

Application: 23140

Employees Make the Difference- Encouraging Group Fundraising Efforts to Fight Cancer and Food Insecurity

Page: Applicant Information
Credit Union UMassFive College Federal Credit Union
Project Title Employees Make the Difference- Encouraging Group Fundraising Efforts to Fight Cancer and Food Insecurity
Category \$250 million - \$1 billion in assets
First Name Cait
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Credit Union Address UMassFive College Federal Credit Union PO Box 1060 200 Westgate Center Drive Hadley, MA 01035
Page: Dora Maxwell Program
<u>The Dora Maxwell Social Responsibility Community Service Award</u> The Dora Maxwell Social Responsibility Community Service Award is given to a credit union or chapter/multiple credit union group for its social responsibility projects within the community. The award is given for external activities. As you work on your submission you will see varying formats in which questions will be answered. Some will require only numbers, while others will require much more time and thought. You are able to save and come back at any time (until you submit). Things to Remember: <ul style="list-style-type: none">• Most text boxes do not have character limits and you are able to format as you wish (bolding, italics, underlining, bullets...).• You are able to skip questions that are required, but you will need to go back and answer them before you submit your project. (If you do not have anything for a question, please insert n/a in the text box provided.)• Please include any documentation and promotional material you wish. We look forward to seeing your projects in electronic format (videos, audio, Facebook, Twitter, news articles...).
Page: Credit Union Information
Credit Union's Field of Membership Multiple Group
City & State Location Hadley, Massachusetts
How many members does your credit union have? 45258
How many employees does your credit union have? 132
Is your credit union a member of CUNA? Yes

Page: Project Submission Form

The Dora Maxwell Social Responsibility Community Service Award recognizes a credit union or chapter/multiple credit union group for its social responsibility and charitable project's that support its community.

Below are a series of questions about your project. There is also a place in the last page of this application to attach applicable documents and weblinks. Feel free to refer to these attachments in your answers here.

In 150 words or less, please give a high-level overview of your submission.

UMassFive College Credit Union has cemented community engagement into our workplace culture, and our employees have made a real difference for some of the organizations that make our community a better place.

For over 20 years, UMassFive employees have participated in the UMass Cancer Walk, a fundraiser to benefit the UMass Cancer Center in Worcester Massachusetts, where we have a branch location on campus. Employee team leaders at each branch across the state led the charge in creating excitement and fundraising opportunities, and some employees did personal fundraising from family and friends too. Team UMassFive has raised over \$173,000 for the UMass Cancer Center in the lifetime of its participation.

In 2020, we expanded these efforts to include "Will Bike 4 Food," a fundraiser to support the Food Bank of Western Massachusetts. Employees have raised \$12,783 in just 3 years, which provides 51,132 meals to our neighbors in need.

Why does this project best represent the cooperative principle of concern for community?

When it comes to the communities we serve, our employees see a need and work together to become a part of the solution. The events that we choose to participate in have a direct and local impact for our community. Funds raised for the UMass Cancer Walk support *local* cancer research and clinical trials at the UMass Cancer Center, which has cared for many of our members, family members, and even some of our employees. Funds raised for Will Bike 4 Food support feeding some of our members and many of our neighbors in need.

Though the fundraising we do makes a very important financial impact for these organizations that serve our community, our employees go a step farther to make a difference. In addition to the fundraising work we do for these organizations, we collaborate with them to see if we can help in other ways. We've helped shoot promotional videos, become involved in sharing our success stories with other businesses who want to fundraise, counted money, created a water/rest stop, and we've even been cheerleaders. We always stop to listen to what the community (and the organizations that serve it) need, and try our best to jump in and help. The employees at UMassFive definitely live the cooperative principles, but especially 'concern for community.'

How many employees were involved in implementing this project?

90-100 (at least)

Who participated in this project? How did you balance paid/volunteer time for your employees as you completed this project?

70% (or more) UMassFive employees participate in these projects in some capacity, annually. We ask many of our Credit Union Vendors to participate by sponsoring our team each year, as well as asking our membership to support us along the way. We also find that many employee friends or family members physically join us at the UMass Cancer Walk event or the bicycle ride for Will Bike 4 Food.

The work that employees put into these efforts is 100% volunteer-based. Some fundraising is performed in branch and thus takes some time during work hours. The events themselves both occur on a Sunday, and our employees attend and participate voluntarily. In fact, UMassFive decided to implement some programs in appreciation of the time and effort put forth by our employees. Beginning in 2015, UMassFive provides 1 hour of paid personal time for each \$50 raised by an employee, resulting in up to an 8-hour personal day. Additionally, UMassFive donates the first \$25 to each fundraiser who signs up for an online fundraising page for each event. This is such a small way to appreciate our employees, and it has been very well received.

Has your credit union submitted this project before?

No

If yes, what changes have been made to distinguish this entry from previous submissions?

Please list any additional community service projects your credit union was involved in.

