

Potential

Improving Lives By Serving Credit Unions, Their Staff & Members



Issue No 34

Fall/Winter 2018

PLEASE ROUTE:

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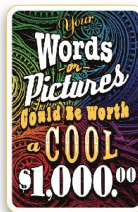
Wine Me Up! Sets New Record; Proceeds Aid Training Grants

Fourth annual "adult grab-bag" event produces record proceeds in support of training grants at MD|DC CUA Annual Meeting...



Page 2

\$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...

Page 2

Skip-A-Pay Is A Win-Win For All Involved

Credit unions discover "Skip-A-Pay" serves members and also aids valuable programs that help credit unions...



Page 3

New School Year Brings Millionaire's Club Expansion

In Sponsoring Clubs, Credit Unions Bind to Their Communities, Support Nonprofit Status



The Millionaire's Club was designed by credit union, education, and financial literacy professionals to produce an engaging offering that features the best available lesson plans, student competitions, and entrepreneurial activities.

What started as a local two-school financial literacy pilot program six years ago has grown to over fifty Maryland and District of Columbia locations with Clubs sprouting in California, Virginia, Connecticut, and Ohio.

The Millionaire's Club financial education experience is finding receptive audiences among students, teachers, and Club-sponsoring credit unions.

The "Club Year" is structured to begin in mid-fall (and wrap-up by early April) so now is the perfect time to seed your own Millionaire's Club in a local school.

"We started with a team of credit union professionals, educators, and financial literacy experts to create the Millionaire's Club,"

recalled Foundation Executive Director Kyle Swisher. "The planning team sought to create a program that was fun for students, comprehensive and easy-to-deliver for teachers, and practical for credit union sponsors. They accomplished just that.

"We learn all of the things that people should know coming out of high school that a lot of people don't know."

Tara, Club Member

"One of our Clubs quickly ranked first regionally in the Stock Market Game™, another marched in their homecoming parade behind a Club banner. Students started working with teachers to help deliver the curriculum themselves. They elected Club leaders, launched entrepreneurial projects, and took top honors in State and National Personal Finance Challenges™. It's been amazing to watch these students soar."

"Being in the Millionaire's Club has shown me that I can grow financially, starting at a young age."

Sofiya, Club Member

Club interest continued to grow as students, teachers and credit unions shared their positive experiences with peers and the program was fine-tuned.

"Club growth exceeded everyone's expectations. Small credit unions and large have found this to be a good fit to business development plans. Clubs are in public, private, parochial, and charter schools now.

The enthusiasm continues to grow and I don't see it slowing down," added Swisher.



A 5-minute film on the Millionaire's Club website features students, teachers & credit union sponsors engaged in actual Club meetings and activities.

To enable program adoption by credit unions, leagues, schools, and other organizations, the Foundation created a special website to encourage expansion - MillionairesClub.Org - where visitors find all the tools and resources needed to develop their own Millionaire's Club programs.

Visit MillionairesClub.Org, watch the short video and click on "GET STARTED" to gain full access to the program's free tools and resources.

Congratulations 2018 Scholarship Winners!

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



Twelve 2018 scholarships awarded!



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

\$12,000 Available To Eligible College or Trade School-Bound Credit Union Members

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

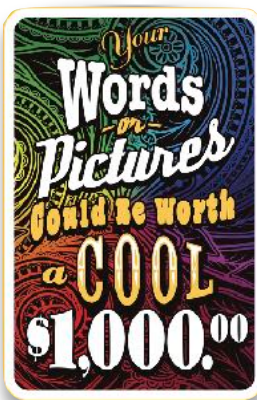
Judges from past scholarship competitions were asked for topic suggestions and the 2019 topic for essay applicants is: "How can your credit union help you become financially independent?"

This year's video topic: "Create a 60-second video showing how your credit union helps you achieve your financial goals."

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

College or trade school-bound members of any credit union based in Maryland or D.C. or affiliated with the MD|DC CUA are eligible. The scholarship program is completely turnkey and offered at no charge.

"The scholarship program is the Foundation's oldest and most popular offering," noted Foundation Vice Chair and Grants &



Programs Committee Chair Fred Caprio. "Every credit union in Maryland and D.C. should promote this free program for their members. And if you're not already involved as a scholarship judge, I highly recommend that you give it a try."

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

Get Lobby Posters & Resource Materials
CUFound.Org/CUScholarship

After the March 31, 2019 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 reward those 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 great way of starting or improving your credit union's bond with young members."

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

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

"Skip-A-Pay" promotions are a popular and growing member service. 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 your credit union's policies; usually once or twice a year.

