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Press Release

FOR IMMEDIATE RELEASE

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BEACH MUNICIPAL FEDERAL CREDIT UNION EMPLOYEES DONATE TO LOCAL ORGANIZATIONS

VIRGINIA BEACH, VA, October 30, 2025 - Beach Municipal Federal Credit Union (BMFCU) reaffirmed its commitment to helping local organizations in need today. As part of the Credit Union's employee-led **Denim for Dollars** program, employees donated their third-quarter fundraising proceeds to the **Virginia Beach Animal Care and Adoption Center** and **NAMI Coastal Virginia** (National Alliance on Mental Illness).

Denim for Dollars Program

The Denim for Dollars program is a staff-led fundraising effort that allows employees to wear jeans in exchange for a minimum donation on each City payday. Employees can choose to support one of two categories: **Social Outreach** or **Animal Wellness**. The combined funds are then donated quarterly to different organizations within our community.

Supporting Animal Care

"We're so grateful to the staff at Beach Municipal Federal Credit Union for their generous support through the Denim for Dollars campaign," said a volunteer from the Animal Care and Adoption Center. "Their donation will go directly toward providing essential care and support for the animals at the Virginia Beach Animal Care and Adoption Center. Thanks to partners like Beach Municipal, we're able to ensure homeless animals get the love and care they need."

Investing in Mental Wellness

"The generous donation from Beach Municipal Credit Union enables NAMI Coastal Virginia to provide support, education, and advocacy at no cost for members of our community living with a mental health condition and their loved ones." said **NAMI Coastal Virginia Representative**.

Beach Municipal FCU has been serving the financial needs of Virginia Beach City and School employees since 1970. We are dedicated to providing excellent service to our members while constantly striving to make a positive impact on the lives of others through hands-on involvement. Learn more about Denim for Dollars by visiting <https://www.beachmunicipal.org/about-us/community-partnerships/donations>.

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