- Employee participation in Sponsor Group/Community events- One thing about UMassFive is that we very rarely *just* write a check. When it comes to Sponsor Group or community events, in addition to basic sponsorships, we often ask the organizations how we can be a bigger part of the efforts. Our employees show up to make candle luminaries, help sell tickets, sort and distribute clothes and food, make popcorn, direct traffic, run kids games, and run water-stations at outdoor events... just to name a few things. Outside of the events mentioned in this project (UMass Cancer Walk and Will Bike 4 Food,) we typically support between 25-30 events in a more involved capacity like this each year.

-Annual Coat Drive- This drive, which annually collects hundreds of coats and winter clothing items, has been going on for over a decade but has become more challenging since Covid as centers have less space for goods. In 2022, beneficiaries were Amherst Survival Center and Gray House Springfield. In 2022, we helped Amherst Survival problem solve because they no longer had a space to distribute coats. We sorted donations and then created a Pop-Up Boutique in a side room at the center that neighbors in need could come "shop" for free items for a week.

- Personal Care Items Drive- This drive annually collects over of 350 pounds of toiletries, diapers, and menstrual products to stock shelves at the Northampton and Amherst Survival Centers, and the Gray House Springfield.

- Employee Food Drive- This drive collects food for survival centers near each of our branch locations. In working with the survival centers, we learned they experienced great need directly following Thanksgiving, and time our drive accordingly.

Page: Project Information

What were the specific, measurable goals of your project?

UMass Cancer Walk - Funds raised for this project go to support local research and clinical trials at the UMass Cancer Center in Worcester, MA. In 2022, we had a fundraising goal of \$15,000.

Will Bike 4 Food- Funds raised for this project go to the Food Bank of Western Massachusetts. Each dollar raised can provide 4 meals for our neighbors in need. In 2022, the team had a fundraising goal of \$2,000.

What strategies were implemented to reach the project's goals?

- UMassFive encouraged our employees to sign up as fundraisers for the events. By having an online fundraising page, they were able to individually fundraise by asking friends and family for donations.
- UMassFive provided \$25 donation to each employee fundraising page.
- Employees at each branch location held fundraisers to engage the membership. This includes raffle baskets, bake sales, and an effort we call "Crafting for the Cure" boutique, where employee artists created, donated, and sold their art in a pop-up boutique in our main branch.
- Members at some branch location sold goods in our branch and donated the proceeds to the events.
- We held multiple employee-only raffles to engage and fundraise at the same time. Employees could make a donation to be included in raffles for donated tickets for major sporting events and a \$500 cash prize.
- Members of Senior management put out requests to our Vendors to make a donation to the events as a Team UMassFive sponsorship. In exchange, we recognized them on our social media channels.
- UMassFive provided 1 paid personal hour to employees for each \$50 they raised (up to 8 hours)

What were the specific, measurable results achieved?

UMass Cancer Walk - In 2022, Team UMassFive raised \$15,737, surpassing their \$15,000 goal. Team UMassFive has raised over \$173,000 over 20 years of participation

Will Bike 4 Food- In 2022, the team raised \$4,710, doubling their \$2,000 goal! In just three years of participating, Team UMassFive has raised \$12,783, which equates to 51,132 meals to neighbors in need.

In 2022, in addition to employee fundraising, UMassFive sponsored the UMass Cancer Walk at \$2,500 and Will Bike 4 Food at \$1,000. Cost for supporting employee donations (\$25 per employee with fundraising page) and raffle prizes was \$1,500. A total of 202 paid personal hours were provided by UMassFive, received by 42 employees who all raised more than \$50 for the events.

Define the project's target audience(s).

Our goal was to involve all UMassFive employees in community engagement in some capacity through these events. Whether through donations, participating in a raffle or fundraiser, or attending the event, we had close to a 70% success rate of involving all employees.

The ultimate goal is to support the organizations that run these events, The UMass Cancer Center, and the Food Bank of Western Massachusetts. Both organizations are sponsor groups in our field of membership, but also valuable community organizations. The people that benefit from their services include our membership, our community members, and our employees and their family members.

We also aim to please our members by participating in events that are meaningful to them. It is our hope that our members are proud to belong to a Credit Union who is actively supporting causes that make a difference in our community.

How did the project impact the community?

The funds that are raised through our participation in the UMass Cancer Walk support the UMass Cancer Center at UMass Chan Medical School. Funds are used for adult and pediatric cancer research and clinical trials at the UMass Cancer Center, located in Worcester Massachusetts. This location is home to one of our branches and is utilized by people from our entire service area across the state. As one of the top fundraising teams for this event, the impact of our work on this project is significant and contributes to the overall success of this event. Funds raised by the UMass Cancer Walk make up a large portion of the budget for the Cancer Center and helps to keep their research cutting edge.

