



FOR IMMEDIATE RELEASE
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LAFCU employees go ‘casual,’ donate \$14,100 to local charities
Dress-down donations of just \$2 a week add up for community benefit

LANSING, Mich. — LAFCU employees donated \$14,100 to improve communities served by the credit union during 2018 by simply dressing casually on Fridays.

LAFCU’s Casual Dress Day charity program began in 1994 and has resulted in an estimated \$200,000 benefiting Greater Lansing and Shiawassee County. To participate in a dress-down Friday, an employee donates \$2 to the charity fund.



LAFCU employees donated \$14,100 to area charities during 2018 through weekly \$2 donations to participate in “Casual Dress Day” Fridays.

“This is proof that small, recurring donations add up to big dollars,” said Amanda Seger, LAFCU trainer and chairperson of the Casual Dress Committee. “It helps that we have great participation. We believe the program is popular due to the sincere desire of LAFCU employees to support their community. Dressing casually is a fun, side benefit.”

Selection of recipient organizations and people in need is based on employee suggestions. This ensures the program benefits causes that employees truly care about or people who have a connection with a LAFCU employee.

For 2018, the committee contributed the \$14,100 to 33 not-for-profit organizations and individuals and families in need. This supports a variety of community needs including youth development; food security; health, treatment and prevention services; social services; and animal welfare.

Kelli Ellsworth Etchison, LAFCU chief marketing officer, said, “At its core, the Casual Dress Day program is an excellent example of LAFCU employees embracing the cooperative philosophy of credit unions, which is ‘People Helping People.’”

About LAFCU

Chartered in 1936, LAFUCU is a not-for-profit financial cooperative open for membership to anyone who lives, works, worships or attends school in Michigan and to businesses and other entities located in Michigan. The credit union serves nearly 65,000 members and holds nearly \$700 million in assets. LAFUCU offers a comprehensive range of financial products and services as well as an expanding complement of financial technology solutions. Members enjoy benefits such as low fees, low interest rates on loans, high yields on savings, discounts, knowledgeable employees and nationwide access to fee-free ATMs and ITMs. A recipient of the national Dora Maxwell Social Responsibility Community Service Award for credit unions, LAFUCU enriches the communities it serves by supporting many organizations and causes. To learn more about LAFUCU, call 800.748.0228 or visit www.lafcu.com.

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