



News Release

Jan. 25, 2021 - For Immediate Release

Nusenda Employees Give Back in 2020

Fourteen local charities benefit from credit union and employees' donations of more than \$47,500

Albuquerque, N.M. – Nusenda Credit Union employees from around New Mexico participated in a company-wide philanthropic effort, the 2020 Season of Giving, by contributing items and more than \$19,600 in monetary donations to 14 community organizations serving Santa Fe, Albuquerque, and northern and southern New Mexican communities.

The Season of Giving included four phases:

- Nusenda and its employees kicked off with its fifth annual Community Day in October. Employees shifted from their normal, in-person community service to a COVID-friendly plan. They selected seven organizations to help. Together, 156 employees, along with a Nusenda contribution, donated more than \$25,000 to Big Brothers Big Sisters of Central New Mexico, El Centro de Igualdad y Derechos, New Mexico Tech Performing Arts Series, Paws and Stripes, Silver Horizons, Transgender Resource Center of New Mexico, and Growing Up New Mexico (United Way of Santa Fe County).
- Nusenda's Season of Giving continued in November with employee support for organizations that help people experiencing homelessness across the state. 660 items valued at more than \$2,000 were donated to New Day Youth & Family Services, Esperanza Shelter, Heading Home, and Socorro Consolidated Schools. In addition, Nusenda donated \$2,000 to each organization, bringing the total donation to more than \$10,000; more than \$2,500 in employee contributions were also placed in a general fund to split between those organizations that received the fewest donated items - \$1,000 each to Socorro Consolidated Schools and Esperanza Shelter, and \$500 to United Way of Santa Fe.
- December's Season of Giving focus was on New Mexicans experiencing hunger. Nusenda employee and credit union contributions to Roadrunner Food Bank and The Food Depot totaled more than \$8,200.

-more-

- The Season of Giving wrapped up with donations to the University of New Mexico’s Children’s Hospital Toy Drive. Employees purchased requested wish list items, dropped off toy donations, and made monetary contributions to help pediatric patients and their families. In all, 520 toys and \$4,500 in donations were given to Children’s Hospital patients and families.

“This giving initiative was based on our employees’ increased desire to participate in more meaningful ways within the communities they serve,” said Nusenda President/CEO Joe Christian. **“Our employees’ commitment has been instrumental in the success of this project.**

“Giving back is in our DNA,” Christian added. **“As a financial cooperative, we consciously work for the betterment and sustainability of our communities. Our connection with our member-owners goes beyond simply providing a product or service.”**

Nusenda has been recognized as one of New Mexico’s Top Workplaces and Healthiest Places to Work for multiple years. It also has been voted one of the Best Credit Unions to Work For in the nation by Credit Union Journal, and named as a gold-tier, Family-Friendly Workplace by Family Friendly NM for its workplace and employment policies and benefits.

About Nusenda Credit Union

Nusenda Credit Union, headquartered in Albuquerque, N.M., is the state’s largest credit union with more than 220,000 members. It has more than 20 branches throughout New Mexico in Albuquerque, Rio Rancho, Santa Fe, Taos, Valencia County, and Socorro, and offers over 500 ways to join the credit union. Connect with Nusenda Credit Union at www.nusenda.org; [Facebook](#) @NusendaCU; [Twitter](#) @NusendaCU; and LinkedIn: <https://www.linkedin.com/company/nusenda-credit-union>.

Federally Insured by NCUA | Equal Opportunity Lender

Contact: Mariah Taglialegami, (505) 797-6673 or mtaglialegami@jameskorenchen.com.