

## **2015 CUNA Awards: Winning Entry Summary**

### **2015 Desjardins Adult Financial Education Awards**

**Winner: GTE Financial**

**Entry: Financial Literacy through GTE's Student Powered Community Financial Centers**

**Category: More than \$500 million in assets**

These centers, completely student-run and operated credit union centers, provide cutting-edge experiential learning programs to GTE's student employees that teach leadership and financial empowerment, preparing them for their post-college professional endeavors. In turn, the student employees provide financial literacy courses and seminars to their fellow students on topics such as how to build credit, when to take out loans, and how to manage accounts.

College students not only use the "Student Powered" Community Financial centers to take out loans or manage their accounts, but also as a resource to learn about credit and financial risk.

So far, in 2015, these students have delivered financial literacy presentations to over 300 students on campuses in Tampa Bay. Since the program was launched, GTE has impacted over 6,600 students through events, presentations and memberships in the communities that it serves.

### **2015 Desjardins Youth Financial Education Awards**

**Winner: Tallahassee-Leon FCU**

**Entry: Involved Youth Advisory Board and Summer Camp**

**Category: Less than \$50 million in assets**

Tallahassee-Leon FCU (TLFCU) hosted its fourth annual MBA Summer Camp, or "Mini Billionaire's Academy," this summer. Organized and conducted by senior managers from TLFCU and the Boy Scouts of America, the sleepover camp uses interactive activities to teach children about the benefits of understanding money and how to make good financial decisions. The grand finale of the camp utilizes the Mad City Money program to walk the participants through a day in the life of an adult - encouraging them to make decisions that build towards the financial goals they have created for themselves.

This last year, the credit union chartered a youth committee as an extension of its Advisory Council, which it calls Orientation and Welcome Leaders (OWLs). The youth advisory committee is co-chaired by two of the TLFCU's most involved teen members. The two co-chairs provide direct feedback to management on the types of products and services it should be providing, as well as tactics on how to best communicate with this demographic.

**Winner: Legacy Community FCU**

**Entry: Legacy Community Education - Youth**

**Category: \$150m - \$500 million in assets**

Legacy Community Federal Credit Union sponsored and taught the Keeping It Real Program for school years 2013-2014 and 2014-2015, reaching over 5,000 high school freshmen. Legacy also sponsored and participated in the Inaugural Career Awareness Fair, reaching over 2,100 high school sophomores.

The Keeping It Real Program is a unique 2-day experience that teaches high school freshmen in all Shelby County public high schools and most private schools the impact of education and financial decisions on family dynamics. The program's two-part process inspires students to begin thinking about practical applications of finance and education.

The Career Awareness Fair provides speakers and career perspectives in 16 different areas to discuss various careers, educational requirements and financial outlooks. Students visited the Career Clusters based on the results of Career Aptitude testing.

**Winner:** Pen Air FCU

**Entry:** University of West Florida Financial Bootcamp

**Category:** More than \$500 million in assets

Pen Air FCU's Financial Bootcamp is offered once a semester to junior and senior students and class size is limited to the classroom capacity of 40 - which has been met since the kick-off in March 2014. Current students reached have been 160 in the first year. The boot camp has covered such topics as:

- Personal Financial Planning
- Planning for Retirement
- Advantages of Tax-deferred Savings/401K plans
- Getting Hired: What questions to ask concerning benefits and related payroll deductions"
- Review of Insurance/best options for Health Care benefits & savings plans"

Other topics are planned for the remaining 2015-2016 semesters as well. The boot camp features and hosts other financial professionals as guest lecturers to help prepare students with the essential financial information they require prior to accepting their first professional position after graduation.

## **2015 Dora Maxwell Awards**

**Winner:** PBC CU

**Entry:** Holiday Helpers – Adopt-A-Family and Office of Aging

**Category:** \$100 million - \$200 million in assets

The goal of PBC CU's entry was to raise funds to support families and those in need for the 2014 Christmas Holiday by providing gifts and necessities. Adopt-A-Family of the Palm Beaches is dedicated to strengthening families with children in an effort to achieve stability and self-sufficiency. They work with homeless families as well as income challenged, working families who are at risk of being homeless. They provide temporary housing, job counseling and child care. The goal was to raise \$600 through employee donations to purchase the items that were needed for Adopt-A-Family. The Office of the Aging was also chosen as a charity. One elderly couple who needed assistance with fuel bills and food was chosen. The goal was to raise \$300 through employee donations from that branch. All employees of PBCCU participated in one way or the other for one or both of these deserving charities.

