

Direct Federal Credit Union
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Direct Federal Credit Union Launches Direct Impact Checking to Support Raising a Reader MA

New Purpose-Driven Checking Account Turns Everyday Spending Into Support for Raising A Reader MA and Three Other Massachusetts Nonprofits

Needham, MA, September 16, 2026 – **Raising a Reader MA** is excited to announce a new partnership with **Direct Federal Credit Union** as they launch **Direct Impact Checking**, a purpose-driven checking account that allows members to make a difference simply by using their debit card, at no additional cost to the member. Through the partnership, everyday purchases made with Direct Impact Checking will help further Raising a Reader MA's mission to support families by building, practicing, and growing reading routines with their children.

"Raising a Reader MA is proud to partner with Direct Federal Credit Union. We are grateful for their ongoing engagement and commitment to early literacy, and for creating a new, easy way for people to support our mission with a financial donation through the swipe of their debit card," said **Christine Ward, Executive Director of Raising a Reader MA**. "We are excited to continue growing this partnership and reaching even more children and families across Massachusetts."

Offering support to this integral community organization is made simpler through Direct Impact Checking. Through the new checking account, members can select Raising a Reader MA as the nonprofit they want their everyday banking activity to support. As they use their Direct Impact Checking debit card, Direct Federal will donate to their chosen nonprofit, putting even more dollars toward their missions.

"Raising a Reader MA is a long-time partner of ours, and we are thrilled to continue to support their mission through Direct Impact Checking. Now everyday purchases will help support and inspire families as they develop literacy skills and a lifelong love of reading," said **Danya Raphael, Vice President of Brand Experience with Direct Federal Credit Union**.

For more than 73 years, Direct Federal has supported the communities it serves throughout Massachusetts. Direct Impact Checking builds on that commitment by connecting everyday financial activity with organizations addressing critical community needs.

In addition to Raising a Reader MA, members can choose to support **The Ellie Fund, Greater Boston PFLAG, or SAFE Coalition**,

"Community impact doesn't always have to start with a major donation," added **Raphael**. "We wanted to create a program that makes giving part of something people are already doing."

With Direct Impact Checking, members choose the organization that matters to them, and their everyday spending can help move that organization's mission forward."

Direct Federal will track and share the program's community impact as participation grows, including funds generated and stories from the organizations and communities benefiting from the program.

Direct Impact Checking is now available through Direct Federal Credit Union. A launch event will be held at Direct Federal's Needham location on **Thursday, September 24**.

To learn more, visit www.direct.com and www.raisingareaderma.org.

About Raising A Reader MA

Raising A Reader MA supports families and inspires the development of literacy skills and a lifelong love for reading. They help children attain brighter futures in which they can thrive and contribute in school, the workforce, and society.

About Direct Federal Credit Union

Direct Federal is a federally insured credit union headquartered in Needham, Massachusetts. Founded in 1953, Direct Federal is committed to helping its members achieve financial well-being while investing in the communities it serves. Through financial education, community partnerships, and scholarship programs, Direct Federal has proudly served residents of Middlesex County, Norfolk County, and surrounding communities for more than 70 years.