA Award Differentiation Chart

<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 HSFPF 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