



FOR IMMEDIATE RELEASE

May 21, 2019

One photo sent as an attachment; caption below release

LAFCU's Jamell Williams steps up to support women's health care as a 'Dapper Dad'

LANSING, Mich. — Jamell Williams has never fundraised before, but he is enthused about stepping out of his comfort zone to represent LAFCU in The Dapper Dads Challenge. The annual event benefits physical and psychological health care for mid-Michigan women through the Sparrow Foundation and its Women Working Wonders (W3) Committee.

“The cause motivates me to get involved,” said Williams, LAFCU West Lansing Branch manager who has been with the credit union for five years.

“LAFCU is a strong supporter of women in our community,” said Kelli Ellsworth Etchison, LAFCU chief marketing officer. “The credit union not only provides financial services to women, but also awards college scholarships and donates to charities that benefit and empower women. It’s exciting to have Jamell represent LAFCU in this worthwhile fundraiser in support of women’s health initiatives.”

The Dapper Dads Challenge consists of an online campaign for votes, or donations, at <https://dapperdads.sparrow.org>. Each vote is \$5 and 100% tax deductible. Voting for the 45 2019 Dapper Dads closes at 5 p.m., Wednesday, June 5.

“I have a deep, personal passion for activities that help women be successful in life, and a huge area of need is care for their mental and physical health,” Williams said. “Having a platform to communicate this need is extremely rewarding. At the same time, it demonstrates the incredible support LAFCU and its employees have for this community cause.”

He’s also reaching out to friends, those he has volunteered with at his alma mater, Michigan State University, and fellow members of Pilgrim Rest Baptist Church, Lansing. But it’s his daughters, Jenaiya, 12, and Journey, 8, who are his biggest supporters.



LAFCU's Jamell Williams' daughters Journey, left, and Jenaiya think their dad is pretty dapper for supporting this worthwhile cause.

“Our girls especially like that I’m working to help Sparrow Health System because they were born at Sparrow Hospital! It’s humbling to be part of a tradition that has provided so much for the community.”

About LAFCU

Chartered in 1936, LAFCU is a not-for-profit financial cooperative open for membership to anyone who lives, works, worships or attends school in Michigan and to businesses and other entities located in Michigan. The credit union serves more than 65,000 members and holds nearly \$725 million in assets. LAFCU offers a comprehensive range of financial products and services as well as an expanding complement of financial technology solutions. Members enjoy benefits such as low fees, low interest rates on loans, high yields on savings, discounts, knowledgeable employees and nationwide access to fee-free ATMs and ITMs. A recipient of the national Dora Maxwell Social Responsibility Community Service Award for credit unions, LAFCU enriches the communities it serves by supporting many organizations and causes. To learn more about LAFCU, call 800.748.0228 or visit www.lafcu.com.

#