

Date: April 16, 2015

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Minnco Credit Union raises \$20,000 for Credit Union for Kids

Thanks to the generosity of members, businesses and employees, Minnco's Credit Union for Kids (CU4Kids) *Chain of Hearts* fundraiser raised a record \$20,000 during its annual campaign! When the final numbers were tallied, Minnco found themselves \$606 shy of twenty grand; Minnco CEO/President Steve Oien agreed that Minnco would contribute the extra amount needed to bridge the gap to \$20,000!

With a generous \$10,000 Financial Co-Op Miracle Match, a whopping \$30,000 was given to help support the patients at Gillette Children's Specialty Healthcare in St. Paul!

Minnco's campaign is successful partially because they combine the Chain of Hearts with a "Miracle Mondays" campaign. On Miracle Mondays, staff dresses to promote a theme. This year's themes included a hat day, a fashion disaster day and a Hawaiian day. The themes bring added attention to the campaign. The campaign is also a success due to Minnco's dedicated and caring employees. Many employees have friends or family members who use the services provided through Gillette's so this campaign has personal meaning for them.

The top fundraisers received time off of work to visit Gillette Children's Specialty Healthcare in St. Paul in order to see first-hand what their efforts help accomplish. "Gillette Children's Specialty Healthcare is so proud to partner with Minnco Credit Union. Minnco's continuous fundraising makes a real difference for Gillette patients and their families," said Becky DeRosia with Gillette Children's Specialty Healthcare.

Through fundraising for CU4Kids, Minnco Credit Union is supporting Children's Miracle Network where the funds raised go directly to Gillette's and help children throughout Minnesota. Gillette Children's Specialty Healthcare provides services to children with brain and spinal cord injuries, cerebral palsy, arthritis, neurological disorders, complex orthopedic problems, spina bifida and more.



Back Row: (L to R) Becky DeRosia, Gillette Children's Specialty Healthcare, **Brad Scholl**, Minnco VP and CU4Kids Committee Member, **Steve Oien**, Minnco CEO and CU4Kids National Advisory Board Member, **Patty Wiese**, Minnco HR and Chain of Hearts Coordinator

Front Row: (L to R) Toni Way, Minnco Andover, **Sheila Spanier**, Minnco Isanti, **Diane Lombard**, Minnco Cambridge/Cub, **Colleen Sinell**, Minnco Cambridge

About Minnco: Since 1935, Minnco Credit Union has been meeting the financial needs of residents in east central Minnesota with affordable financial products and services. They have assets of \$200 million and five full-service offices in Cambridge, Isanti, North Branch and Andover, serving over 25,000 members. www.minnco.com

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