THE LEAGUE AWARDS

CELEBRATING THE CREDIT UNION DIFFERENCE

Credit Union of the Year Awards

The Credit Union of the Year Awards celebrate affiliated credit unions that exemplify the spirit of the credit union movement through financial strength, innovative services, and meaningful community impact. These awards honor credit unions that demonstrate leadership and dedication to improving lives, communities, and financial well-being. Nominees should be in good financial standing.

One award will be presented in each of the following asset categories:

- Up to $150 Million in Assets
- $150 - $500 Million in Assets
- Over $500 Million in Assets

Eligibility Criteria:

Credit unions nominated for these awards should demonstrate:

- Financial strength and operational excellence.
- Innovative services and programs for members.
- Community outreach and service initiatives.

Entry Submission Requirements:

1. **Overview (Maximum 250 Words):**
   Provide a summary of the credit union's achievements, including:
   - Financial strength and performance (do not submit entire call report).
   - New or improved services for members.
   - Financial literacy and education initiatives.
   - Community involvement and service efforts.
   - Legislative and grassroots advocacy.
   - Public relations or marketing campaigns.
2. **Supporting Documents:**
   Include documents such as:
   - News articles or reports covering achievements.
   - Social media or marketing materials.
   - Awards or recognition for initiatives.
3. **Optional Media Submissions:**
   - **Photos:** High-quality images showcasing credit union efforts.
   - **Videos:** Accepted with a written script of the content.

Distinguished Service Award

The Distinguished Service Award recognizes a lifetime of dedication and transformative contributions to the credit union movement. Honorees have shown a consistent commitment to the credit union philosophy, going above and beyond their professional roles to make a lasting impact at the chapter, state, or national levels.

One individual from The League's footprint will be recognized unless the Awards Committee determines otherwise. In Virginia, this award is known as the **James P. Kirsch Lifetime Achievement Award**, honoring a legacy of excellence.

Eligibility Criteria:

Nominees must demonstrate:

- A lifelong record of service and voluntary efforts that extend beyond professional duties.
- Significant contributions to the credit union movement, reflecting a legacy of positive change.

Entry Submission Requirements:

1. **Overview (Maximum 250 Words):**
   Provide a summary of the nominee's lifelong service, including:
   - Leadership roles and years of involvement in the credit union movement.
   - Contributions to chapters, The League, or America's Credit Unions initiatives.
   - Legislative or advocacy efforts.
2. **Impact Statement:**
   Explain how the nominee's work has influenced:
   - The credit union movement at local, state, or national levels.
   - Community engagement and member services.
3. **Supporting Documents:**
   Include documents such as:
   - News articles or reports covering achievements.
   - Social media or marketing materials.
   - Awards or recognition.
4. **Optional Media Submissions:**
   - **Photos:** High-quality images highlighting the nominee's legacy.
   - **Videos:** Accepted with a written script of the content.

Professional of the Year Awards

The Professional of the Year Awards honor individuals who embody leadership, vision, and dedication within affiliated credit unions. These professionals have demonstrated an unwavering commitment to advancing the credit union mission at the state, regional, or national levels.

One professional will be recognized in each of these states: Alabama, Florida, Georgia, and Virginia. In Virginia, this award is known as the **Eugene H. Farley Award** in recognition of its historical significance.

Eligibility Criteria:

Nominees must demonstrate:

- Exceptional service to their credit union, The League, chapters, or America's Credit Unions.
- Notable contributions to the credit union movement or the international credit union system.

Entry Submission Requirements:

1. **Overview (Maximum 250 Words):**
   Provide a summary of the nominee's accomplishments, including:
   - Current and previous roles within the credit union movement.
   - Number of years of involvement.
   - Participation in chapters, The League, or America's Credit Unions initiatives.
   - Legislative or grassroots advocacy contributions.
2. **Impact Statement:**
   Explain how the nominee's efforts have positively impacted:
   - Credit union growth and member services.
   - Community engagement.
   - The broader credit union movement.
3. **Supporting Documents:**
   Include documents such as:
   - News coverage or reports on accomplishments.
   - Social media or marketing materials.
   - Awards or recognition.
4. **Optional Media Submissions:**
   - Photos: High-quality images highlighting the nominee's work.
   - Videos: Accepted with a written script of the content.

Advocate of the Year Awards

The Advocate of the Year Awards recognize individuals who exhibit extraordinary leadership, vision, and dedication in advancing legislative, grassroots, or community advocacy efforts for The League of Credit Unions and its members. These advocates have demonstrated an unwavering commitment to the credit union movement at the state, regional, or national levels.

