



Texas Credit Union League™



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Texas Credit Unions Make a Difference

Receive Dora Maxwell Award for Empowerment Efforts

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Monday Aug. 31, 2009 – (Dallas, TX) – The Austin Chapter of Credit Unions, as well as four other Texas credit unions, has won a first place award in the Dora Maxwell Social Responsibility Recognition Award Program for credit unions. The Social Responsibility Recognition Award Program sponsored by the Texas Credit Union League (League) and the Credit Union National Association (CUNA) honors credit unions for their involvement in community projects and activities. Credit union winners include Coastal Community Federal Credit Union in Galveston; Coastal Community & Teachers Federal Credit Union in Corpus Christi; DATCU in Denton, and Mobiloil Federal Credit Union in Beaumont.

The Austin Chapter of Credit Unions' winning program was the "Credit Unions for Kids" project. This annual community-wide project is designed to show the commitment of Austin area credit unions and their members to their community. The Chapter engages in numerous fundraising activities, including a golf tournament, silent auctions, car washes, bake sales, bowl-a-thon and raffle. All of the chapter projects together resulted in a total donation of \$344,985.00 to the Children's Medical Foundation for 2008-09.

Sept. 13, 2008 will forever be remembered as the day Hurricane Ike ravished Southeast Texas. This fierce storm flooded over 80 percent of Galveston Island, devastating families, homes and businesses. It would be weeks before people could return to see what was left of their life on the island. And yet despite massive destruction on the island, Coastal Community Federal Credit Union proved what it means to be a "people helping people" institution, and in return has been honored for their efforts with a Doral Maxwell award.

The credit union's branch was destroyed by the hurricane, so with tellers, cash drawers, laptops, wireless Internet and police escorts, the credit union set up shop in the Emergency Operation Center at the San Louis Hotel.



“We were the only fully functional financial institution serving the post-Ike community of Galveston Island,” recalls president and CEO Carol Purdy. “Cash was the only tender on the island for weeks so our services were essential.”

But the credit union didn’t stop at just offering financial services. Credit union staff, many of whom suffered personal loss themselves in the hurricane, joined hands with Holy Rosary Catholic Church and the Jesse Tree for the “Gift of Love” project. Together, volunteers helped serve more than 700 homeless people Christmas dinner. Some 1,200 Christmas gifts were also given to children, men and women.

“My greatest moment was when one of my employees thanked me for allowing her to serve the homeless,” says Purdy. “She said it was her first time to ever experience the joy of pure giving.”

In an effort to continue giving back, the credit union has created the Coastal Community Garden, which boasts cherries, grapes, tomatoes, bell peppers, spinach, pineapples, strawberries, cauliflower, and an assortment of herbs.

“Our garden has truly been a blessing for the credit union family and community, especially the homeless. It gives life to the downtown area not only with its beauty, but also with its bounty,” continues Purdy.

Beaumont is another area hit hard by Hurricane Ike. In fact, more than 65 percent of its natural ground cover has been destroyed in its forests, neighborhoods, parks and coastal areas as result of Hurricanes Ike, Humberto and Rita. To help revitalize the forests and neighborhoods of Southeast Texas, Mobiloil Federal Credit Union participated in the Fourth Grade Foresters USA project. The credit union gave each fourth grade students in their field of membership an individually packaged 12”-18” evergreen tree seedling for them to plant anywhere in the community.

“By providing these young students with a tree of their own, we can all contribute to the growth of a vital natural resource,” says George Perrett, director of marketing at Mobiloil Federal Credit Union.



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Coastal Community & Teachers Federal Credit Union winning program was “Steppin’ Up and Out for Kids” – a fundraiser for the FOCUS Foundation. FOCUS stands for “For Our Children’s Ultimate Success.” The credit union set out to raise \$15,000 from its walkathon, held in conjunction with a local shopping mall, La Palmera.

The Apple Tree project is what propelled DATCU to a first place award. An Interfaith Ministry initiative, the Apple Tree project helps students from low-income families obtain school supplies, clothes and shoes for the coming year. DATCU helped at several stages throughout the project. A DATCU employee served on the Apple Tree project board and this employee helped organize the project for the entire year. During the student interview stage, DATCU loaned bilingual employees to Interfaith Ministry to assist Spanish-speaking families fill out their applications. After the applications, or “apples,” were approved and created, DATCU hosted 88 apples at three Denton branches for employees and members to adopt. The 2008 Apple Tree project helped 879 Denton ISD students with their school supplies and clothes.

All Texas credit union winners will advance to the national competition, where they will compete with other projects from credit unions in the same asset category nationwide.

The competition is named after Dora Maxwell, a credit union pioneer, who worked with several organizations to improve the living standards of the poor and needy.

About Texas Credit Union League™

The Texas Credit Union League is the official trade association for credit unions within the State of Texas. The League represents, on a state and federal level, more than 500 credit unions state-wide, which are owned by over seven million members (about one-third of the state’s population). Organized in 1934, the League protects credit unions and promotes their growth, strength and unity. It accomplishes the mission through advocacy services, regulatory and compliance advice, training and event activities, marketing and public relations actions, and by delivering innovative, high value and profitable business solutions to the members. For more information, visit www.tcul.coop and www.creditunionmember.org; write to us at 4455 LBJ Freeway, Suite 1100, Dallas, Texas 75244, or call us at 469-385-6400.

Texas credit unions - strong, safe, and secure for 75 years.