

Potential

Improving Lives By Serving Credit Unions, Their Staff & Members



Issue N° 31

Fall/Winter 2017

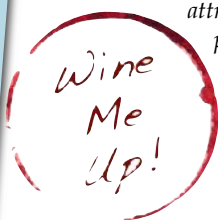
PLEASE ROUTE:

- ☐ Board
- ☐ Lending
- ☐ Marketing
- ☐ Tellers
- ☐ _____

Wine Me Up! Sets New Record; Proceeds Aid Training Grants

Third annual "adult grab-bag" event attracts record proceeds, attracts more donors at MD | DC CUA Annual Meeting...

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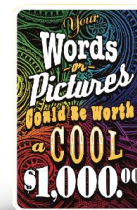


Skip-A-Pay Is A Win-Win

Credit unions are discovering that "Skip-A-Pay" programs can serve members and aid valuable programs to help credit unions...

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\$12,000 College Scholarship Program Ready To Go



Offer this free scholarship and create a bond with your young members! We've got all you need to get started...

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Foundation Financial Literacy Goal: 60 Millionaire's Clubs

Expansion of Financial Literacy Experience to Sixty Sites Eyed as Clubs Gain Footing

Five years ago representatives of small and large credit unions, teachers, financial literacy professionals, and Foundation staff gathered to develop and pilot a personal finance program for high schoolers.

The result combined the varied skills of each group, contained financial and human resource commitments, and produced an educational experience that felt more like a club than a class to the student participants. The Millionaire's Club was born.

"We launched our first two pilot Clubs with modest goals," recalled Foundation Executive Director Kyle Swisher. "And it wasn't long before the students' enthusiasm and the teachers' and credit union sponsors' engagement grew well beyond our initial expectations."

"One of the Clubs quickly ranked first regionally in the Stock Market Game™, another marched in their homecoming parade behind the Club banner we'd provided them. The students started working with their teachers to help deliver the curriculum themselves. They elected Club leaders, started entrepreneurial projects, and took top honors in the State Personal Finance Challenge™. Current members held 'Pinning Ceremonies' for new Club members using Club logo lapel pins we gave them... it was amazing."



The Foundation knew they had found a winning formula for delivering financial literacy skills and set a goal of expanding to four schools, but Clubs sprouted up in eight sites, then sixteen as teachers talked with colleagues and more credit unions, realizing their modest commitment to the community offering, sponsored new Clubs.

"We're now in forty-two schools and interest is growing faster than ever," added Swisher.

"Clubs have gone on to claim consecutive National Personal Finance Challenge™ titles, their entrepreneurial projects are gen-

erating funds so as designed, Clubs are becoming financially self-sustaining. Students and teachers are calling to ask that Clubs be established in their schools.

"Credit unions as small as \$20 million in assets are sponsoring multiple Clubs and bonding with these young students."

Credit Unions "Own" Program; Receive Community Recognition

Realizing that the Millionaire's Club could be easily duplicated anywhere if credit unions and schools were given the tools, materials, and guidance needed to launch their own Millionaire's Clubs, the Foundation Board approved an initiative to create a "one-stop-shop" for all things Millionaire's Club - MillionairesClub.Org.

A short film was produced to help showcase the students, teachers, and credit union sponsors engaged in the Millionaire's Club and is featured on the new site.

"This year, after we packaged the Millionaire's Club for a national audience, we began spreading the word. Already we have Clubs developing in Georgia, Connecticut, Virginia, Michigan, and Ohio."



Continued on page 2

Skip-A-Pay Promotion Is A Great Way To Serve Members; Support Foundation Programs

"Skip-A-Pay" promotions are one of the most popular member services a credit union can offer. The concept is as simple as it sounds: eligible members with qualifying loan balances can elect to skip-a-payment at a frequency set by the credit union's policies; usually once or twice a year.



"It's a simple concept," said Money One FCU CEO Beverly Zook. "At the end of the year we calculate the number of times members elected to skip-a-pay, multiply that by \$2 and donate the resulting funds to support Foundation programs.

"We then promote the donation program to our members when discussing 'Skip-A-Pay' so they know they're helping to generate support for a great cause," Zook added.

Skipped payments are added to the end of the loan term, interest accrues during the skipped period, and a "skip fee" set by the credit union is assessed. Members find this service helpful when faced with unexpected expenses and/or around the holidays.

Money One FCU saw their "Skip-A-Pay" program as a way to help both their members and Foundation programs. It's viewed as a true "win-win."

If your credit union offers a "skip-a-pay" program, consider sharing a portion of the program's fee income with the Foundation. Your gift will be used to strengthen financial literacy offerings, training grants, scholarships, and other programs.

If you're not already offering "skip-a-pay," contact the Foundation for a sample policy that may help you get started.

"Wine Me Up!" Benefits Training Grants

Wine Pull Fund-Raising Event Likened To "Adult Grab-Bag!"



MD|DC CUA's Steve Joiner won the 5-liter Cabernet Sauvignon raffle. The vintner-signed bottle was donated by Fred Caprio. Ready to enjoy a glass with Steve are Foundation Chair Jo Ann Talbot (left) and Library of Congress FCU CEO Marsha King.

The Foundation's third annual "Wine Me Up!" wine-pull event set new records at the 2017 MD|DC CUA Annual Meeting and Convention in Ocean City, MD, netting over \$4,800.

The wine-pull was staged at the Foundation's convention exhibit. For a \$20 donation, participants made a blind selection from among the 180 donated bottles (up from 150 last year), each covered to conceal the contents.

"Our exhibit was mobbed!," said Foundation Advancement Chair Beverly Zook. "With wines valued at no less than \$20 and some up to \$200, you couldn't go wrong."

