**NEWS RELEASE**

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**Coastal Credit Union Earns Four Awards
from Carolinas Credit Union Foundation**

 **RALEIGH, N.C. (February 13, 2025) –** [Coastal Credit Union](https://www.coastal24.com/) has earned four awards from the Carolinas Credit Union Foundation’s statewide awards program, recognizing remarkable and innovative efforts to support communities, provide financial education, and implement the credit union philosophy in daily operations. The awards honor three credit union pioneers who made a lasting impact on the worldwide credit union movement.

Coastal was honored at the Foundation’s Awards Gala on February 12, held in conjunction with the Carolinas Credit Union League’s LAUNCH Conference.

“We are honored to be recognized by the Carolinas Credit Union Foundation for our efforts in financial education, community service, and the credit union philosophy,” said Tyler Grodi, Coastal’s President & CEO. “These awards reflect our commitment to making a positive impact in the communities we serve.”

 **Alphonse Desjardins Adult Financial Education Award**

**1st Place**

From January to May, Coastal’s Community Impact team hosted 15 adult financial education programs across six counties. These interactive sessions enhanced the financial knowledge and skills of 500 adults. Each session was customized to serve its diverse audience, including programs for college-bound and current college students, nonprofit leaders, small business owners, SEG employees, and parents of youth and young adults. One session was specifically catered to parents caring for adult children with disabilities, underscoring Coastal's dedication to inclusivity and accessibility in financial education. By placing emphasis on accessibility and inclusivity, the sessions lowered barriers to financial education for marginalized groups.

**Alphonse Desjardins Youth Financial Education Award**

**2nd Place**

Coastal’s Credit Union Development Educators and the Community Impact team combined to host Coastal Kids Day. Employees brought their children, grandchildren, or family members for a fun, educational day at work. Attendees participated in a Reality Series educational opportunity, learned about the cooperative movement and the Cooperative Principles, and did a service project on-site, all while having fun with their age group. A total of 40 family members attended the first Coastal Kids Day, and 30 Coastal team members gave generously of their time to bring the event to life.

**Dora Maxwell Social Responsibility Community Service Award**

**Honorable Mention**

Coastal’s Change for Impact Campaign was a comprehensive effort to enhance community involvement, build stronger community bonds, and support local nonprofits. From October to December 2023, it featured three primary components aimed at driving meaningful contributions within the organization and the community: Random Acts of Kindness, Volunteer in Your Community, and Donate Your Dollars. Activities included department-sponsored themed raffle baskets benefiting area nonprofits, donation drives for essential items at Coastal branches, and over 287 volunteer hours logged by employees. The campaign raised over $104,000 in partnership with United Way, empowering employees to direct funds to 75 nonprofit organizations.

**Louise Herring Philosophy in Action Award**

**Honorable Mention**

Coastal partners with 100 Who Give, Inc. in order to harness the collective power of giving to support local nonprofits and foster a sense of collective responsibility. Since its 2016 inception, over $1 million has been given back to the community, benefiting 180 nonprofit organizations and inspiring over 1,000 individuals to become local philanthropists. Quarterly nonprofit pitch events serve as a call to action, spotlighting individuals overcoming challenges and nonprofits addressing disparities with limited resources and rallying the group to collectively fund initiatives that meaningfully change lives. Coastal plays an integral role in these events by providing advocacy, fostering connections, sponsoring events, and ensuring that each presenting nonprofit, including the two runner-up organizations, receives funding every quarter. In 2023 alone, Coastal provided over $16,000 in support, which translated to more than $100,000 in collective funds being given back to the community.

**About Coastal Credit Union**

Coastal Credit Union is a not-for-profit, member-owned, financial cooperative, offering a full range of financial products and services. Coastal was chartered on August 31, 1967, with the mission of fostering the credit union philosophy of “people helping people.”  Today, with $5.51 billion in assets, Coastal serves 337,000 members from 1,800 business partners and is among the leading financial institutions in North Carolina. Coastal operates 23 locations in central North Carolina and serves members in all 50 states through a network of 5,600 shared branches, 30,000 surcharge-free ATMs, mobile banking featuring mobile check deposit, and a robust offering of online services at [www.COASTAL24.com](http://www.coastal24.com/). For more Coastal news, visit our [online newsroom](https://www.coastal24.com/about/about-coastal/pressroom).

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[**Event Photo - credit Ashton Hayes**](https://galleries.page.link/mMsU9)