One advocate will be recognized in each of these states: Alabama, Florida, Georgia, and Virginia. In Virginia, this award is titled the **Red Scarf Advocacy Award** to honor its unique legacy.

Eligibility Criteria:

Nominees must demonstrate:

- Outstanding leadership in legislative or grassroots advocacy initiatives.
- Measurable influence on the credit union movement and member services.

Entry Submission Requirements:

1. **Overview (Maximum 250 Words):**
   Provide a summary of the nominee's advocacy accomplishments, including:
   - Legislative or grassroots advocacy efforts.
   - Community-focused advocacy initiatives.
   - Demonstrated impact on the credit union movement and member services.
2. **Impact Statement:**
   Explain how the nominee's efforts have positively influenced:
   - Credit union visibility and advocacy initiatives.
   - Member and political engagement.
   - The broader credit union movement.
3. **Supporting Documents:**
   Include documents such as:
   - News articles or reports on advocacy efforts.
   - Social media or public relations materials.
   - Awards or recognition for advocacy initiatives.
4. **Optional Media Submissions:**
   - Photos: High-quality images showcasing advocacy activities or events.
   - Videos: Accepted with a written script of the content.

Emerging Professional of the Year Award

The Emerging Professional of the Year Award, previously known as the Young Professional of the Year Award, celebrates rising talent within affiliated credit unions. This award highlights emerging professionals who are shaping the future of the credit union movement through dedication, innovation, and leadership.

One individual from The League's footprint will be recognized unless the Awards Committee determines otherwise.

Eligibility Criteria:

Nominees must demonstrate:

- A commitment to professional growth and advancing credit union knowledge.
- Leadership in member or community-focused initiatives.
- Activities that exemplify the credit union philosophy.

Entry Submission Requirements:

1. **Overview (Maximum 250 Words):**
   Provide a summary of the nominee's achievements, including:
   - Efforts in credit union education and career development.
   - Leadership in community or member initiatives.
   - Activities that promote credit union values.
2. **Supporting Documents:**
   Include evidence such as:
   - News articles or reports on accomplishments.
   - Social media or PR materials.
   - Awards or recognition.
3. **Optional Media Submissions:**
   - Photos: High-quality images showcasing the nominee's work.
   - Videos: Accepted with a written script of the content.

Community of the Year Award

The Community of the Year Award celebrates outstanding collaboration and innovation among community groups, chapters, or Emerging Professional Networks (EPNs) that enhance the visibility and impact of the credit union movement. This award is selected by The League of Credit Unions and does not require a nomination process. It will be presented at the Chapter Leaders Retreat or annual convention.

Entry Requirements

Please read these instructions carefully. To ensure efficient processing of submission materials, all entries must include

- Completed entry form
- An overview of **no more than 250 words total** that summarizes the achievements of the individual or credit union in each of the areas listed for each award
- Supporting documents that address the criteria listed in the description of each award, i.e. community involvement, press coverage, etc.

If the entry requirements are not met, The League will notify the submitter of such. If time permits, the entry may be resubmitted once requirements are met.

Entry Submission Deadline

Entry submissions must be received by The League no later than **Friday, March 21, 2025**.

Submit your nomination online through our secured portal: https://the-league.coop/awards/.

Video Entry Submission

A video may be submitted in place of written documentation for any category and must not exceed two minutes and 30 seconds. Videos can be submitted through the online entry form on our website. For questions or additional assistance, email Awards@the-league.coop.

Selection Process

All nominations/entries submitted will be reviewed by The League Awards Committee, comprised of representatives from several member credit unions, with a focus on credit union and community improvement. This diverse group proposes the winner to The League's Board of Directors to be ratified on the basis of the nominations and supporting information received.

Any nomination submitted may be featured in various league materials to demonstrate how credit unions and their leaders benefit their communities. Submission of a nomination indicates approval for The League to use the nomination materials in its publications and advocacy efforts.

Award Presentation

Award winners will be notified confidentially and The League Awards will be presented during ENGAGE from June 10 -13 in Orlando, Florida.

866-231-0545
www.the-league.coop

Alabama Office:
1 Perimeter Park South, Suite 130
Birmingham, AL 35243

Florida Office:
3692 Coolidge Court
Tallahassee, FL 32311

Georgia Office:
2810 Premiere Pkwy, Suite 150
Duluth, GA 30097

Virginia Office:
108 N 8th Street
Richmond, VA 23219