CUNA Award Differentiation Chart

Dora Maxwell Social Responsibility Community Service Award	Louise Herring Philosophy-in-Action Member Service Award
Recognizes model credit union efforts to strengthen local institutions and materially improve the lives of nonmembers through community outreach programs (other than personal finance education). Examples: • Internship program • Charity fund raising • Support for public events • Donation to social service programs • VITA or EITC assistance • Lobbying or advocacy on behalf of K-12 financial education • Support for teacher training	 Recognizes model credit union efforts to materially improve members' lives through programs (other than personal finance education). Examples: Special loan modification program Wealth-building or debt-reduction incentive program Outreach to underserved population Student-run in-school or campus branch Credit union difference campaign Predatory lending alternative Support for member ESL instruction
Desjardins Youth Financial Education Award	Desjardins Adult Financial Education Award
Recognizes model credit union efforts to teach personal finance concepts and skills to members and nonmembers under age 18. Examples:	Recognizes model credit union efforts to teach personal finance concepts and skills to members and nonmembers age 18 and older. Examples:
 Classroom presentation series 	