

FOR IMMEDIATE RELEASE

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Community Choice Foundation hires Kevin McAlpine as its First Executive Director

FARMINGTON HILLS – Community Choice Foundation, the charitable arm of Community Choice Credit Union, has named Kevin McAlpine as their first Executive Director. The Community Choice Foundation has a mission of being a positive influence in the communities served by the credit union by providing scholarships and direct community service across Michigan.

Kevin will be focusing on increasing the impact of the Foundation by partnering with our members, the community, and other nonprofit organizations to provide scholarships and other needed direct support to the community.

“I am excited to join the Community Choice Foundation and further their efforts to Give Big in our community,” said Kevin McAlpine. “Making a difference in the lives of those pursuing an education whether it is college, the skilled trades, or other continuing educational opportunities are real passions of mine. There is a real commitment to growing the Foundation’s impact and partner with other nonprofit organizations as well to support their important work. I am excited to lead this effort.”

Kevin has more than 25 years of experience leading nonprofit and philanthropic initiatives. His efforts as a Certified Fundraising Executive have helped to raise more than \$100 million for higher education and other community causes across Michigan.

Kevin has displayed his dedication to giving and caring for others in personal ways as well, as both a parent and foster parent. In his free time, Kevin is a consultant with other nonprofit organizations and serves as president of the Macomb Foster Closet, a volunteer-run organization that provides clothing and other essential items free to children in foster care.

One of the reasons the Community Choice leadership team was most excited about Kevin becoming a team member is that he shares the same values and beliefs about the impact Community Choice can make in its communities. Kevin believes that every Community Choice member that volunteers or supports a cause in any way is making a difference in the lives of others, and thus will be an invaluable advocate to lead the Foundation’s focus on giving and service.

“Kevin stood out from a list of qualified candidates for this position and we’re confident that he is the right person to expand the reach and increase the impact of the Foundation,” said Jenny Ludwigsen Community Choice Credit Union VP of Marketing. “We could not be happier to welcome him to the credit union family.”

The Community Choice Foundation was founded in 2008 and is one of the largest scholarship programs in the credit union industry both in Michigan and nationally, awarding more than \$1.4 million in scholarships to over 200 students since 2009. We also provide support and direct volunteer activities in partnership with other nonprofit organizations who align with our philanthropic areas of focus. This program is funded by Community Choice Credit Union and the generous support of credit union members, team members and local businesses.

Learn more about Community Choice Foundation by visiting CommunityChoiceFoundation.org.

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