

Potential

Improving Lives By Serving Credit Unions, Their Staff & Members



Issue No 37

Fall/Winter 2019

PLEASE ROUTE:

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

\$12,000 College Scholarship Program Looks To Future

This scholarship offering helps credit unions bond with young members while awarding \$12,000 to college-bound members. We've got all you need to get involved...

Page 2



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

Our fun "adult grab-bag" event produced record proceeds that support and enhance the Foundation's popular Training Grant Program...

Page 3



Skip-A-Pay Popular With Members, Helps Foundation

Discover how "Skip-A-Pay" serves members' needs and aids valuable offerings that help local credit unions...

Page 3



Millionaire's Clubs Shine At Financial Literacy Awards

In Sponsoring Clubs, Credit Unions Exhibit Commitment to Movement's Core Values



Members of the Patuxent High Millionaire's Club were honored for their first place finish in the 2019 Maryland Personal Finance Challenge.

Student members of local schools' Millionaire's Clubs were well represented at the 2019 Student Achievement Awards held by the Maryland Council on Economic Education in the SECU Arena at Towson University recently.

The Millionaire's Club is a financial education experience created by the CU Foundation MD|DC that prepares credit unions to sponsor Clubs so they may support financial literacy in their communities.

Students from the Educational Systems FCU-sponsored Millionaire's Club at Patuxent High School in Calvert County were recognized for their first place finish in the Maryland Personal Finance Challenge while the SECU-sponsored Millionaire's Club at

the Applications Research Lab in Howard County finished second in the Challenge.

Millionaire's Club students also performed exceptionally well at the Stock Market Game™, an investment simulation competition.

A Stock Market Game team from the Howard County Education FCU-sponsored Millionaire's Club at River Hill High School won first place in the statewide year-long contest, while SkyPoint FCU's Millionaire's Club at Northwest High in Montgomery County won first place in their regional fall session Stock Market Game and the Educational Systems FCU-sponsored Club at Eleanor Roosevelt High in Prince George's County placed first in the Stock Market Game's spring session.



Dumebi Adigwe, representing her second-place Maryland Personal Finance Challenge team is flanked by teachers, Maddy Halbach (left) and Mary Metzler.



Millionaire's Club members from River Hill High School clinched the first place title in the Statewide, Year-long Stock Market Game competition.

Since its inception in 2011, Millionaire's Club students have distinguished themselves in regional, state, and national personal finance competitions. "These regional and national competitions add to the "club-feel" of the program," said Kyle Swisher, Foundation Executive Director. "It was one of our guiding visions when we created the Millionaire's Club - to impart important financial education while keeping the program engaging for students. The Club members demonstrate every year that we've hit on a winning formula."

The Foundation developed a dedicated site focused solely on the Millionaire's Club to help credit unions and schools adopt the program. Visit MillionairesClub.Org to access resources and details.

Congratulations 2019 Scholarship Winners!

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



\$12,000 awarded!
(Not All Winners Shown)



Scholarship Program Provides Member Bonding Opportunity; Program Designed For Credit Unions To Promote As Their Own!

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

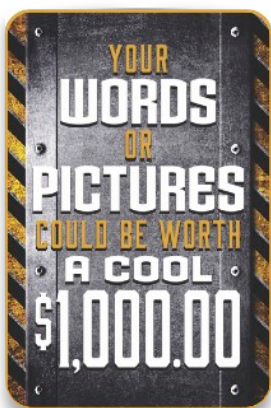
The Foundation's 2020, \$12,000 Credit Union College Scholarship Program is now underway.

Applicants may apply in three separate categories: essay, photo and video!

The 2020 topics carry a "future" theme. The essay assignment is: *"It's ten years in the future - the year 2030. Describe your vision of how you will manage your personal finances then. Include how you will pay for things, save, and borrow. Imagine how your credit union will help make that vision a reality."*

Photographers are invited to capture an original photograph that represents the theme, "Innovation."

This year's video topic is: *"It's ten years in the future - the year 2030. Create a 60-second video showing how you will manage your personal finances with your credit union as your financial services partner."*



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 a wonderful, cost-free way for credit unions to reach out to their young members," noted Foundation Secretary and Grants & Programs Committee Chair Janet Oursler. "Every credit union should promote this free program."

The Foundation provides:

- \$12,000 in scholarship awards
- An 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, 2020 deadline credit unions with member applicants receive a report on all members who entered and their standing. "Many credit unions reward members who apply by providing gift cards or a letter of support, even if they don't

place among the top contenders," added Oursler. "It's a great way of starting or improving your credit union's bond with members. The Foundation does the work; you and your members reap the benefits!"

