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**Del Norte Credit Union Expands Community Support With Launch Of Employee-Run Foundation**

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**Santa Fe, New Mexico, January 4, 2021** – Northern New Mexico credit union and not-for-profit financial institution, Del Norte Credit Union (DNCU) has launched the Del Norte LOV (Living Our Vision) Foundation, a nonprofit organization and extension of the financial institution. The mission of the Del Norte LOV Foundation is to improve lives of youth and families in New Mexico with a focus on the communities that DNCU serves; Los Alamos, Rio Arriba and Santa Fe counties.

The foundation builds upon the credit union’s charitable giving over the 67 years.

The Del Norte LOV Foundation is employee-driven and motivated by DNCU’s mission of improving lives and the collective values of the credit union. The Del Norte LOV Foundation will serve as an authentic beacon of hope for northern New Mexico and beyond by expanding several generous donation programs.

“We created this employee run Foundation in order to give back. Now more than ever with the pandemic, we see the need to help others during this unprecedented time. Our staff is passionate about the communities they live and work in. This is our way of extending our heartfelt dedication to our youth and families by supporting nonprofits that assist them through their life stages, such as early childhood development, educational, vocational, and scholarship opportunities,” says Deb Salazar, Board President of Del Norte LOV Foundation and Chief Experience Officer of DNCU.

The Del Norte LOV Foundation will fulfill its mission of improving lives of youth and families by highlighting and enhancing the following programs:

* Scholarships: expanding DNCU youth members’ educational aspirations for a better future.
* Grant-making: scheduled, programmatic funding to nonprofits based in New Mexico that improve lives.
* Sponsorships: event sponsorships for local nonprofits focused on community support.
* Community Engagement: direct programs and events, focusing on financial literacy, education, and volunteerism.

“We want to uplift our communities. Through the Del Norte LOV Foundation, we will expand DNCU’s outreach to our local schools, nonprofits, and other institutions that have financial education in their mission-driven work. Partnerships are key,” explained Chuck Valenti, CEO/President of DNCU. “We want to create value—for youth and families—to learn how money works, open a checking or savings account, gain access to capital, apply for loans, and so much more. We wish to be a thought-leader of philanthropy and financial literacy in New Mexico. The Del Norte LOV Foundation will lead us in that delivery. We’re thrilled to venture in this initiative.”

With the financial cooperative, member-owned spirit of *people helping people*, the Del Norte LOV Foundation will invest in our diverse New Mexico communities and strive to work for a better future. To learn more about the newly launched Foundation, please visit dncu.com

**About Del Norte LOV Foundation**

The Del Norte LOV Foundation is a registered 501(c)3 public charity nonprofit organization. The mission of the Del Norte LOV Foundation is to improve lives of youth and families in New Mexico. The Del Norte LOV Foundation implements its vision as an active advocate of financial literacy and education that supports the youth and its commitment to helping communities in New Mexico succeed through its community support programs, including: Employee Giving, Special Fundraising, Scholarships, Sponsorships, Grant-making, and Community Engagement. Learn more at: [www.dncu.com/community-engagement/dncu-lov-foundation/](https://www.dncu.com/community-engagement/dncu-lov-foundation/).

**About Del Norte Credit Union**

Chartered in 1954, Del Norte Credit Union is a not-for-profit credit union based in New Mexico with a mission of Improving Lives. DNCU offers a wide variety of products and services designed to make members achieve financial success. Today DNCU serves more than 57,000 members throughout New Mexico and the United States.

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