



NEWS - FOR IMMEDIATE RELEASE

Del Norte Credit Union becomes part of a joint effort to bring relief to local communities during troubled times.

Santa Fe, New Mexico, May 4, 2020 — Del Norte Credit Union (DNCU), New Mexico's hometown financial cooperative, is improving lives in northern New Mexico communities by working jointly with four local non-profits to help raise funds and bring awareness to the essential services they are providing during the COVID-19 pandemic.

According to Marcos Zubia, Director of Development at Esperanza Shelter, "Costs have increased by 30% since the start of the stay-at-home order back in mid-March." As Zubia explains, "Esperanza, like many other non-profits, is applying for assistance and are all competing for the same dollars available in our community so it makes it challenging as we continue to navigate to fund our \$150,000 in related COVID-19 expenses."

Del Norte Credit Union, having supported these organizations in the past, felt that the need to assist was consistent with their own mission of *Improving Lives* and one that compelled them to implement a Giving Tuesday Now campaign throughout the month of May.

Giving Tuesday is a global generosity movement that unleashes the power of people and organizations to transform their communities and the world. During the global day of unity, the hashtag [#GivingTuesdayNow](#) will be part of the response to the unprecedented need caused by COVID-19. Del Norte Credit Union has decided to take Giving Tuesday Now a step further and host donation drives every Tuesday throughout the month of May on their social media pages. DNCU will focus efforts to support one nonprofit each Tuesday by promoting online donations via Facebook. Del Norte Credit Union will match funds for each organization up to **\$2,500**.

Del Norte Credit Union has selected the following non-profits for this campaign;

Campaign Day: _____ **Organization:**

- May 5 Esperanza Shelter
- May 12 Ponderosa Montessori, Inc.
- May 19 Las Cumbres Community Services
- May 26 Youth Shelters & Family Services

Del Norte Credit Union's Giving Tuesday Now campaign starts this coming Tuesday, May 5, 2020 via their Facebook page [@DelNorteCU](#). Each week, DNCU will feature a live radio interview discussing the campaign and how these organizations are adapting to the current environment in order to continue providing their services.

For a comprehensive list of charities supported by Del Norte Credit Union, visit <https://www.dncu.org/home/our-community/community-sponsorship-programs>

Join Del Norte Credit Union as they continue to fulfill their mission of *Improving Lives*.

About Del Norte Credit Union Chartered in 1954, Del Norte Credit Union is a not-for-profit credit union based in New Mexico with a mission of Improving Lives. DNCU offers a wide variety of products and services designed to make members achieve financial success. Today DNCU serves more than 55,000 members throughout New Mexico and the United States.

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