*Help Award Scholarships-
Volunteer To Judge!*



✓ Ten or fewer essays to read & score

✓ Entire rating process conveniently online

✓ All scoring instructions & tools provided

✓ Help credit union members earn scholarships!

Go to: Cufound.Org/Judge

"Wine Me Up!" Benefits Training Grants

Popular Annual Wine Pull Event Like A "Grab-Bag for Adults!"

The Foundation's fifth annual "Wine Me Up!" event set new records at the 2019 MD|DC CUA Annual Meeting and Convention in Ocean City, MD.



MECU's Thelma Matthews poses with a bottle of Dom Perignon champagne drawn from the 210+ Wine Me Up! bottles.

The Foundation's exhibit table strained under the weight of over 210 donated premium bottles of wine, the most ever donated, and raised nearly \$6,000.

Happy participants anted up \$20 donations to the Foundation's Training Grant Program for the right to make blind selections from among the donated bottles, each covered to conceal the contents.

Wine donors were asked to contribute bottles valued at \$20 or more or cash donations which were used to purchase wine and they contributed in record numbers.

"This project puts the "fun" in fundraising!" said Beverly Zook, Advancement Chair. "We enjoyed tremendous support from our Wine Me Up! donors and coupled that support with an offer from our friends at Total Wine and More™ that allowed us to purchase bottles at 30% off retail, resulting in some wonderful buys."

Adding to the excitement was a raffle for a unique 6-liter Cabernet Sauvignon donated by Fred Caprio. The bottle was won by Karen Stansbury.



Karen Stansbury accepts her raffle prize, a 6-liter Cabernet Sauvignon (donated by Fred Caprio) from last year's raffle winner, Rick Webb.

The Training Grant Program serves credit unions with up to \$150 million in assets with training expense reimbursements of up to 75% of the training tuition. For complete details or to apply visit CUFound.Org/Training.

Thank You, Wine Me Up Donors!

Linda Albrecht	Adrian Johnson
Lindsay Alexander	Don Johnson
Joe Amellio	Jaime Kernus
Steve Arbaugh	Marsha King
Dan Berger	Kathy Klisavage
Dick Bissell	André Lucas
Bob Brenneman	Norman Mann
Jack Brown	Thelma Matthews
Margaret Burdette	Mac McCarthy
Mary Burrs	Brenda Minnich
Michelle Byrnie-Parker	Carolyn Moore
Tony Caccese	Joan Moran
Nick Calvaresi	Morgan Keller
Rosser Campbell	Kelly Mosher
Fred Caprio	Jay Murray
Eric Church	Jim Norris
Rosalyn Coates	Janet Oursler
Kevin Contardi	Scott Patterson
Chris Conway	Leigh Philibosian
Bryn Conway	Ronda Polhamus
Sarah Cooke	Nick Prevas
Kelley Corrigan	Lois Profilli
Suzanne Curren	Bill Rayman
Doc Daugherty	Bob Schroeder
Barry Decker	Keith Seeley
Don DiMatteo	Ron Shockley
Laura Eacho	Dorothy Spilker
Mark Ely	Rick Stafford
Rod Flowers	Karen Stansbury
Patricia Folk	Jo Ann Talbot
Kirk & Kathy Fox	Matt Thompson
Jeff Goff	Scott Toler
Marleen Griffin	Theresa Trimble
Bert Hash	Donald Tynes
Laura Hassan	Rick Wiczorek
Todd Hassler	Kirsten Williams
John Hayes	David Woodruff
Dottie Horsmon	Sean Zimmerman

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



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

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) public charity.

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

"Skip-A-Pay" promotions are a popular 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 the 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 helpful around the holidays.

Howard County Education FCU saw their "Skip-A-Pay" program as a way to help their members and Foundation programs.

"The concept," said CEO Janet Oursler, "is simple. At the end of the year we calculate the number of times members elected to

skip a payment, multiply by \$1 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.



Holding the coveted Financial Literacy Month trophy are Five Star FCU Member Service Representatives (from left): Patti Sands, Lisa Herring, and Susan Amabile.

Think your credit union can capture the trophy in 2020? Free tools and details at CUFound.Org/FinLit

NonProfit
US Postage
PAID
Capitol Heights MD
#2151



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
is a 501 (c) (3) Public Charity
Donations are tax-deductible as allowed by law*