



# **What 12 Months of Giving Back Gave to Us**

MCUL Presentation

February 9, 2016



# Giving Back

A quick story



# About You

- Departments represented?
- Any “giving back” type of effort in your Credit Union?
- Personally involved?
- Were/are you responsible?
- Was it successful, did it achieve goals?



# Giving Back

What MSGFCU did:

- 12 branches. 12 months. 12 charities
- \$1,000 budget for each initiative
- Each branch selected the charity in its own community.

Regional Director oversight on selections

Program support: Community Relations and Marketing



# Giving Back

Why we did it:

- Celebrating 60th Anniversary
- Thanking communities for their support by supporting them
- Increase branch staff's local community engagement
- Any goodwill received from media appreciated, but not a priority

**GIVING**  
CELEBRATING 60 YEARS OF SERVICE  
**BACK** 



# The Results



**BOYS & GIRLS CLUBS**  
OF SOUTHEASTERN MICHIGAN



**Children's  
Miracle Network  
Hospitals**





# The Results

Benefit to the charities:

\$12,000 donated.

And...

- Reading to children (Clinton Township Library)
- Spring clean up (Troy Nature Center)
- Distributing bike helmets (Madison Heights Police Bike Rodeo)
- End of summer field day (Boys & Girls Club)
- Working the phones (Annual WDVD Cares for Kids Radiothon for Children's Miracle Network)



# The Results

Benefit to our employees:







# The Results

## External Coverage



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### Connecting with the Community: MSGCU Celebrates 60th Anniversary with Giving Back Program

In celebration of their 60th year, Michigan Schools & Government CU got their hands dirty by volunteering for Clean-Up Day at the Troy Nature Center.



"Our team enjoyed helping maintain the trails and learning about the invasive weeds that are so devastating to our natural environment," said Nakia Powell-Thomas, assistant branch manager in Troy. "Everyone who volunteered for this initiative felt strongly about their experience with the Giving Back program."

Alongside the dirty work, the Troy office is also sponsoring several educational programs at the nature center for the coming year. These programs will focus on community engagement and appreciating the great outdoors.

The Sterling Heights branch volunteered to support Utica Community Schools for the launch of the district's inaugural "Blessings in a Backpack" program, this fall. "Blessings in a Backpack" provides students on the "Free and Reduced Meal" program by providing them with much needed food. Their volunteer efforts accompanied a generous \$1,000 donation.

"As a credit union that supports education, 'Blessings in a Backpack' really hit home for us," branch manager Nicole Parnell said. "Learning cannot happen if students are battling hunger, so we are very proud to support this organization and to help less fortunate students in our communities."

MSGCU's Madison Heights branch decided to celebrate 60 years by donating bicycle helmets to the city's "Bike Rodeo" event. As a result, 200 helmets were given to neighborhood children as part of the event's push for safety.

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### ST. CLAIR SHORES

## Year of giving back helps local charity

By Kristyne E. Demske ✉



# The Results

**A Year of Giving Back to the Communities We Serve.**

In celebration of 60 years of service, each MSOCU branch is designating a month in 2015 to donate time and resources to help a non-profit group or organization within their community. To learn more about how we are giving back to the community, visit your MSOCU branch or call 1.888.mso4u4.

**GIVING BACK**  
CELEBRATING 60 YEARS OF SERVICE

**Main**  
January 2015

Our Clinton Township office will donate library Time to Go bags for beginning readers. Each bag includes early childhood materials such as ABCs, Counting, Shapes, Colors, etc. The bags will also include for reading time at the library.  
Branch Manager: Janis Mikalson  
Location: 45400 Clarks Road, Clinton Township

**Shelby**  
February 2015

Our Shelby office on 23 Mile Road will donate starter kits for families who adopt pets. The kits will include items such as beds, leashes, food, bowls, and toys.  
Branch Manager: Justin Lovell  
Location: 4970 23 Mile Road #104 of Van Dyke, Shelby Township

**Shores**  
March 2015

Our St. Clair Shores office will donate 100 kg. food backpacks to abused, abandoned or neglected children in our community.  
Branch Manager: Lisa Cornejo  
Location: 2401 10 Little Rock Avenue (South of 10 Mile Road), St. Clair Shores

**Chesterfield**  
April 2015

Check back in April to learn how we are giving back to our community.  
Branch Manager: Christine Cleveland  
Location: 34300 23 Mile Road (West of Jefferson), Chesterfield

**GIVING BACK**  
CELEBRATING 60 YEARS OF SERVICE

**Awarded the Dora Maxwell Social Responsibility Community Service Award, given to a credit union or chapter/ multiple credit union group for its social responsibility projects within the community.**



# Giving Back

What we learned



# Giving Back

1. Know who is on board



# Giving Back

## 2. Double-check your check

Might not be willing or able to accept your donations

Make sure know if and how using funds/gifts



# Giving Back

## 3. Create clear guidelines

If you select one, what about all?

Types of causes

Conflicts of interest



# Giving Back

## 4. Have a clear goal

Why that charity  
What you expect to give  
What you expect to get



# Giving Back

**5. Don't feel pressure  
to do more than you can**

Two things well vs. 50 things poorly





## Giving Back

6. If long-term effort, consider staff changes and implications



# Giving Back

7. Draw in the employees, give them a chance to provide input & participate.

Who do they support, why?



# Giving Back

## 8. Document everything

Planning, proposals, procedures, photos



# Giving Back

## 9. Get feedback

Gather at all key touch points: before, during and after.

At the end of your program, survey all stakeholders to learn all you can, so you can improve future initiatives



# Giving Back

## 10. Have Fun

Don't get buried in the work and  
forget about the heart behind the program



# Giving Back

## 11. Be flexible

It won't go according to plan.

Be optimistic

Be open

Learn as you go



# Giving Back

## 12. There is great power in giving back

Engaged  
Brand Recognition  
Relationships  
People Helping People



Even Better

**GIVING**   
**BACK**  
2016





Even Better!

Applying what we learned



# Even Better

**12** branches  
months  
communities

**GIVING**  **BACK**



Here we go again! Our Giving Back program was such a success last year, we're continuing it in 2016. Each month, an MSGCU branch is partnering with a non-profit or organization in their community to donate time and resources.

**GIVING**   
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2016



# Even Better

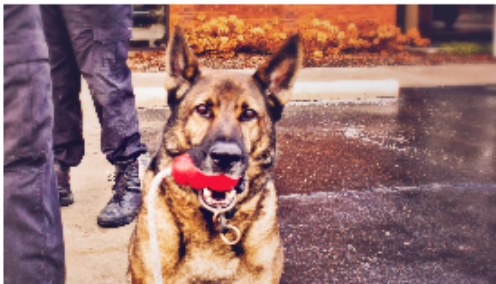




# Even Better

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## GIVING BACK 2016



### Main

#### Macomb County Sheriff K-9 Unit

*January 2016*

Our Clinton Township Office at 18 & Garfield is donating funds and resources to the Macomb County Sheriff K-9 Unit. [Read More...](#)



### Shelby

#### Shelby Township Fire Department

*February 2016*

The team at 23 Mile Road & Van Dyke is contributing to the Shelby Township Fire Department's Infant Safe Sleep program. [Read More...](#)



### Shores

#### Cops for Kids

*March 2016*

Our St. Clair Shores branch is teaming up with Cops for Kids to help local police assist needy families in the community.



# Giving Back

The opportunities are rich.

Be prepared to maximize them

but be realistic about what you can accomplish.



Questions?

**GIVING**   
**BACK**  
2016