

Real-Life Examples of Member Value

Credit Union Camaraderie

“Tonight is the night!” exclaimed Alloya’s Kathy Feringa, Assistant Vice President of Member Product Support, as she rallied a team of corporate staff and their families that gathered for a friendly competition against HealthCare Associates Credit Union (Naperville, IL). The two credit union teams went head-to-head on November 14, 2017, in a “pack-off” to see who could assemble the most food boxes for malnourished children at the Feed My Starving Children* facility in Aurora, Illinois.



Much like the credit union philosophy of “People Helping People” – the real focus of this competition was to support the community while building upon credit union solidarity. However, no one wanted to lose – especially when bragging rights were on the line.

“We have to beat Alloya,” said Teresa Schneider, Collections Manager from HealthCare Associates Credit Union. Schneider, a self-proclaimed “credit union geek,” loved being around so many credit union people for this worthy cause. “There is so much bad news that we hear on a regular basis, but to see people from credit unions, other than mine, work together is inspiring.”

This new rivalry began with what many credit unions do on a regular basis: giving back to the community. Last year, a group from Alloya and a group from HealthCare Associates Credit Union happened to be packing food at Feed My Starving Children, on the same evening, separate from each other. Feringa and Schneider were excited to see each other and reconnect (as they previously worked together). They left last year with a plan to reconvene for a friendly competition – and because of the success of this year’s event, the pack off is shaping up to become an annual credit union tradition.

First Pack-Off Combined Efforts & Impact

Boxes Packed:	112
Meals:	24,192
Kids Fed for a Year:	66
Cost:	\$5,322.24

For those keeping score, it was a close race with HealthCare Associates Credit Union edging out Alloya – but with shared laughter and goodwill, the credit union spirit was the real winner.

**Feed My Starving Children, founded in 1987, is a non-profit that provides nutritious meals that meet the need of starving children in Africa, Asia, the Caribbean, Europe, the Middle East, and North, Central and South America. Their mission is to “reach everyone, until ALL are fed” – ensuring 90% of total donations go directly toward feeding kids in need.*



Team from Alloya



Both Teams Packing



Team from HealthCare Associates Credit Union



The staff at Alloya Corporate and Balance Sheet Solutions appreciates your support, and we look forward to providing you continued value in 2018. Best wishes for a season of joy and a Happy New Year.

