



FOR IMMEDIATE RELEASE

For More Information Contact:

Cheryl Johnson, Cheryl Johnson PR
(913) 488-2710 • cheryl.johnson.pr@gmail.com

Vizo Financial Delivers a Different Kind of Community Involvement in 2020

Greensboro, N.C. (January 5, 2021) – Community involvement looked a little different in 2020, but it didn't stop Vizo Financial from delivering! In a year ravaged by unprecedented events and a global pandemic, the corporate credit union remained steadfast in their efforts to make a difference, contributing to 10 choice organizations and others in the community in a variety of ways.

The Corporate's 2020 Community Organizations

From medical charities and children's advocacies to pet rescues and food banks (and even more in between), Vizo Financial supported the following organizations in our communities throughout 2020. The goal to work together to help raise funds and volunteer for these well-deserving organizations was brought to life through many fundraisers.

[American Cancer Society](#)
[BackPack Beginnings](#)
[Children's Miracle Network Hospitals](#)
[Cure Sanfilippo Foundation](#)
[Harvest Hope Food Bank](#)
[Hospice of Central Pennsylvania](#)
[Milagro House](#)
[Pet Match Rescue PA](#)
[ROAR Outdoors](#)
[Victory Junction](#)

“For many of these organizations and/or those they serve, the COVID-19 pandemic created many hardships, making our involvement even more crucial,” said Jay Murray, CEO of Vizo Financial. “In order to help out – even in a socially-distanced world – we were able to come up with some creative ways to raise money and show our support, and it just made the biggest difference. We're grateful to be able to give back in a difficult year.”

A Look at Vizo Financial's 2020 Fundraisers

Vizo Financial created their own and participated in a myriad of fundraisers in 2020. While there were a few in-person volunteer events at the beginning of the year, most were held virtually. Here is a look at the Corporate's 2020 fundraisers and volunteer opportunities:

(more)

Reality Fair

On February 25, 2020, Vizo Financial employees from our Middletown location volunteered for a local financial reality fair hosted by Belco Community Credit Union (Harrisburg, Pa.). The event took place at Newport High School in Newport, Pa., and allowed students to gain hands-on experience and practical knowledge about personal financial management in a “real world” environment.

Penn State Children’s Hospital Miracle Maker Summit

Two members of Vizo Financial’s community involvement committee attended Penn State Children’s Hospital’s Miracle Maker Summit in Hershey, Pa., on February 25. They attended educational sessions about fundraising and how those dollars are spent, met new Miracle families and provided support for the hospital, which serves children throughout the Central Pennsylvania region. The hospital is part of the network of Children’s Miracle Network (CMN) Hospitals.

Daffodil Days

In March, Vizo Financial staff participated in the American Cancer Society’s Daffodil Days. The Corporate raised \$685.00 to support the organization by purchasing daffodils, tulips, arrangements and donations of flowers to local hospitals where patients receive cancer treatments. Due to COVID-19, the flowers were unable to be delivered. However, all the money the Corporate raised was donated to support the American Cancer Society.

Walk/Run for Charity Events

Vizo Financial's staff completed two charity walk/run events in 2020, where employees walked, ran, etc. in exchange for donations to support some of our organizations of choice. The first walk/run event for charity was held from April through May 15 and benefited all the aforementioned organizations. Staff raised a total of \$778 and 51 participants collectively walked 2,138 miles. The second event ran from August 17 through September 18, and was held in support of Victory Junction’s RTVirtual Run to Victory, which took place on September 12, 2020. In all, the team raised \$1,025 for Victory Junction and walked/ran a total of 328.81 miles.

Virtual Food Drive

From May 4 through June 12, 2020, Vizo Financial hosted a virtual food drive to encourage credit unions to donate to our local food banks, which have experienced their highest demand ever since the Coronavirus pandemic began. The food drive benefited the Central Pennsylvania Food Bank in Harrisburg, Pa; Greater Pittsburgh Community Food Bank in Pittsburgh, Pa.; Harvest Hope Food Bank in Columbia, S.C.; and Second Harvest Food Bank in Greensboro, N.C. With the help of credit unions, the food drive raised nearly \$6,000 for all four food banks.

Bombas Socks Donation

As part of an appreciation gift, Vizo Financial gifted staff free pairs of Bombas socks. The Corporate specifically chose Bombas socks, because for each pair that is purchased, a pair will also be donated to Back on My Feet, a non-profit organization that helps transition people out of homelessness through the power and discipline of running. Through this gift, Vizo Financial was able to donate dozens of Bombas socks to Back on My Feet.

(more)

Hot Dog Eating Contest

Vizo Financial’s annual Hot Dog Eating Contest for CMN Hospitals went virtual for kids on July 23, 2020. It was a record year for the contest – even in light of the COVID-19 pandemic – with nine contestants, 22 sponsors and a total of \$7,500 raised for CMN Hospitals at Penn State Children’s Hospital in Hershey, Pa. The contest was held via Zoom and began with some words from CMN Hospitals representative, Elizabeth Wilson, who works with Penn State Children’s Hospital. In addition, Miracle Child, Joella, and her mother, Janette, joined the festivities and shared their inspirational CMN Hospitals story.

CMN Hospitals Radiothons: Pay 4 Play and Duke Children's Radiothon

On November 12-13, 2020, Vizo Financial and several Central Pennsylvania Credit Unions acted as the naming rights sponsors of the annual Pay 4 Play radiothon to benefit CMN Hospitals at Penn State Children’s Hospital in Hershey, Pa. The event brought in a grand total \$315,981.35! On December 15-16, Vizo Financial joined Carolinas Credit Unions in sponsoring the annual Duke Children's radiothon in Durham, N.C. Held annually over the past 25 years, the radiothon is run by MIX 101.5, and it’s raised over \$18 million for CMN Hospitals at Duke Children’s. The radiothon featured Miracle Child stories, information about Duke Children’s and the opportunity for listeners to make donations to benefits the kids receiving life-saving treatment. A total of \$397,227.42 was raised this year.

“Obviously, we had to take a different approach to community involvement this year, but I’m really proud of what our organization was able to accomplish for our communities in 2020,” said David Brehmer, president of Vizo Financial. “There was a lot of consideration for the world’s current circumstances and we rose to the challenge, assisting groups that were the most in need of support. When you boil it down, we’re in the business of helping people, and I think our community efforts reflect our dedication to serving our communities, even during the toughest of times.”

###

About Vizo Financial Corporate Credit Union

Vizo Financial Corporate Credit Union’s goal is to drive credit union success through proven EXCELLENCE, unmatched EXPERTISE and engaged PARTNERSHIPS. It is a state-chartered corporate credit union that serves CUSOs, leagues, chapters and more than 1,200 credit unions in the U.S. and Canada. Vizo Financial provides money management, payments, technology, risk management and people development solutions. For more information, please visit www.vfccu.org.