The funds that are raised through our participation in Will Bike 4 Food support the Food Bank of Western Massachusetts. The Food bank provides food to pantries, meal sites, and shelters in Berkshire, Franklin, Hampden and Hampshire counties, providing sustenance to individuals, families, seniors, children and people with disabilities (including veterans.) As one of the top performing teams in this event as well, we know our participation contributes to the success of this annual fundraising event. We also know that the funds raised by our team over our three years of participation have provided 51,132 meals to our community members in need.

Please explain which of the 8 cooperative principles that govern credit unions your project supports and how it supports them

Our project is governed most strongly by two of the cooperative principles: Cooperation Among Cooperatives and Concern for Community.

Though the organizations that we partner with on these projects are not technically cooperatives, the work we do does encompass the principle of "Cooperation among cooperatives." We know that any time that we work cooperatively with these organizations (more than just writing a check,) we are helping to improve the services they offer which means they are able to deal more effectively with social and community needs. Not only are our employees fundraising for these events, but they are signing up to be part of a promotional video for the event, give out water bottles to participants, or stand with a sign cheering people on as they participate. They are also happy to share their ideas with other workplaces who would like to have impactful staff fundraising like we do. It's so important to work with the organization to understand how we can make more than just a financial contribution to their success.

Our employees are always living the principle of Concern for Community. When they understand a community need, they want to help be a part of the solution. By focusing on two extremely important issues that touch our community and membership, cancer and food insecurity, our employees rally together to raise funds and become involved in improving the organizations that help to fight those battles in our community. Instead of choosing organizations with a national scope, we focus on organizations that can provide the help to local people most readily. Boston has some of the best cancer care in the world, but it's incredibly difficult for people from the central and western parts of Massachusetts to get there. We choose to support UMass Cancer Center because it is providing people from our communities more access to great care close to home. When it comes to food insecurity, the Food Bank of Western Massachusetts ensures food gets to the organizations that are most accessible to people in their service area. Ensuring our community members are taken care of is of utmost important to our employees, and they are happy to go above and beyond to contribute to that effort.

Page: Attachments

Credit Union Logo

Download File (https://cunaawards.secure-platform.com/file/51424/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkaWJ0MTQyNCwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbmc9Xzxe5dpfuPRQAQeoZiCy8?18_UM5Logo_2color_full-cmyk%20hi%20res.jpg)

Attachment 1

Download File (https://cunaawards.secure-platform.com/file/51425/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkaWJ0MTQyNSwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbmc9IMG_9369%20%281%29.jpg)

Attachment 2

Download File (https://cunaawards.secure-platform.com/file/51426/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkaWJ0MTQyNiwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbmc9IMG_0045.jpg)

Attachment 3

Download File (https://cunaawards.secure-platform.com/file/51429/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkaWJ0MTQyOSwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbmc9image_480.png)

Attachment 4

Download File (https://cunaawards.secure-platform.com/file/51428/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkaWJ0MTQyOCwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbmc9img_9624_960.jpg)

Attachment 5

Download File (<https://cunaawards.secure-platform.com/file/51430/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkaWJ0MTQzMCIwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbmc9pic%202.jpg>)

Attachment 6

Download File (<https://cunaawards.secure-platform.com/file/51431/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkaWJ0MTQzMScwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbmc9cancer%20walk%20group%201-crop-edit2.jpg>)

Attachment 7

Download File (https://cunaawards.secure-platform.com/file/51432/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkaWJ0MTQzMmwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbmc9IMG_2649.JPG)

Attachment 8

Download File (https://cunaawards.secure-platform.com/file/51433/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkaWJ0MTQzM3wiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbmc9M?IMG_0539.jpg)

Weblink 1

<https://umassfive.coop/newsletter-2023-v1-article-community-involvement> (<https://umassfive.coop/newsletter-2023-v1-article-community-involvement>)

Weblink 2

<https://support.umasscancerwalk.org/team/436943> (<https://support.umasscancerwalk.org/team/436943>)

Weblink 3

http://engage.foodbankwma.org/site/TR/Events/General?pg=team&fr_id=1040&team_id=1010 (http://engage.foodbankwma.org/site/TR/Events/General?pg=team&fr_id=1040&team_id=1010)

Page: Final Submission**Is there anything else you would like to include or make judges aware of?**

Other than the fantastic impact of our project for the community, UMassFive has cultivated a really special employee culture when it comes to community engagement. The awesome impact that our employees are able to make by working together towards common causes is something to be celebrated. I think UMassFive has done a great job of coming up with creative ways to support and engage employees in these efforts, and it's a great example for other workplaces that wish to cultivate a similar culture.

Acknowledgements

I acknowledge that photos submitted may be used to promote future awards programs by CUNA or the League., The person listed can serve as a contact for this submission, the Organization name is listed as it should appear on any award won, and that the address listed is accurate and able to receive a shipment, should this application win an award., All information provided is correct, to the best of the submitter's knowledge., If this project was a collaboration with other credit unions, I've informed the other collaborators of this application and discussed the option of submitting as a Chapter award.

Thank you!