

UMassFive News

For Immediate Release

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UMassFive Receives Dora Maxwell Social Responsibility Community Service Award



L-R Back Row: Craig Boivin (VP of Marketing), Rich Kump (CEO), Lauren Duffy (COO), Jacqui Watrous (Board Vice Chair), Robert Harrison (Board Chair)

L-R Front Row: Ruth Yanka (Board Secretary), Taylor Robbins (Business Relationship Manager), Cait Murray (Community Outreach Manager), Sarissa Markowitz (VP of Operations)

Hadley, MA – UMassFive College Federal Credit Union (UMassFive) has received the first place Dora Maxwell Social Responsibility Community Service Award for 2023 in the state of Massachusetts. This annual award is given out by the Cooperative Credit Union Association (CCUA) and the Credit Union National Association (CUNA) to honor a credit union for its social responsibility projects within the community. UMassFive earned this award in recognition of its outstanding participation and fundraising for the UMass Cancer Walk and Run and Will Bike 4 Food.

A financial institution founded on community-based principles, UMassFive has cemented community engagement and give-back into its workplace culture. From frontline staff to executive leadership, the Credit Union takes pride in how employees can make a real difference through collaboration and volunteerism with local organizations that make their communities a better place.

For over 20 years, UMassFive employees have participated in the UMass Cancer Walk; a fundraiser benefitting the UMass Chan Medical School Cancer Center in Worcester, Massachusetts, where the Credit Union's Worcester branch is located. Employee team leaders at each of UMassFive's branches take charge of creating excitement and fundraising opportunities each year with creative collaborative events and craft sales. Team UMassFive has raised over \$173,000 for the UMass Cancer Center in the lifetime of its participation.

In 2020, fundraising efforts were expanded to include "Will Bike 4 Food;" a fundraiser that supports the Food Bank of Western Massachusetts. Employees cycling and fundraising for this event have raised \$12,783 in just three years, which provided 51,132 meals to neighbors in need.

“When it comes to the communities we serve, our employees see a need and work together to become part of the solution. The events that we choose to participate in have a direct and local impact on our community,” says Cait Murray, Community Outreach Manager at UMassFive.

UMassFive additionally hosts various fundraising efforts throughout the year, including their annual coat drive, personal care items drive, employee food drive, and support of local farms. Local community members are welcome to make donations to these drives to help support neighbors in need and are encouraged to reach out to marketing@umassfive.coop to let UMassFive know what causes and organizations are important to them.

UMassFive College Federal Credit Union (UMassFive) was established in 1967 and serves the University of Massachusetts, as well as the Five College System and over 50 other local organizations that share their community-based values and vision for a sustainable local economy. As a non-profit financial cooperative, UMassFive’s earnings are returned to their membership in the form of better rates, lower fees, and improved services and banking technology. The Credit Union offers a full range of financial products, including personal and business banking and lending, retirement planning and investments, and insurance. UMassFive has over 48,000 members, six branches, and assets of over \$673 million. For more information about UMassFive, please visit www.umassfive.coop.