

Potential

Improving Lives By Serving Credit Unions, Their Staff & Members



Issue No 36

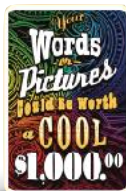
Summer 2019

PLEASE ROUTE:

- ☐ Front Line
- ☐ Marketing
- ☐ Board
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- ☐ _____

College Scholarship Applications Jump 30% Over Prior Year

Four hundred eighty-two members from 62 local credit unions apply to the Credit Union College Scholarship program - a new high for popular program



Page 2

Training Grants Provide Up To 75% Reimbursement

Extend training budgets with the Foundation's Training Grant Program; use for staff & volunteer education costs; 65% of local CUs qualify to apply



Page 2

Supporters Gather To Enjoy "Friend-Raiser" & Reception

View photos from the Foundation's Donor Recognition Reception and Beatles tribute concert friend-raiser



Page 3

20,600+ lives positively impacted through voluntary contributions to the Foundation

Foundation Adds CU Financial Counselor Program To Training, Financial Literacy, Scholarship Offerings



The Foundation's annual credit union survey, used to assess respondents' needs, has been used to guide the Foundation Board's planning for years; helping to establish priorities for programs and grants.

Based on this year's survey, the Foundation Board will be focusing on the following grants and programs. Additional information can be found at CUFound.Org.

Tuition-Free Financial Counselor Certification - Space Limited

To prepare more local credit unions to offer financial counseling for their members, the Foundation is offering, in cooperation with the MD | DC Credit Union Association, a comprehensive training and certification offering.

Under the new arrangement, the Foundation will pay full tuition for participating credit union staff, regardless of asset size.

The program is conducted primarily online, with two on-site review and certification exam sessions.

Registration is currently being accepted for the Financial Counselor CUNA-certification program. Please visit <http://bit.ly/CUFICEP>.

Millionaire's Clubs Engaging CUs & Students In Financial Education

Credit unions interested in building youth membership while supporting personal finance skills have joined with the Foundation to establish The Millionaire's Club financial literacy experience in local high schools and organizations.



Credit unions have sponsored over fifty Millionaire's Clubs to date. A dedicated program website (MillionairesClub.Org) allows access to all the information needed to start a Millionaire's Club in community schools or other organizations.

Training Discounts For CUs With Up To \$150 Million In Assets

Training discounts are available for staff and volunteers at credit unions up to \$150 million in assets.

The Foundation's training grants provide awards up to 75% of the cost of training, to a maximum of \$750 per year, stretching credit unions' training budgets.



Applicants select the training provider that best meets their needs. Training may be in-person or web-based. The online application is easy and straight forward with approval decisions rendered within 48 hours. Once approved, grants are provided on a reimbursement basis.

Training grants may be coupled with the tuition-free financial counselor training program outlined earlier in this article to reduce the costs of study materials.

Since 2006, over \$117,000 in training grants have been awarded, helping emerging credit unions remain informed and prepared in an ever-changing, challenging business climate. A more thorough review of the training grant program appears on page 2 of this newsletter.

Scholarship Program Helps CUs Bond With Young Members

The annual Credit Union College Scholarship Program is available to all MD & DC-based credit unions as well as other credit unions affiliated with the MD | DC CUA. The program allows credit unions to offer to their college



Continued on page 2)

Bonnie Jacobson Joins Foundation Board of Directors



Bonnie Jacobson

The Foundation has appointed Bonnie Jacobson, Regional Vice President, Allied Solutions, to the Board of Directors.

Ms. Jacobson has enjoyed 30 years specializing in the credit union industry in the southeast and Mid-Atlantic.

A native of Minnesota, she graduated from Concordia College in Moorhead and immediately joined Minnesota Life (Securian), Allied Solutions' parent company. Today she resides in Newtown Square, PA with her husband, Anthony.

When not working, they enjoy the Philadelphia art and restaurant scene, volunteering at church and traveling with their two college age children.

Elected to leadership posts on the Foundation's Board recently were Chair Ron Shockley, First Financial of Maryland FCU; Vice-Chair Adrian Johnson, MECU of Baltimore; Treasurer Steve Arbaugh, SECU of Maryland; and Secretary, Janet Oursler, Howard County Education FCU.

Scholarship Soars To Record Levels

College and trade school-bound members from local credit unions applied in record numbers to the Foundation's Credit Union Scholarship Program this year.

Four hundred eighty-two applicants, a 30% increase over the previous year, vied for \$12,000 in scholarships through the popular offering. Applicants applied in three categories: essays, photos, and videos.

A+

"SECU has always been a strong supporter of financial wellness initiatives and helping our members achieve their dreams through education," said Dave Sweiderk, President and CEO of SECU, Maryland's largest credit union. "Promoting the CU Scholarship to our member-base supports these goals. Helping was the easy part. Our members did the hard work by applying in record numbers, showing how important this program is to them. We thank the CU Foundation of MDIDC for giving our members this opportunity."

Essay, video, and photo-submissions were rated by 113 judges who chose the top scholarship-winning entries.

