

Improving Lives  
By Serving Local  
Credit Unions,  
Their Staff,  
& Members

# ... Potential



Issue N° 18

Summer 2013

## 310+ Young Credit Union Members Vie for \$11,000 in College Scholarships

Essay & video applicants from fifty-three MD & DC-based credit unions wrote essays and produced videos based on credit union values. The winners and more . . .

Page 2

## Foundation Honors Donors At Recognition Reception

Foundation supporters gathered May 9<sup>th</sup> at the Oakland Mansion for the Fourth Annual Donor Recognition Reception . . .

Page 3



## Foundation Announces 2014 "Friend-Raising" Event - Book of Mormon

Plan to attend the Foundation's March 9, 2014 event to support financial literacy . . .

Page 4



## PLEASE ROUTE:

- Board
- Finance
- Marketing
- Tellers
- \_\_\_\_\_

## Foundation Earmarks \$164,700 For Grants & Programs; Training Support & Financial Literacy Highlighted

Goal: Exceed the 8,500+ lives impacted last year through Foundation initiatives

Credit Union Foundation Directors have approved the largest pool of grant funding in the organization's history, budgeting \$164,700 to benefit Maryland and D.C.-based credit unions and the members they serve through established "signature" programs and innovative initiatives.

Among the Foundation's traditional offerings receiving renewed funding is the popular Credit Union College Scholarship Program. Total funding for 2013 provides grants for a minimum of eleven scholarships; ten \$1,000 essay-based scholarships and a single \$1,000 award for the top rated video applicant. (see related story, page 2).

### Training Grant Eligibility Doubled To \$150 Mil. In Assets

The Foundation's Training Grants Program was renewed with additional funding to meet growing demand for training support and the asset threshold for credit union eligibility was doubled. Under the new guidelines credit unions up to \$150 million in assets may apply for staff and volunteer training expenses provided by various sources both online and in-person.

Financial literacy funding expanded to allow the Foundation to honor credit unions' requests for financial education support and to allow the expansion of The Millionaire's Club high school program.

The Foundation continues to support Credit Union Finder™, the industry's first mobile app for the iPhone™, iPad™ and iPod Touch™, that allows on-the-go members to find and connect with their credit unions using mobile devices. Members and prospective members can search, map and

connect using NCUA's global database of credit unions and branches. Over 5,000 users have downloaded the app.

The Roycroft Master's Advisory Program, offering free management advisory services from experienced credit union professionals to more than 100 emerging credit unions in Maryland and D.C., was renewed. (see article, page 2)

Additional information on the Foundation's grants and programs can be found at [www.cufound.org.htm](http://www.cufound.org.htm).

## Shockley Named To Foundation Board of Directors

The Foundation has announced the appointment of Ronald W. Shockley to the Board of Directors. Mr. Shockley is Vice President of Operations at First Financial of Maryland FCU where he also serves as President of First Financial's financial planning and tax preparation CUSO, Financial Dimensions.



Ron Shockley

Mr. Shockley's involvement in the credit union movement spans over 20 years with experience in supervising account services, member services, loan activities, and branch operations. A graduate of the U.S. Naval Academy, Shockley earned his Bachelors Degree in Oceanography and he holds a Master's degree in Finance from the College for Financial Planning.

Elected to leadership positions on the Foundation's Board were Chair Donald Tynes, Director and Past Chair of SECU; Vice-Chair Joan Moran, CEO, Department of Labor FCU; Treasurer Ron Shockley, Vice President, First Financial of Maryland FCU; and Secretary Jo Ann Talbot, Vice President, Administration, Market USA FCU.

## Roycroft Advisory Program Offers Free Expert Advice

One of the Foundation's newest programs, the Roycroft Masters offering is designed to provide professional advice and guidance to emerging credit unions. The effort aims to pair leadership staff at emerging credit unions with experienced credit union professionals who have recently left day-to-day operations.



Lindsay Alexander, former CEO at NIH FCU; Tim Carney, former CEO at Security Plus FCU; Cheryl Pranger, former Senior Auditor with Schreiner, Legge & Co./Larsen Allen LLP (not pictured) and Cindy Prestan-drea, former CEO at Prince Georges Community FCU are current Roycroft Masters participating in the program.

