



## **FOR IMMEDIATE RELEASE**

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### **ICUS Introduces New CU Kind "Kids Who Care" Initiative**

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The Illinois Credit Union System (ICUS) has successfully concluded its first CU Kind® initiative of 2021 culminating in donations totaling \$2,800 to seven local charity organizations. "Kids Who Care" is a new CU Kind® program designed to engage ICUS staff and their families to share an organization whose mission is important to them. ICUS staff was encouraged to create a short video with their child or family members about their support of a local community organization. Not only did this initiative provide ICUS staff the opportunity to talk to their families about the importance of giving back, it gave their kids the chance to take the lead on doing good and experience first-hand the "people helping people" philosophy of credit unions.

ICUS is pleased to announce the following organizations who benefited from the "Kids Who Care" program with a \$400 donation: Agape Children's Center; Comfort Cases; Feed My Starving Children; Free Spirit Siberian Rescue; Lutheran Social Services of Illinois; Operation Food Search; and Pathways to Independence. Each family also received a gift card to thank them for participating and sharing their stories.

"We are proud to launch our third year of CU Kind® with exciting new programs and initiatives to expand our community service work. 'Kids Who Care' was the perfect way to kick-off CU Kind® in 2021," said ICUL President, Tom Kane. "Our staff enjoyed making, and watching, the adorable videos with their families. Providing a family fun activity for our staff and generating much-needed donations and attention to these amazing organizations is what CU Kind® is all about."

ICUS launched the CU Kind® initiative in 2019 with the motto of "doing good feels good" and a mission to spread kindness, create awareness, and impact local communities. Since then, Illinois credit unions participating in CU Kind® have benefited local charities and non-profit organizations with monetary and time donations. The annual "CU Kind® Day" will take place on October 11, 2021, and will bring all Illinois credit unions together to show their collaborative strength for doing good.

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### **About the Illinois Credit Union System®**

The Illinois Credit Union System (ICUS) is made up of the Illinois Credit Union League (ICUL) and the ICUL Service Corporation (LSC).

### **About the Illinois Credit Union League®**

The Illinois Credit Union League is the primary trade association for 212 state and federal credit unions in Illinois. It focuses on providing legislative and regulatory advocacy, compliance assistance and information, and a wide range of educational and training services to those credit unions, who in turn serve approximately 3.4 million members. More information can be found at [www.icul.com](http://www.icul.com).



### About LSC®

LSC is a credit union service organization offering a wide array of products and services and is dedicated to helping credit unions compete. Its experience and expertise in all areas from card programs and customer service to education and legal advocacy, as a corporate partner of the Illinois Credit Union League, has made LSC a key support provider in the credit union movement. Its products include credit and debit programs, pre-paid debit cards, portfolio development consulting, Agent credit card programs, ATM services, and debt collection. It serves more than 2,300 credit unions in 50 states. More information can be found at: <http://www.lsc.net>.



Donation Recipients | Agape Children's Center | Comfort Cases | Feed My Starving Children  
| Free Spirit Siberian Rescue | Lutheran Social Services of Illinois | Operation Food Search |  
Pathways to Independence | Thanks to ICUS and their Kids Who Care! #cukind

