

Cornerstone Credit Union League Launches Credit Unions Care Campaign to Benefit Children's Miracle Network

Thursday, June 18, 2015 (FARMERS BRANCH, Texas) – Those working in the credit union movement are often the most engaged and active participants in lifting up the communities and members that credit unions serve every day. Because of this unique relationship between credit unions and those they serve, the Cornerstone Credit Union League is launching Credit Unions Care to give a name to and grow awareness for the many ways the credit unions express their passions for and commitment to their members and the communities in which they live and work.

“Simply put, we want to ensure people understand that credit unions are not only financial partners but community partners,” says Cornerstone President and CEO Richard L. Ensweiler. “In that spirit, Credit Unions Care will differentiate credit unions from others in the for-profit sector.”

The Credit Unions Care campaign is currently planned for two initial stages ... with future plans in the works to extend beyond Spring 2016. The first effort will take place from June 15 through Aug. 31, and will engage members with credit unions through a fund-raising effort for Children's Miracle Network Hospitals through Credit Unions for Kids. Credit unions are being asked to sell donation dogs for \$1 each to members and in their communities, with 100 percent of the proceeds going to Children's Miracle Network.

The second phase will take place between Cornerstone's Leadership Conference in September in San Antonio and Cornerstone's 2016 Annual Meeting & Expo in early 2016 in Oklahoma City. During this time, Cornerstone will be executing a number of CU Rides, motorcycle rides to include credit union advocates and staff, throughout the region to deliver more than 1,500 Credit Unions Care stuffed dogs to sick and recovering children being served by a Children's Miracle Network Hospital.

“It is our hope and expectation that Credit Unions Care will provide a banner under which credit unions can rally to tell their story of what makes them unique in the financial services sector,” says Cornerstone Executive Vice President Karen Hart, who inspired the campaign upon her completion in January of the National Credit Union Foundation's Credit Union Development Educator program. “I think this is a fabulous opportunity for us as a movement to show the difference we make each and every day in our members lives and the support we give our communities. As a DE, I believe this is the principal and founding reason we exist.”

Cornerstone launched the campaign in the three states in which it serves credit unions – Arkansas, Oklahoma, and Texas. Credit Unions Care is not limited to those states, however, and is available for participation by any credit union, credit union league or association, or credit union professional. To learn more about the Credit Unions Care program or to get involved, visit www.cornerstoneleague.coop/cus_care.html.



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The Cornerstone Credit Union League is the nation's largest regional credit union trade association, serving more than 500 credit unions in Arkansas, Oklahoma, and Texas. Cornerstone exists to advance the success of credit unions in the region through legislative and grassroots advocacy; regulatory and compliance support; training, educational, and networking opportunities; essential communications related to the news and information affecting the credit union industry; and other products and services that establish Cornerstone as the essential partner for credit unions.

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