



FOR IMMEDIATE RELEASE

CONTACT:

Vicki Roscoe Erickson
Senior Vice President, Marketing & Communications
TopLine Federal Credit Union
verickson@toplinecu.com
763.391.0872

**TOPLINE FINANCIAL CREDIT UNION WINS STATEWIDE AWARDS
FOR FINANCIAL EDUCATION EFFORTS AND MEMBER SERVICE INITIATIVES**

*TopLine receives MNCUN's Desjardins Financial Education Awards for Youth and Adult and
Louise Herring Philosophy-in-Action Member Service Award*

MAPLE GROVE, MINN. — October 25, 2022— [TopLine Financial Credit Union](#), a Twin Cities-based member-owned [financial services cooperative](#), was named a winner of both the Youth and Adult Desjardins Financial Education Awards and the Louise Herring Philosophy-in-Action Member Service Award, sponsored by the Minnesota Credit Union Network (MnCUN) and the Credit Union National Association (CUNA). The Desjardin awards recognize credit unions for superior youth and adult [financial education](#) programs benefiting the credit union's members and communities. The Louise Herring award recognizes credit unions that demonstrate in an extraordinary way the practical application of the movement's principles in serving their members.

TopLine was recognized in the Desjardins Youth category for a partnership with the [Wayzata School District](#) and becoming a sponsoring partner for their high school's Compass program, an experiential professional career studies program for juniors and seniors. A team of four students the collaborated work with the [TopLine](#) team to identify opportunities for young

adults to build their [financial literacy](#) while identifying and creating tools to start a positive financial path.

TopLine was awarded the Desjardins Adult category for a partnership with [LSS Financial Counseling Services](#), a nationally-recognized Minnesota non-profit organization to provide access to free financial education services to better manage personal finances. All TopLine members and their family have access to up to six (6) free confidential financial education counseling sessions annually with a certified consumer credit counselor. Additionally, LSS' certified consumer credit and student loan counselors offer free financial education workshops virtually over Zoom.

TopLine was recognized in the Louise Herring category for the creation of the Diversity, Equity, Inclusion & Accessibility (DEIA) Advisory Group, comprised of 8 employees. The group is currently focusing on internal education efforts, discussion forum sessions and career journeys to continue to strengthen the credit union's culture, foster inclusion and ensure all voices are heard and valued with the purpose of preserving the cooperative spirit of "people helping people" to aspire to *Belong, Celebrate, Unite* with each other.

Statewide winning award entries were then sent to Credit Union National Association (CUNA) to compete against statewide winners from across the country. Entries will be judged by the CUNA Awards Committee this fall and winning entries will be recognized during the 2023 Governmental Affairs Conference in Washington, DC.

"We are dedicated to helping our members and consumers understand their personal finances and feel privileged to act as financial resource expert, and will continue to offer free financial education programming to benefit our members and communities," said Tom Smith, TopLine Financial Credit Union President and CEO. "The formal rollout of TopLine's Diversity, Equity, Inclusion & Accessibility (DEIA) Advisory Group is to continue on our path of "people

helping people” and bring a greater sense of belonging to the forefront for our employees, members and our communities.”

The [Minnesota Credit Union Network](http://www.mncun.org) is the statewide trade association that works to ensure the success, growth and vitality of Minnesota credit unions. For more information, visit www.mncun.org.

[Credit Union National Association \(CUNA\)](http://www.cuna.org), based in Washington, D.C., and Madison, Wisconsin, is the premier national trade association serving America's credit unions. The not-for-profit trade group is governed by volunteer directors who are elected by their credit union peers. For more information, visit www.cuna.org.

[TopLine Financial Credit Union](http://www.TopLinecu.com), a Twin Cities-based credit union, is Minnesota’s 13th largest, with assets of more than \$732 million and serves nearly 48,700 members. Established in 1935, the not-for-profit financial cooperative offers a complete line of financial services from its five [branch locations](#) — in Bloomington, Brooklyn Park, Maple Grove, Plymouth and in St. Paul’s Como Park — as well as by phone, [mobile app](#) and online at www.TopLinecu.com. Membership is available to anyone who lives, works, worships, attends school or volunteers in Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Sherburne, Washington and Wright counties in Minnesota and their immediate family members. Visit us on our [Facebook page](#) or [Instagram](#). To learn more about the credit union’s [foundation](#), visit www.toplinecu.com/foundation.

###