

For Immediate Release

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Valley First Credit Union Wins National Award for Happy HoliPays Campaign

Modesto – Valley First Credit Union received national recognition this week at the Credit Union National Association (CUNA) Marketing and Business Development Council Conference in Orlando, Florida. Valley First brought home a Diamond Award for the Happy HoliPays campaign – an effort to help credit union members overcome unforeseen financial challenges during the holidays. The program won “Category’s Best” honors in the Video Non-Commercial Series category.

“Giving during the holidays really does have its rewards,” said Valley First President and CEO Kathryn Davis. “Not only were we able to help our members with the Happy HoliPays campaign, but we received national recognition for our efforts. This is a great example of doing well by doing good!”

Happy HoliPays empowers Valley First Contact Center representatives to take their assistance to a higher level and help a member cover a medical or utility bill, make their rent or mortgage payment for a month, or put food on the table for their family. Over the course of a three-day period during the holidays, Contact Center representatives are given a special budget to deposit cash into the accounts of members who are struggling to make ends meet.

Valley First Contact Center representatives spend hours a day helping members overcome financial challenges. If it comes out in conversation that the member is struggling to pay bills or experiencing unforeseen financial challenges, the Contact Center representatives have the freedom to surprise the member with a one-time gift of cash – no strings attached.

Valley First provided 24 members with a little extra help during the 2022 Happy HoliPays campaign with contributions totaling \$16,000.

“The inspiration for the Happy HoliPays program came from the day-to-day interactions our frontline teams have with our members,” said Valley First Contact Center Manager Alexis Nielsen. “Our team members often hear about the challenging situations members are facing in their lives like losing a job, facing surgery, or the loss of a loved one. Sometimes a little help is all they need to navigate the holiday season. It feels good to be able to help in a tangible way.”

Happy HoliPays is one way Valley First Credit Union is making good happen for our members, our staff, and the communities in the valley we call home. Valley First is one of several Community Development Financial Institutions in the Central Valley charged with generating economic growth and opportunity in economically disadvantaged communities with programs that inject new sources of capital into neighborhoods that lack access to financing. Valley First is also a designated low-income credit union, which expands access to capital for small businesses and others who have been underserved in low-income communities.

Under the banner of "Making Good Happen," Valley First employees attended 165 community events throughout the Central Valley volunteering 1,115 service hours in the past year. The credit union also donated more than \$97,000 to local non-profits in 2022.

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About Valley First Credit Union

Valley First Credit Union is a \$998 million, member-owned, not-for-profit financial cooperative providing quality financial services to more than 80,000 members in the growing and diverse communities of Calaveras, Fresno, Kings, Kern, Madera, Mariposa, Merced, San Joaquin, Stanislaus, Sacramento, Tulare, and Tuolumne Counties. With eight branches throughout the central valley, the credit union is committed to banking with a purpose – to better the financial lives of the people and businesses in the communities we call home. For more information, please visit

<https://www.valleyfirstcu.org/>