View winning entries:
CUFound.Org/CUScholarship

Credit Unions With
Highest Member
Participation



TRAINING DISCOUNTS

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

Tuition Discounts Help Stretch Tight Budgets

Ever-changing regulations and member services create a constant need to train staff and volunteers. And training is costly.

The Foundation's tiered training grant program provides educational reimbursements of up to 75% of the cost of training for credit unions with assets of \$150 million or less. That's two-thirds of the local credit union community.



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

Training grants can also be linked to the new, free financial counselor program (see page 1) to assist with training materials and further easing those expenses.

Complete details at CUFound.Org/Training.

(Program Update - continued from page 1)

or trade school-bound members the opportunity to earn scholarships to offset the costs of higher education.

Applicants vie for \$12,000 in scholarships, and may apply in three separate categories. (see article this page)

The Foundation provides the scholarship funding, application portal, prom materials, and a roster of over 100 volunteer judges.

Direct links to each of the Foundation's programs appear above.

Program Links

CUFound.Org/Training

CUFound.Org/Roycroft

CUFound.Org/FinLit

CUFound.Org/CUScholarship

MillionairesClub.Org



Patuxent High Is 2019 Millionaire's Club of the Year

The Millionaire's Club from Patuxent High School in Calvert County was selected 2019 Millionaire's Club of the Year recently. The designation, which includes the unique "gold bar" traveling trophy, is presented annually by the Foundation Board to the site with an outstanding Millionaire's Club financial literacy program.



Students representing Patuxent High School's Millionaire's Club and their Advisor, Donna Herron, pose with the Club of the Year Trophy at a recent awards ceremony held by the Maryland Council on Economic Education. The Patuxent students were also recognized for their Maryland Personal Finance Challenge first place finish.

The Patuxent students were chosen after distinguishing themselves in the Maryland Personal Finance Challenge, regular engagement with their credit union sponsor, Educational Systems FCU, and efforts in launching new Clubs at other schools.

Learn more about the innovative financial education experience now active in 54 schools and organizations by visiting MillionairesClub.Org.

Board of Directors

Ron Shockley, Chair
Adrian Johnson, Vice Chair
Steve Arbaugh, Treasurer
Janet Oursler, Secretary

Linda Albrecht
Chris Conway
Bonnie Jacobson
Joan Moran
Beverly Zook



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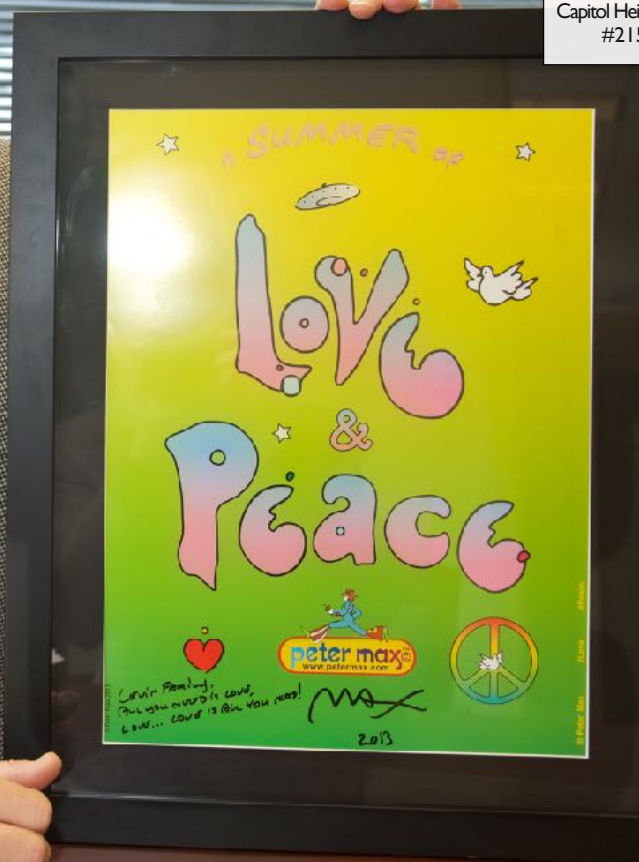
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Donor Reception; Annual "Friend-Raiser" Bring Foundation Supporters Together

Foundation supporters were recognized at the Allied Solutions-sponsored Donor Reception at the Oakland Manor, Columbia, MD on April 25th; (left column) while the Foundation's 13th Annual "Friend-Raiser," a concert performance by the renown Beatles tribute band RAIN at the Strathmore Music Center, brought the events' total proceeds in support of financial literacy programs to more than \$65,000. More photos at CUFound.Org/Photos.

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Steve Levin,
VP Marketing
& Business
Development,
NIH FCU, poses
with the autographed
Peter Max poster
he won at the
Foundation's recent
RAIN "Friendraiser."
(More photos, page 3)



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
- ☐ Financial Education
- ☐ Training Grants
- ☐ Small Credit Union Programs

Contact me about:

- ☐ Charitable Donation Accounts

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