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Whitney Anderson-Harrell Receives Right on the Money Award
Chief Community Development Officer Recognized for Innovations in Financial Education

EAST LANSING, Mich. — Whitney Anderson-Harrell, MSU Federal Credit Union (MSUFCU) Chief Community Development Officer, received a second-place award in the individual category in the 2021 Right on the Money Contest.

The award is presented by [CRMNEXT Inc.](#), a global CRM (customer relationship management) solution provider for financial services.

The contest — cosponsored by CU Sol and America’s Credit Union Museum — recognizes credit unions, community banks and their leaders for providing creative and innovative solutions for the communities they serve. This year, nearly 100 nominations were submitted, more than double 2020’s 47 nominations.

“We were blown away by the number of nominations we saw this year and by the absolutely incredible work these institutions and individuals are doing in their communities,” said James Gilbert, CRMNEXT Head of Marketing. “It was an honor to review all of the nominees and our judges really had their work cut out for them selecting the winners for our top 10 institutions and individuals. To say the work these folks are doing in their communities is astounding is an understatement.”

Anderson-Harrell, who joined MSUFCU in 2015, was honored for her innovative approach to financial education. She developed virtual reality financial education fairs for high school students to practice real-world scenarios; a virtual reality program to help people recognize and adjust their unconscious bias; and the Financial 4.0 app offering financial videos, quizzes, blogs and more on financial topics to community members.

In addition, Anderson-Harrell serves as Executive Director of the Credit Union’s foundation, the [Desk Drawer Fund](#). It was founded in 2019 to support organizations operating within five philanthropic pillars: arts and culture, stable housing, empowering youth, financial education, and fostering entrepreneurialism. So far in 2021, the foundation has donated nearly \$400,000 to over 90 community organizations.

“Whitney’s commitment to MSUFCU’s mission of helping employees and members achieve their financial goals and their dreams is unparalleled,” said April Clobes, MSUFCU CEO/President. “She creates and champions programs that provide financial resources, support, and value to community members. Her continued enthusiasm, effort and dedication inspires us all.”

To see the full list of winners, visit crmnext.com.

Founded in 1937, MSUFCU has a national reputation for excellence and has received several top industry and workplace awards, including being named a Best Credit Union to Work For® by American Banker for the fifth

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Our Mission: To provide superior service while assisting members and employees to achieve financial security, their goals, and ultimately, their dreams.



year, a Top Workplace by the Detroit Free Press for 10 consecutive years, a National Best and Brightest Companies to Work For® winner for six consecutive years, and was named one of the top five Michigan credit unions in Forbes' Best-in-State Credit Unions 2021 list. MSUFCU was named a Best Workplace in Financial Services and Insurance by Fortune Magazine two consecutive years and has been certified as a Great Place to Work® for nine consecutive years. MSUFCU has been recognized by the Credit Union National Association, earning first place for the people-helping-people philosophy 2020 Louise Herring Award. MSUFCU is headquartered in East Lansing, Mich., has 22 branches, over 317,000 members, more than \$6.6 billion in assets, and nearly 950 employees. For more information, visit msufcu.org.

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