



## SouthPoint wins community service award and member service award

(Sleepy Eye, MN – September 11, 2020) SouthPoint Financial Credit Union has been honored with two awards by Minnesota Credit Union Network (MnCUN) and the Credit Union National Association (CUNA).

The credit union is a recipient of a 2020 Dora Maxwell Social Responsibility Community Service Award and a 2020 Louise Herring Philosophy-in-Action Member Service Award.

The Dora Maxwell award recognizes credit unions for their activities they coordinate that benefit their community or a specific charity. SouthPoint was honored for CU Forward Day, a statewide day in Minnesota during which credit unions spread kindness in the communities they serve. Last year, SouthPoint took a different approach and implemented activities for the staff to do as a large team to help foster rapport and cohesion among employees. In three hours, employees made 110 fleece blankets that were donated to adult men, women, boys and girls, wrote 86 letters to military personnel and impacted 438 children for area weekend backpack food programs.

The award is named in honor of Dora Maxwell, an early credit union pioneer. One of the original signers of CUNA's constitution at Estes Park, Colorado, Maxwell worked as an organizer for the movement's trade association (then called the Credit Union National Extension Bureau) and held numerous volunteer positions at the local and national level. In addition to organizing hundreds of credit unions, she developed volunteer organizer clubs and worked with organizations on behalf of the poor.

The Louise Herring award recognizes credit unions that demonstrate in an extraordinary way the practical application of the movement's principles in serving their members. SouthPoint was honored for their Employer Benefit Program. The purpose of this service is to offer an employer benefit program that builds relationships with community businesses by offering financial services to its employees at no cost, while creating a less stressed employee and working environment.

The award is named in honor of Louise Herring, an active supporter, organizer and champion of credit union unions. She was the Ohio delegate at the 1934 national credit union conference in Estes Park, Colorado, where she signed the original constitution for a national credit union association. Herring believed that credit union should work in a practical manner to better people's lives. She saw the credit union as more than just a financial institution. In her own words, "the purpose of the credit union is to reform the financial system, so that everyone can have his place in the sun."

SouthPoint's Dora Maxwell and Louise Herring winning entries will advance to the national competition, where they will compete with financial education projects from credit unions in other states.

"SouthPoint has a strong commitment to giving back and is proud of the important work we do in improving financial lives and investing in our communities," SouthPoint CEO Jay Gostonczik said. "In addition to promoting financial wellness, each year we generously contribute our time, talent and financial support throughout the communities we serve. Helping others by providing financial support and education is at the core of our mission to enable and empower our members to be financially successful and help our communities thrive."

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SouthPoint Financial Credit Union is a not-for-profit financial cooperative that distributes profits among members in the form of lower loan rates, fewer and lower fees and higher savings rates. Membership is open to all residents and businesses in a 19-county area of southern Minnesota. For additional information visit [southpointfinancial.com](http://southpointfinancial.com) or call 877-794-6712.