Credit unions with assets of \$75 million or less may apply for the free advisory program. Once accepted and paired, the participating credit unions will benefit from the experience, advice, and coaching provided by the Roycroft Masters. An initial on-site meeting at the credit union may be followed by further site visits, telephone contact, or other ongoing collaboration between the Roycroft Master advisors and the credit union leadership.

A copy of the Roycroft Masters Advisor Request Form may be downloaded by visiting [www.cufound.org/leadership.htm](http://www.cufound.org/leadership.htm)

## Board of Directors

Donald Tynes, Chair  
Joan Moran, Vice Chair  
Ron Shockley, Treasurer  
Jo Ann Talbot, Secretary

Fred Caprio  
Maggie Fielding  
Mike Mesta  
Janet Oursler  
Jacqueline Smith



## Contact

Kyle Swisher, Executive Director  
443 325-0771 or mail to:  
CU Foundation MD & DC  
P.O. Box 190  
Glenelg, MD 21737-0190  
[www.cufound.org](http://www.cufound.org) • [info@cufound.org](mailto:info@cufound.org)

If you would like to receive *Potential* as an email you can view on screen and print for yourself, or to be removed from our mailing list, please let us know. The CU Foundation of MD & DC is a 501 (C) (3) charitable organization.

## Scholarship Participation Remains High; Members From Fifty-Three CUs Apply

*Seventy-eight judges rate 310+ entries; select top applicants*

*College-bound members from credit unions throughout MD & DC applied to the 2013 \$11,000 College Scholarship Program. Three hundred and nineteen applicants participated this year; representing fifty-three credit unions.*

*"The credit union scholarship program is presented so credit unions can promote the scholarship as their own," noted Kyle Swisher, Foundation Executive Director. "We provide the funding, lobby posters, newsletter articles, web graphics, statement stuffer art, on-line applications, and volunteer judges. If a credit union wants to offer its young members a scholarship opportunity, this is a great way to do it."*

*Seventy-eight judges reviewed the essays and videos to arrive at the top ten essays and top video entry (see article below).*

*Many credit unions recognize their members' entries with gift cards or letters of support even if their entries fall outside the top award winners.*

*View all of the winning essays and link to the winning video by going to [www.cufound.org/scholarship.htm](http://www.cufound.org/scholarship.htm)*



## SECU Member's Entry Earns Top Video Category Honors

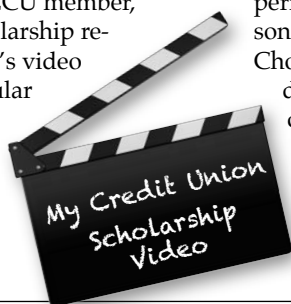
Zinhle Essamuah, a SECU member, was the 2013 college scholarship recipient in the Foundation's video category, part of the popular \$11,000 program that also attracted over 300 essay-based applications.

"The applicant's solo

performance of her catchy financial literacy song really caught my attention," said Fed-Choice FCU's Kevin Roland. "The hand-drawn visuals that accompanied the song complemented the message and earned the video my high marks."

The winning video can be viewed on the Foundation's website -

[www.cufound/scholarship.htm](http://www.cufound/scholarship.htm)





## Geary Pledges To Match New Individual Gifts

Foundation contributor, Kathy Geary, CEO, HEW FCU, has pledged to match gifts from new individual donors to the Foundation's 2013 Annual Appeal.



Kathy Geary

"I've had the honor of being a Foundation donor since they began their annual appeals in 2006," said Ms. Geary. "I've witnessed the impact my support has had on the expansion of Foundation programs and on how those offerings have benefitted our local credit unions and their members. I want to encourage other individuals to contribute and share the pride and sense of giving I feel as a donor."

Under the arrangement, first-time individual donors will have their contributions matched dollar-for-dollar, essentially doubling the charitable impact of their gifts. Match funding is limited and available to first-time individual donors only.

"Kathy's offer to match individuals' giving is inspiring," noted Foundation Advancement Chair Jo Ann Talbot. "We are so fortunate to have earned Kathy's support and I encourage everyone to consider her generous proposal."

A 2013 Contribution Form is included on page 4 of this newsletter.

## Visit LINX, Win One-Year Ancestry.com Membership

The Foundation's LINX online forum is designed to facilitate local credit union collaboration.

The free site offers users the ability to post questions within a variety of focused topics and receive responses from over 200 registered colleagues. Users can also search the growing archive of posts and responses. The site allows document storage and exchange, too.



