

OFCU in the NEWS

OXFORD FEDERAL CREDIT UNION WINS SOCIAL RESPONSIBILITY AWARD

[Mexico ME, May 31, 2023] Oxford Federal Credit Union (OFCU) was presented with the Desjardins Youth Financial Education Award at the Maine Credit Union League's annual convention on May 19 in Portland. OFCU won first place for its asset size category in the state and will be entered to compete nationally in the Credit Union National Association (CUNA) competition later this year.

"We were awarded for our 2022 partnership with Western Foothills Kids Association that added financial education to their summer program for elementary school students," shared Marketing Director, Lisa Marston. "Our marketing team presented weekly lessons and activities that were created to help them recognize coins, learn how to count money, and differentiate between needs and wants. We are excited to be part of the program again this year."

The Desjardin Award recognizes how credit unions are improving the financial lives of their members and non-members through community service and financial literacy efforts – and is named after Alphonse Desjardins to emphasize long-time commitment to youth. Besides founding the first credit unions in Canada and the U.S., Desjardins pioneered youth savings clubs and in-school "banks," known as caisses scolaires.

"Participating in youth education is one way we carry out our mission of inspiring and enabling financial success in our community. We meet the kids where they are in their learning journey in a way that is fun and engaging," said Joann Bisson, OFCU's President and CEO.



Joann Bisson accepts the Desjardins award from Todd Mason, President of Maine Credit Union League