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 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 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 payment, multiply that by \$2 and donate the resulting funds to support Foundation programs.



"We 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," she added.

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," visit CUFound.Org/Skip for details and a sample policy that may help you get started with your own program.



Stretch Your Budget With These Training Discounts

The Foundation's tiered discount program provides educational reimbursements of up to 75% of the cost of training for credit unions with assets of \$150 million or less.

Credit unions select their preferred training provider and sessions may be in-person or web-based.

The application process is simple and available entirely online.

Details at CUFound.Org/Training

TRAINING DISCOUNTS

| Asset Range | Discount | Max Award |
|----------------------------------|----------|-----------|
| ≤\$75 Million | 75% | \$750 |
| >\$75 Million to ≤ \$100 Million | 50% | \$750 |
| > \$100 Million ≤\$150 Million | 25% | \$750 |

"Wine Me Up!" Benefits Training Grants

Successful Wine Pull Event Likened to "Grab-Bag for Adults!"

The Foundation's fourth annual "Wine Me Up!" wine-pull event set new records at the 2018 MD|DC CUA Annual Meeting and Convention in Ocean City, MD, netting nearly \$6,000.

Staged at the Foundation's convention exhibit, participants were invited to make blind selections from among 190 donated bottles, each covered to conceal the contents, in exchange for a \$20 donation.

Wine donors were asked to contribute either bottles valued at \$20 or more or cash donations used to purchase wine.

"This fundraiser is our most fun project of the year," said Beverly Zook, Advancement Chair. "After all, there's wine...and did I mention, there's wine?!"

Adding to the excitement were two wine "verticals" donated by Jay Schwartz and the raffle of a unique 5-liter vintner-signed Cabernet Sauvignon donated by Fred Caprio and won by Rick Webb.

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 expense reimbursements - up to 75% of the training tuition. For complete details or to apply visit CUFound.Org/Training.

Wine Me Up! Donors

| | |
|------------------------|--------------------|
| Linda Albrecht | Marsha King |
| Doug Allman | Kathy Klisavage |
| Steve Arbaugh | John Kol |
| Dan Berger | André Lucas |
| Bob Breneman | Mike Mohney |
| Jack Brown | Joan Moran |
| Margaret Burdette | Kelly Mosher |
| Mary Burrs | Jay Murray |
| Michelle Byrnie-Parker | Jim Norris |
| Nick Calvaresi | Maria Ohno |
| Rosser Campbell | Janet Oursler |
| Fred Caprio | Leigh Philipbosian |
| Eric Church | Ronda Polhamus |
| Paul Coakley | Nick Prevas |
| Debbie Connors | Lois Profili |
| Kevin Contardi | Bob Schroeder |
| Chris & Bryn Conway | Jay Schwartz |
| Alan Davis | Ron Shockley |
| Barry Decker | MD DC CUA Staff |
| Dustin DeVore | Rick Stafford |
| Don DiMatteo | Ginger Swisher |
| Laura Eacho | Jo Ann Talbot |
| Ken Filipovich | Matt Thompson |
| Rod Flowers | Scott Toler |
| Patricia Folk | Sarah Turner |
| Jeffrey Goff | Donald Tynes |
| Damien Grant | Francois Verleysen |
| Danny Gregg | Brian Vittek |
| Lynn Gregory | Rick Webb |
| Stephen Harrell | Kirsten Williams |
| Bert & Joan Hash | Michelle Williams |
| Laura Hassan | The Yarboroughs |
| Dottie Horsmon | Beverly & Dan Zook |
| Adrian Johnson | |

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Fred Caprio, Vice Chair
Adrian Johnson, Treasurer
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Linda Albrecht
Steve Arbaugh
Chris Conway
Joan Moran
Janet Oursler
Beverly Zook



Contact

Kyle Swisher, Executive Director
443 325-0771 or mail to:
CU Foundation MD|DC
P.O. Box 190
Glenelg, MD 21737-0190
CUFound.Org • Info@CUFound.Org

The CU Foundation MD|DC
is a 501 (C) (3) Public Charity



PFP's Frank Taddeo (right) demonstrates his appreciation after pulling a bottle of Dom Perignon champagne in the Foundation's "Wine Me Up!" event held at the MD\DC Credit Union Association's annual meeting & conference in Ocean City, MD.

Chris Conway (left) was among several Foundation Board members volunteering at the successful event.

(Full article, page 2)

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Improving Lives By Helping Credit Unions Better 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: (Address correction requested)

Apply my gift:

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

Contact me about:

- ☐ Charitable Donation Accounts

*The Credit Union Foundation MD\DC
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Donations are tax-deductible as allowed by law