

Potential



Improving Lives By Serving Credit Unions, Their Staff & Members

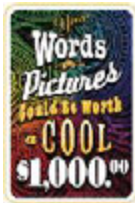
Issue No 33

Summer 2018

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371 Young Credit Union Members Vie for \$12,000 in College Scholarships



Members from 65 local credit unions apply to the Credit Union College Scholarship program - an all-time high

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Supporters Gather For "Friend-Raiser" & Reception

Photos from the Foundation's 2018 Donor Reception and Broadway's "School of Rock" friend-raiser



Page 3

Training Discounts Available For CUs \$150M Assets or Less

Program extends training budgets with discounts up to 75%; helps keep staff and volunteers up-to-date



Page 3

Over 20,600+ lives positively impacted through Foundation initiatives supported by voluntary contributions

CU Needs Assessment + Board Planning Guide Programs; Training, Financial Literacy, Scholarships Rank Highest



Annually, the Foundation Board of Directors polls local credit unions to assess their needs. That input guides the Board's planning sessions and helps establish priorities for Foundation offerings.

This review focuses on the Foundation's primary program offerings. Complete information on Foundation grants and programs can be found at CUFound.Org.

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.

Foundation grants provide discounts up to 75% of the cost of training, to a maximum of \$750 per year.



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.

Since 2006, over \$108,000 in training grants have been awarded, helping emerging credit unions. (see page 2)

Roycroft Masters Offer Experience, Expertise & More

Free advisory engagements are available to credit unions up to \$100 million in assets through the Roycroft Masters Advisory Program. Experienced credit union professionals provide short-term, one-on-one engagements offering a fresh perspective, with an unbiased outside perspective.

- Advisory concentrations include:
- Prepping for NCUA examinations
 - Building your loan portfolio
 - Starting new programs or services
 - Compensation evaluations
 - Effective marketing
 - ALM modeling assistance

Financial Counselor Initiative Under Development

To prepare more local credit unions to offer financial counseling for their members, the Foundation is developing, in cooperation with the MD | DC Credit Union Association and the



National Credit Union Foundation, a comprehensive training offering.

Plans are to launch the certification initiative later this year.

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



Scholarship Program Helps CUs Reach Young Members

The annual Credit Union College Scholarship Program is available to all MD & DC-



(continued on page 2)

Chris Conway Joins Foundation Board of Directors



Chris Conway

The Foundation has appointed Chris Conway, President/CEO, Educational Systems FCU, to the Board of Directors.

In addition to his leadership at Educational Systems where he has worked since 1998, Mr. Conway serves as Vice President of the Board of Directors of the Education Credit Union Council. He represented credit unions on the Maryland State Department of Education's Financial Education Advisory Council. Mr. Conway served on the Board of Directors of the MD|DC Credit Union Association from 2004 to 2017 and held leadership positions including Treasurer and Vice Chairman. He served as the Chairman of Credit Union Services Inc., a for-profit corporation of the MD|DC Credit Union Association. Mr. Conway was also President of the Suburban Chapter of the

MD|DC Credit Union Association and was awarded the Judith A. Burgin Memorial Professional of the Year Award in 2011, and again in 2015, by the MD|DC Credit Union Association. Mr. Conway holds a Bachelor of Science degree in Business Administration from Frostburg State University.

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

(Program Update - continued from page 1)

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 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 page 2)

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

Direct Program Links

CUFound.Org/Training

CUFound.Org/Roycroft

CUFound.Org/FinLit

CUFound.Org/CUScholarship

MillionairesClub.Org

Members From Sixty-Five Local Credit Unions Apply For Scholarships; Record Participation

110+ Volunteer Judges Rate Entries to Determine Winners

College-bound members from 65 local credit unions applied to the Foundation's Credit Union Scholarship Program this year. Three hundred seventy-one applicants vied for \$12,000 in scholarships.

Applicants applied in three categories; 281 essays, 72 in the photo category, and 18 videos submitted.

"We went all-out this year promoting this scholarship offering," said KC Cole, Mid-Atlantic FCU VP. "We saw our member participation numbers increase with breakthrough results! This is a great member-engagement program. Who wouldn't promote it to college and trade school-bound members?!"

Essay, video, and photo-submissions were rated by 111 judges who chose the top scholarship-winning entries.

A+

*View winning entries:
CUFound.Org/CUScholarship*

CUUs with the most member applicants



Training Discounts Help Stretch Tight Budgets

They say, "The only constant thing is change." It's something to which any credit union professional

or volunteer can relate. Staying on top of those changes requires constant education through trade journals, training sessions, and interactions with colleagues.



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.

Complete details at CUFound.Org/Training.

TRAINING DISCOUNT CHART

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



Mt. Hebron High Is 2018 Millionaire's Club of the Year

The Millionaire's Club from Mt. Hebron High School in Ellicott City was selected 2018 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.



Student leadership from the Mt. Hebron High School Millionaire's Club pose with their Club of the Year Trophy.

The Mt. Hebron students were chosen after distinguishing themselves by engaging in activities that reached out to their entire student body including a project that raised funds for hurricane victims in Texas, Florida, and Puerto Rico. The Club members also launched an entrepreneurial project to construct a "rentable kiosk" for other school clubs to use, generating funding for the Millionaire's Club. The students also grew the Club to be the largest student organization in the school.

Learn more about the innovative financial education experience now active in 50 local schools and organizations by visiting MillionairesClub.Org.

Board of Directors

Ron Shockley, Chair
Fred Caprio, Vice Chair
Adrian Johnson, Treasurer
Janet Oursler, Secretary

Linda Albrecht
Steve Arbaugh
Chris Conway
Joan Moran
Janet Oursler
Beverly Zook



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

Foundation supporters were recognized at the Allied Solutions-sponsored donor reception at the Oakland Manor, Columbia, MD on April 12th; (left column) while the Foundation's 12th Annual "Friend-Raiser," Broadway's "School of Rock" held at Baltimore's Hippodrome Theater, brought the events' total proceeds in support of financial literacy programs to more than \$65,000. View more images at CUFound.Org/Photos



Ernie & Jackie Glinka hold the Jack Black autographed poster they won at the "School of Rock" Broadway production event sponsored by the Foundation. The annual "friend-raising" event was the 12th consecutive sell-out for the Foundation and brought total proceeds to over \$65,000 in support of financial literacy initiatives. Photos on page 3.

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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
- Financial Literacy

Contact me about:

- Charitable Donation Accounts
- Community Investment Fund

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