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Nusenda members and employees donate thousands of coats for annual KOATs for Kids drive

Albuquerque, N.M. – Nusenda Credit Union partnered with KOAT-TV for the 15th straight year to collect coats for kids in New Mexico. The month-long coat drive ended last week, with thousands of contributions flooding in across the state.

From Oct. 17 through Nov. 19, Nusenda branch locations served as drop-off sites for the winter coat drive, where members and staff donated new coats for distribution to kids in need. Since partnering with KOAT-TV in 2007 for the annual drive, Nusenda has helped get more than 30,000 coats to kids.

“Each year, we encourage our staff, member-owners, and others in the community to stop by any Nusenda branch to drop off a new coat. We are heart-warmed to see the outpouring of support for New Mexico’s kids,” said Nusenda President and CEO Joe Christian. “For many children in the state, these donated coats are the only ones they own, and we are glad to help make a difference.”

Nusenda supports hundreds of programs and organizations that are working to transform New Mexico. In addition to the coat drive, Nusenda gives back through its Community Rewards grants, financial education, sponsorships, volunteer projects, digital resources to improve financial well-being, and more.

For more information on Nusenda’s community work, visit nusenda.org/impact.

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About Nusenda Credit Union

Nusenda Credit Union is New Mexico’s largest locally owned and operated credit union with 240,000 members and more than 700 employees. It has more than 20 branches throughout New Mexico in Albuquerque, Rio Rancho, Santa Fe, Taos, Valencia County, Socorro, and Las Cruces. There are hundreds of 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](https://www.linkedin.com/company/nusenda-credit-union).

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