### Win Ancestry.com Membership!

Register at LINX by June 30th and be automatically entered to win a one-year Ancestry.com membership!

Experience the power of people helping people - visit LINX. Go to:

[www.cufound.org/linx](http://www.cufound.org/linx)

## Foundation Honors Generous Contributors At May 9<sup>th</sup> Donor Recognition Reception

Foundation donors gathered at the historic Oakland Mansion in Columbia, MD for a recognition reception sponsored by Pentegra; Burns-Fazzi, Brock; and Allied Solutions. The annual reception allows the Foundation Board to thank those who make its charitable works possible.

# Improving Lives By Helping Credit Unions Serve Their Members & Communities



## 2013 Contribution Form

Recognition Levels	Chairman's Club	Leadership Circle	Benefactor	Donor
Credit Unions As a % of Assets*	.0025% (Minimum: \$300)	.001% to .0024% (Minimum: \$200)	.0002% to .001% (Minimum: \$100)	<.0002%
Businesses & Organizations	\$1,000+	\$750 - \$999	\$500 - \$749	Up to \$500
Individuals	\$300+	\$200 - \$299	\$100 - \$199	Up to \$100

\* Use the on-line Recognition Calculator at [www.cufound.org/contribution.htm](http://www.cufound.org/contribution.htm) to easily calculate donor recognition levels

*I am proud to be a supporter of the Credit Union Foundation of MD & DC!* Apply my gift:

Enclosed is my deductible donation of: \$ \_\_\_\_\_

- Where The Need Is Greatest
- Direct Grants To Help Credit Unions
- Endowment Fund For The Future
- CU Staff Training Scholarships
- Small Credit Union Development Programs
- Financial Literacy Initiatives
  
- Contact me about the Community Investment Fund
- Contact me about the Giving Investment Fund Term CD

Mail to: **CU Foundation**  
**PO Box 190**  
**Glenelg, MD 21737-0190**

*Your Tax-Deductible Gift Is Greatly Appreciated!*

**Join Us For The 2014  
Foundation Friend-Raising Event,  
9-Time Tony Award Winner**

## THE BOOK OF MORMON

**Sunday, March 9, 2014  
Hippodrome Theatre, Baltimore  
Brunch - 11AM Show Time - 1PM**

The Book of Mormon is a satirical musical by the creators of the animated comedy South Park. The irreverent musical comedy tells the story of two young Mormon missionaries sent to a remote village in northern Uganda, where a brutal warlord is threatening the local population. Naïve and optimistic, the two missionaries try to share the Book of Mormon, one of their scriptures—which only one of them has read—but have trouble connecting with the locals, who are more worried about war, famine, poverty, and AIDS than about religion.

The Book of Mormon has garnered positive critical response and numerous theatre awards including nine Tony Awards, one of which was for Best Musical, and the Grammy Award for Best Musical Theater Album. The Broadway cast recording became the highest-charting Broadway cast album in over four decades, reaching No. 3 on the *Billboard charts*.

We've prepared a private pre-show brunch area for you and your guests overlooking the Hippodrome's atrium. Enjoy an ample selection of delicious brunch offerings on fine china and linen, along with the pleasant company of your guests and colleagues, in our private dining area.

You'll be escorted through a private entrance into the beautifully-restored theatre and to your seats. Fill the moments before the show reviewing your PlayBill and the names of the event's Sponsors. They are the champions of this event in support of the Foundation and its financial literacy efforts!

**NOTICE - THIS PRODUCTION IS AN  
IRREVERENT SATIRE, NOT APPROPRIATE  
FOR CHILDREN. DISCRETION IS ADVISED!**

Mail To:

**CU Foundation**  
**PO Box 190**  
**Glenelg, MD 21737-0190**



Email: \_\_\_\_\_  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_

- Hasa Diga Sponsor**  
\$2,500 (Includes **10** Tickets) **OLD OUT**
- Missionary Sponsor**  
\$2,000 (Includes 10 Tickets)
- Elder Sponsor**  
\$1,500 (Includes 8 Tickets)
- Hello Sponsor**  
\$800 (Includes 4 Tickets)
- \_\_\_\_\_ **Individual Tickets**  
\$160 Each

Questions?  
(443) 325-0771  
[info@cufound.org](mailto:info@cufound.org)  
Proceeds benefit financial literacy programs  
IRS Notice: Value received per ticket is \$140