Proceeds from *Wine Me Up!* benefit the Foundation's Training Grant Program. Credit unions with up to \$150 million in assets may apply for training cost reimbursements. For complete details or to apply visit Cufound.Org/Training.

Wine Me Up! Donors

Linda Albrecht	Laura Hassan
Lindsay Alexander	Mary Ann Hewitt
Steve Arbaugh	Dottie Horsman
Dan Berger	Lucy Ito
Miguel Boluda	Jaime Kernus
John Bratsakis	Marsha King
Bob Brenneman	Kathy Klisavage
Margaret Burdette	Brenda Minnich
Mary Burrs	Joan Moran
Michelle Byrnie-Parker	Kelly Mosher
Fred Caprio	Jay Murry
Eric Church	Jim & Kathy Norris
Sean Connell	Janet Oursler
Debbie Connors	Leigh Philibosian
Allen Cox	Nick Prevas
Barry Decker	Lois Profili
Krista Ducharme	Jay Schwartz
The Fielding's	Ron Shockley
Ken Filipovich	Ginger Swisher
Kirk & Kathy Fox	Sarah Turner
Danny Gregg	Donald Tynes
John Hamilton	Natalie Woomer
	Beverly Zook

Credit Union Foundation MD|DC
Presents Andrew Lloyd Webber's

SCHOOL of ROCK

THE MUSICAL



SUNDAY, MARCH 25, 2018
HIPPODROME THEATRE, BALTIMORE
TICKETS ARE LIMITED
CUFOUND.ORG/EVENTS

Millionaire's Club - continued from page 1

"Once you sponsor your first Club, adding new Clubs is easy, and a great way to promote financial literacy while reaching out to your youth market," says Janet Oursler, CEO of \$21 million Howard County Education FCU. "We currently sponsor six Clubs and are always looking to add more."

To learn more about the Millionaire's Club financial education experience, visit

MillionairesClub.Org



Board of Directors

Jo Ann Talbot, Chair
Ron Shockley, Vice Chair
Adrian Johnson, Treasurer
Fred Caprio, Secretary

Linda Albrecht
Steve Arbaugh
Joan Moran
Janet Oursler
Beverly Zook



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www.cufound.org • 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 MD|DC is a 501 (C) (3) charitable organization.

Congratulations 2017 Scholarship Winners!

View winning essays, video & photo at Cufound.Org/Scholarship



Not all scholarship recipients shown



Scholarship Program Provides Rare Youth Bonding Opportunity; Online Application Easy For Members, Turnkey For Credit Unions

\$12,000 in Scholarships Available To College or Trade School-Bound MD & DC Credit Union Members

The Foundation's \$12,000 Credit Union College Scholarship Program is now underway.

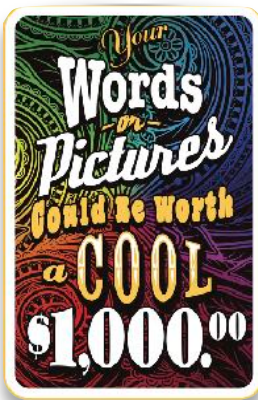
Judges from the 2017 scholarship competition were asked for topic suggestions and the 2018 topic for essay applicants is: "Describe the value found in credit union membership."

This year's video topic: "Create a 60-second credit union ad to attract young members (Ages 16-24)."

Photographers are invited to capture an original photograph that represents the credit union core value "Community."

College or trade school-bound members of any credit union based in Maryland or D.C. are eligible. The scholarship program is completely turnkey and free for MD- & D.C.-based credit unions.

"Our program is designed so credit unions can offer the scholarship as their own," noted Foundation Secretary and



Grants & Programs Committee Chair Fred Caprio. "It's a great tool for credit unions to use to increase youth membership and educate students on credit union values and services. Every credit union in Maryland and D.C. should promote this free program for their members."

The Program includes:

- \$12,000 in scholarship awards
- Easy online application site
- Lobby posters
- Scholarship graphics
- Statement stuffer artwork
- Sample newsletter/web copy
- 100+ volunteer judges

Lobby Posters & Resource Materials
Cufound.Org/Cuscholarship

After the March 31, 2018 deadline credit unions with member applicants receive a report noting who entered and their standing so they may reach out to those members who may fall just shy of the scholarship award levels. "Many credit unions chose to reward members who apply by providing gift cards or a letter of support, even if they don't place among the top contenders," added Caprio. "It's a classy way of letting your young members know you care."

You Be The Judge!

Join the Scholarship Judges' Team



✓ Ten or fewer 750-word essays to score

✓ Entire rating process conveniently online

✓ All scoring instructions & tools provided

✓ Help credit union members earn scholarships!

✓ 100+ volunteer judges can't be wrong!

Go to: cufound.org/judge



Stellar performance in the 2017 Financial Literacy Month Observance & Campaign earned St. Agnes FCU the "Financial Literacy Month Credit Union of the Year" trophy! Shown are (l to r) Lisa Herring, Patti Sands, and Sharon Poe. Can your credit union earn the trophy in 2018? Find out at Cufound.Org/Finlit



Improving Lives By Helping Credit Unions Serve Their Members & Communities

<i>Annual Appeal</i>	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 cufound.org/donate to easily calculate credit union donor recognition levels.

I am proud to be a supporter of the Credit Union Foundation MD|DC!

Enclosed is my deductible donation of \$ _____

Friend of the Foundation:

Apply my gift:

- ☐ Where The Need Is Greatest
- ☐ Endowment Fund For The Future
- ☐ Training Scholarships
- ☐ Small Credit Union Development Programs
- ☐ Financial Literacy

Contact me about:

- ☐ Charitable Donation Accounts
- ☐ Community Investment Fund

*The Credit Union Foundation MD|DC
is a 501 (c) (3) Public Charity
Donations are tax-deductible as allowed by law*