

Social Responsibility of Park City Credit Union Recognized with Dora Maxwell Award



PCCU President/CEO Val Mindak (left) accepts Dora Maxwell Award from Tara Kopljen of WI CU League

Merrill, WI – Park City Credit Union was recently awarded 1st place in the state of Wisconsin for outstanding community service. The Award is presented by the Dora Maxwell Social Responsibility Recognition Program for Credit Unions, and was officially presented at April’s Credit Union Chapter Meeting in Weston, WI.

Criteria considered for the award included various charitable projects throughout 2010. Park City Credit Union held collections for HAVEN, Children’s Miracle Network, and Humane Societies, plus a team of employees actively participated in American Cancer Society’s Relay for Life. It was unique participation in the annual Youth Savings Challenge that capped the efforts, putting Park City atop all Wisconsin credit unions in the 100 – 200 million dollar asset size.

The Youth Savings Challenge encourages those under the age of 18 to get into a savings habit, and learn financial responsibility through planning and budgeting. To help generate awareness and interest, prizes are awarded, but Park City Credit Union awards a cash prize with a twist. “We pin a dollar to a cork board each time a deposit

is made by a youth member,” said Park City C.U. President/CEO Val Mindak. “The kids are able to watch the prize value grow, just as they would see the value of their accounts grow with regular savings. Then, when the prize is awarded, we ask that half the amount be given to a charity of the winner’s choice. It’s a great way to encourage financial responsibility and charitable giving with the same program.”

“It’s great to be honored with this award,” President Mindak added, “but the real reward is the benefit our communities receive, whether it’s through educational efforts, charitable efforts, or both. We’re committed to continuing the same community service that earned us the Dora Maxwell Award.”

So far this year, Park City Credit Union has already participated in the Share-a-Bear program, earning a plaque for the second-highest amount of funds raised by participating credit unions in a 17 county region, and the Youth Savings Challenge is being repeated. The credit union has also responded to the recent tornados by donating materials toward the clean-up process, and collecting donated goods and funds.

The Dora Maxwell Award is named for an early 20th century credit union pioneer, and is awarded on both state and national levels to credit unions based on their asset size.

Park City Credit Union is a member-owned financial cooperative currently serving over 23,000 members. PCCU was founded in 1937 and for over 73 years has provided financial products and services to its members. Currently Park City Credit Union provides membership to those who live or work in Lincoln, Oneida, Vilas, Iron, Price, Taylor and Marathon Counties as well as portions of Langlade County. Branch operations are located currently in Merrill, Tomahawk, Minocqua and Rhinelander and at the Merrill High School. Park City Credit Union has over 65 employees throughout the north woods. Visit their online branch to learn more about Park City Credit Union at www.parkcitycu.org.