**Affinity Plus Federal Credit Union**

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**“Coins for a Cause” Hunger Initiative During Pandemic**

**Earns Affinity Plus Statewide Community Service Award**

*Holiday collection event earned more than $80,000; will be back in December 2021*

**ST. PAUL, MINN. (August XX, 2021)** – Affinity Plus Federal Credit Union (Affinity Plus) has been honored with the 2021 Dora Maxwell Social Responsibility Community Service Award for the second year in a row. The award, which is sponsored by the Minnesota Credit Union Network (MnCUN) and the Credit Union National Association (CUNA), recognizes credit unions for the activities they coordinate that benefit their community or a specific charity.

Affinity Plus was recognized for the Coins for a Cause initiative this past winter. Coins for a Cause brought communities together to turn loose change into meaningful meals for Minnesotans experiencing hunger. Donations were matched 100 percent by Affinity Plus, and given to one of five local Feeding America food banks.

A total of $85,104 was donated to the food banks, which provides more than 250,000 meals for Minnesotans in need, in the wake of the COVID-19 pandemic. Affinity Plus also hosted other high-level initiatives in 2020/2021 to support the community, such as Tech Drive Tuesday and the Kickstart Campaign for the Polar Plunge.

“This is why we exist, and we are proud these efforts are making a difference.” said Dave Larson, President and CEO of Affinity Plus. “We are committed to building stronger communities in the state of Minnesota with programs such as Coins for a Cause, while helping individuals and businesses take the stress out of their financial and banking needs.”

Affinity Plus’s winning entry will advance to the national competition, where it will compete with community involvement projects from credit unions in other states.

The award is named in honor of Dora Maxwell, an early credit union pioneer, one of the original signers of CUNA's constitution at Estes Park, Colorado. Maxwell worked as an organizer for the movement's trade association (then called the Credit Union National Extension Bureau) and held numerous volunteer positions at the local and national level. In addition to organizing hundreds of credit unions, she developed volunteer organizer clubs and worked with organizations on behalf of the poor.

To learn more about Affinity Plus, please visit: [www.affinityplus.org](http://www.affinityplus.org)

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**About Affinity Plus Federal Credit Union**

*Based in St. Paul, Minn., Affinity Plus Federal Credit Union is a not-for-profit, financial cooperative that puts people first above profits. Members of Affinity Plus receive maximum value through competitive rates, minimal fees, and unique, member-centric products and programs. Established in 1930, Affinity Plus has 28 branches located throughout Minnesota and is owned by more than 220,000 members. Affinity Plus has over $3.5 billion in assets. Additional information is available at www.affinityplus.org or by calling (800) 322-7228.*