

Community Champions Media Kit



About Community Champions

At Redstone, we believe in the power of people helping people. That's why we established the Community Champions initiative in 2022 as a way to honor members who go above and beyond to positively impact others' lives.

Community Champions are unsung heroes among us who selflessly contribute to the well-being and improvement of our communities. By recognizing their acts of kindness, we aim to inspire others and foster a culture of caring and community spirit.

We invite members who live throughout Alabama and Tennessee to nominate other members who embody compassion and dedication. Nominations open each February, and the recipients are announced in August when they receive a special award. A documentary-style video is also created highlighting each of our winners, in order to increase awareness of their individual causes, and give members the opportunity to partner with them and support their efforts.

Learn more at <https://www.redfcu.org/champions/>.

Social Media

Please be sure to like or follow our accounts.

- **Facebook** (www.facebook.com/RedstoneFCU)
 - Like and follow Redstone Federal Credit Union's page.
 - Mention **@RedstoneFCU** in Community Champions related posts, photos, and events.
- **LinkedIn** (www.linkedin.com/company/redstonefcu)
 - Follow Redstone Federal Credit Union
 - Mention **@Redstone Federal Credit Union** in Community Champions related posts, photos, and events.

- **Instagram** (www.instagram.com/redstonefcu)
 - Follow Redstone Federal Credit Union
 - Mention **@RedstoneFCU** in Community Champions related posts, photos, and events.
- **X** (www.x.com/redstonefcu)
 - Follow Redstone Federal Credit Union
 - Mention **@RedstoneFCU** in Community Champions related posts, photos, and events.

About the 2025 Community Champions

- **Matthew Dormus** transformed his pain into purpose by creating The Story Room, a powerful student-led space at Oakwood University where anonymous stories break the silence and stigma around mental health.
 - **Video link:** <https://youtu.be/ARhJVTk0Nkc>
- **Janet Geist** played a pivotal role in building the North Alabama Search and Rescue Dog Association from the ground up, turning it into a life-saving force that brings hope, skill, and compassion to every search.
 - **Video link:** <https://youtu.be/3XtYJN94KIk>
- **Christie Harmon** founded the Isaiah 41:10 Foundation, a nonprofit that has raised nearly \$800,000 to support families battling childhood cancer through faith and resources.
 - **Video link:** <https://youtu.be/v2ZDadxL6so>
- **Brent and Anna Morgan** turned their own experience as foster parents into a movement of care and connection through Bridge Family Ministries, offering critical support for other foster families in need.
 - **Video link:** <https://youtu.be/4l6l4hyH07E>
- **Kate O'Neal** is driven by the belief that no child should be left behind because of poverty, so she built The Caring Link into a county-wide network that provides thousands of students with clothes and essentials they need to thrive in the classroom and beyond.
 - **Video link:** <https://youtu.be/Q4d3ugMH-tM>

Playlist Link

- <https://www.youtube.com/playlist?list=PLpd2v5gp5pceskkaY6VngFoR4yu4oJ7xU>

Photos of Community Champions

Download photos of the honorees here: <https://redfcu.sharefile.com/d-s7c2c224cdfbc442cb93d5076222ecf1a>

Interview a Champion

Interviews with Redstone leadership and Community Champion honorees can be arranged upon request. Please contact newsroom@redfcu.org.

Our name and organizational description

Please use “Redstone Federal Credit Union” when referring to our organization. When including a description, please use the following:

About Redstone Federal Credit Union

With more than \$7.72 billion in assets, Redstone Federal Credit Union is the largest member-owned financial institution in Alabama and one of the largest federal credit unions in the nation by assets. Redstone is based in Huntsville, Alabama, and serves hundreds of thousands of members nationwide. Chartered on November 28, 1951, Redstone Federal Credit Union has proudly served its members for more than 70 years and has 28 conveniently located branches across North Alabama and Tennessee. Redstone Federal Credit Union provides a level of service that is not generally available at other financial institutions through its philosophy of - People Helping People.

www.redfcu.org

Quotes From Former Community Champions

Robin Kramer

Robin created Next Step Farms, where special needs adults can develop daily life skills in a farm setting.

Thanks to Redstone’s Community Champions program, more adults with special needs now know about Robin’s Next Step Farms and the valuable life skills they can learn there. Robin shared, “Wow, just WOW!! Being a Community Champion exploded our exposure to the unknown world. Sponsorships and clientele have increased because of what Redstone promoted. Our program grew to 5 days a week and we are looking at expanding our facility.”

Leo Robinson

Leo started Second Chance Deliverance and Restoration Ministries to support people struggling with addiction, poverty, and homelessness.

Leo's work at Second Chance Ministries was also elevated, especially during the colder months when the program helped keep more people warm. "The Community Champion Award certainly helped to increase our exposure to new donors. There was an increase in donations and new donors. We saw a significant increase in the number of coats we were able to donate to the schools and the Richard Showers Center."

Kaye Bough

Kaye founded Kindred Hope Rescue and Sanctuary to offer equine-assisted therapy for veterans dealing with PTSD, using rescued horses as part of their healing process.

Over in Scottsboro, Kaye's Kindred Hope Rescue and Sanctuary saw double the visitors after being featured in the program. She said, "I cannot tell you how much we appreciate Redstone Federal Credit Union's support with our endeavor."