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Navy Federal Employees Team Up to Make First National United Way Campaign a Success

Employee Contributions Reach Over Quarter of a Million Dollars

Vienna, Va. (October 1, 2012) – [Navy Federal Credit Union](#) employees across North America embraced their roles as corporate citizens in the company’s first national fundraising partnership with United Way. Navy Federal’s charitable efforts included more than 9,000 employees from company locations across the country and raised over \$388,000 for United Way’s annual Live United campaign.

Employees had the option of making pledges to their local United Way directly, or to a variety of national and local charitable organizations, including many that support active duty military and their families. “We want employees to know that Navy Federal cares about the causes that matter to them,” said Cutler Dawson, president and CEO of Navy Federal Credit Union. “I think this spirit of giving demonstrates the culture of caring that Navy Federal tries to embody.”

The cohesive nature of the campaign allowed the company to reach out to their locations that may not have participated in charitable contribution campaigns in the past. Creative fundraising incentives such as casual dress days and raffle prizes encouraged employees to participate, and the company tracked donation progress in real-time via the employee intranet site. The combined efforts resulted in Navy Federal becoming a major new contributor to the Live United campaign.

“We’re extremely delighted to have Navy Federal Credit Union on board as one of our new major contributors. Their support is a testament to their passion and commitment to community service locally and throughout the nation,” said Bill Hanbury, president and CEO of United Way of the National Capital Area.

All United Way programs center around three core issues: education, income, and health. Among the charities that received significant support from Navy Federal contributions include, [Homes for Our Troops](#), [Fisher House Foundation](#), [Injured Members Semper Fi Fund](#), [American Cancer Society-Southeastern Chapter](#), [Salvation Army NCA](#), and United Way community impact funds in Escambia County and National Capital Area.

About Navy Federal Credit Union

Navy Federal Credit Union is the world’s largest credit union with \$50 billion in assets, four million members, 224 branches, and a workforce of over 10,000 worldwide. The credit union serves all Department of Defense military and civilian personnel and their families. For additional information about Navy Federal, visit www.navyfederal.org.



Shown above: Cutler Dawson, president and CEO of Navy Federal; Bill Hanbury, president and CEO of United Way of the National Capital Area; Louise Foreman, executive vice president, Navy Federal Human Resources

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