**Winner: First Commerce CU**

**Entry: Power Forward Speaker Series: Inspiring business leaders and cultivating entrepreneurship**

**Category: \$200 - \$500 million in assets**

First Commerce wanted to start a conversation that says TALLAHASSEE can become a powerhouse of entrepreneurship. We used Power Forward to create energy and shine a spotlight on the entrepreneurial development in our region and at Florida State University. And a portion of the net proceeds is donated to the college for student scholarships, which helps support its community's goal of keeping talented young entrepreneurs here in the Tallahassee area.

To celebrate the resilience of its businesses, keep small business leaders inspired, and cultivate entrepreneurship in its business community, First Commerce approached the Florida State University College of Business and the POWER FORWARD SPEAKER SERIES was born.

Power Forward kicks off a full slate of activities as the community's celebration of Entrepreneurship Month (E-Month) in November. In two short years since the event debuted, Power Forward has become Tallahassee's largest business event – double the size of the annual Chamber Conference. In 2014, the sponsorship package brought in more than 20 other businesses/organizations from both the private and public sectors and 5 media partners.

**Winner: Alabama CU**

**Entry: Secret Meals for Hungry Children**

**Category: \$500 million - \$1 billion in assets**

Secret Meals provides weekend food packs for children who would otherwise go hungry during that 48-hour food gap. Currently, feeding programs such as free and reduced breakfasts and lunches are in place, but the weekend can be tough for children who are not provided the nutrition they need. In its first year, the program served only one elementary school in Tuscaloosa, Alabama and fed just 18 children.

During the 2014-2015 school year, Secret Meals provided over 2,500 children in Alabama with weekend food packs. Since the program's inception a request for a food pack has never gone unfilled.

**Winner: CFE FCU**

**Entry: Support of the Kids House – Wayne Densch Children's Advocacy Center in Central Florida**

**Category: More than \$1 billion in assets**

CFE was a primary participant and sponsor of the Wayne Densch Children's Advocacy Center initiative in Central Florida. Known as "Kids House", this program has been providing a safe and caring place for child victims of abuse, providing compassionate care and healing. CFE Federal Credit Union worked with Kids House Wayne Densch Children's Advocacy Center to be the presenting sponsor for a special initiative: Child Abuse Prevention Month.

In addition, during 2014, CFE donated the use of its electronic outdoor billboards during the month of April (Child Abuse Awareness Month) for advertising of the Kids House program (the equivalent of \$15,000 in value). As well, CFE presented a check for \$10,000 to Kids House at an Orlando Predators Arena Football game at the CFE Arena in Orlando. Finally, CFE staff contributed toward Kids House as well through a "jeans day", where all contributors were permitted to wear jeans on one day in celebration of the program and recognition of their donations.

## **2015 Louise Herring Awards**

**Winner: First Commerce CU**

**Entry: My Way Checking: Helping ages 18-24 establish good financial habits early**

**Category: \$250 million - \$1 billion in assets**

First Commerce CU developed MyWay Checking Account for 18-24 year olds "finding their way." It designed MyWay to make banking for this age group easier, convenient, educational, and more transparent. MyWay combines the electronic services this age group values such as mobile deposit and account alerts with personalized service and financial literacy.

In addition to the account features, the educational features include:

- A free credit report review
- Opportunity to open a MyWay EvenUp Savings account,
- A free subscription to Brass Magazine, designed especially for "the financial side of life," for millennials
- Invitations to financial seminars
- Other learning elements such as the opportunity to take an online financial course and earn forgiveness on one non-sufficient funds fee per year
- To help build credit, an opportunity to open a \$300 secured line of credit, an exclusive offering for MyWay members
- Annual scholarship opportunity, which includes an essay on a financial literacy topic

**Winner: CFE FCU**

**Entry: CFE's Financial Fix Loan Program**

**Category: More than \$1 billion in assets**

CFE implemented a unique loan promotion called "Financial Fix" for school employees in Seminole County in Central Florida to cover certain unexpected expenses. While teachers are provided a steady income during the school year, often they have limited sources of income during summer vacation periods. This often leads to difficulties in keeping up with basic expenses of living, and should other unplanned expenses occur, teachers often find it difficult in making ends meet. To aid with this, CFE instituted a limited loan program to address unexpected expenses for all employees called the "Financial Fix" Loan Assistance Program.

This project helps and will help our members by providing a simple and limited lending solution to cover unexpected expenses due to reduction in income for teachers and employees in the Seminole County School District. It provides simple low interest loans, and waives or reduces fees such as

application and loan processing fees. Interest rates are the same for all lending tiers for ease of obtaining the loan.