

**Subject:** CUAid Message from NCUF Chair Mary Cunningham

**DONATE NOW**



## An Open Letter from NCUF Chair Mary Cunningham

Dear Colleagues:

Living and running a credit union here in San Diego, I can tell you first-hand that the California wildfires are every bit as devastating and life-changing as the images on TV suggest. We are beginning to hear more tragic reports from credit union members and employees whose homes have been heavily damaged or destroyed.



As was the case in Hurricane Katrina, first responder organizations like Red Cross, Salvation Army and FEMA took the lead addressing initial needs such as food, water, shelter, and clothing. It's not until after the initial shock that the needs of credit union members and employees emerge.

At this time, we are aware of 5 credit union members who have lost their homes—4 members of [San Diego Firefighters CU](#) and 1 member from [Fontana FCU](#). Although we hope we are wrong, we unfortunately anticipate that more credit union members and employees throughout Southern California are facing catastrophic situations requiring additional assistance to recover.

That's where the [National Credit Union Foundation \(NCUF\)](#), in collaboration with the [California Credit Union League](#), are working together to raise funds to help credit union members and employees. Longer-term assistance might include temporary housing, transportation, replacement of household and personal items not covered by insurance, and services related to the mental health and wellness issues that are often overlooked.

Last week [NCUF](#) and the [California League](#) launched a disaster relief fundraising campaign using the Foundation's [CUAid.coop](#) web-based giving platform in anticipation of these emerging needs. Given the number of families displaced, and homes destroyed or damaged, along with the fact that about one of every four California residents is a credit union member, that scenario could likely emerge.

In the spirit of credit union people helping credit union people, we are asking that you consider the following actions:

1. Consider placing a button and/or banner with a link to [CUAid.coop](#) on your Internet and Intranet homepages now, or prep to do so once we have confirmed the anticipated larger magnitude of the long-term needs.

### [Link to CUAid.coop](#)

This active donate button can appear on your web site by adding the code found under "[Campaign Materials](#)".

### **Instructions for Donating by Check or Wire Transfer**

Consider your own organization's contribution via check or wire transfer using these procedures:

**Mail:** Send a share draft or money order donation payable to:

National Credit Union Foundation, Inc.  
For: National Disaster Relief Fund  
P.O. Box 78880  
Milwaukee, WI  
53278-0880

### **Wire Transfer:**

Contact Tom Candell at (800) 356-9655, ext. 4398, or e-mail [tcandell@ncuf.coop](mailto:tcandell@ncuf.coop).

### **Who to Contact**

If you have any questions about this disaster relief campaign, or how to use [CUAid.coop](#), please contact any of the following NCUF staff:

- Jill Stevenson at [jstevenson@ncuf.coop](mailto:jstevenson@ncuf.coop)
- Steve Bosack at [sbosack@ncuf.coop](mailto:sbosack@ncuf.coop)
- Steve Delfin at [sdelfin@ncuf.coop](mailto:sdelfin@ncuf.coop)

Disaster Best Practices: Fundraising

Thanks to the U.S. National CU Foundation for producing this unit.



World Council of Credit Unions

2. Once you decide to launch your own campaign, consider including links in any and all of your e-newsletters and other e-communications to your employees and members encouraging them to make donations.

Include language that talks to the needs of credit union employees and members who have been affected by the California fires. You can pull generic copy from the [CUAid.coop](http://CUAid.coop) web site by clicking on “campaign materials” then on “sample promotional letters”. Or you can pull language included in this document or the [on-line news release](#). **Make sure you include the message that contributions will help victims recover from this disaster and future disasters.** That way if we happen to raise more money than is needed for this specific disaster, we can retain it in the Disaster Relief Fund for future disasters.

3. We are also supporting the California League’s initiative to encourage contributions to the [American Red Cross](#) particularly now since by all accounts they are doing a great job meeting immediate disaster related needs. Along those lines you might consider providing a link to [Red Cross’ donation site](#) or links to a variety of relief organization sites that you select. Choice in giving is always a good thing and respects the individual donors’ interests.

4. Make a personal donation via credit card using [CUAid.coop](http://CUAid.coop). It is more powerful to be able to say that you have made a personal contribution when you ask others to do so.

And when you make your contribution, use the “Tell a Friend” tool to leverage your commitment among your friends, colleagues and family. The “viral” marketing aspect of [CUAid.coop](http://CUAid.coop) is what makes it different and helps increase the overall level of giving.

5. Consider your own organization’s contribution via check or wire transfer using the procedures listed in the right hand column of this message.

On behalf of all California credit unions, their members and employees, I want to thank you in advance for doing what credit unions do – cooperate to help each other in time of need.

Best wishes,



Mary Cunningham  
Chairman, National Credit Union Foundation  
President & CEO, USA Federal Credit Union, San Diego

If you do not wish to receive further emails please [click here](#).

Thanks to the U.S. National CU Foundation for producing this unit.

