

# Potential

Improving Lives By Serving Credit Unions, Their Staff & Members



No 38

Donor Recognition Issue

Spring 2020

## Not Too Late To Promote \$12,000 Credit Union College Scholarship

The March 31st deadline may be closing in, but you still have time to volunteer to judge and encourage young members to apply.

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## Sharing Non-Member ATM Fees To Support The Local Credit Union Movement

Looking for creative ways to support training grants, financial literacy, small credit union assistance? Here's an idea for you.

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## Thank You! Complete Listing - 2019 Annual Appeal Donors

In a combined show of support, credit unions, businesses, and individuals donate generously to the Foundation in 2019.

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## Celebrate Financial Literacy Month; Free Promo Kit!

Invite your members, challenge your peers, and celebrate financial literacy - a credit union core value!

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## PLEASE ROUTE:

- ☐ Board
- ☐ Lending
- ☐ Marketing
- ☐ Tellers
- ☐ \_\_\_\_\_

## Financial Counselor Certification Training Now Accepting Registrations For 2020

*Tuition 100% Paid by Foundation Grant; 2019 Sessions Filled Quickly*

The CU Foundation MD|DC has announced that it is funding a second round of financial counselor training with certifications. The Financial Counselor Certification Program (FiCEP) was initially offered in 2019 by the Foundation to help credit union staff prepare to assist their membership with valuable personal finance counseling.

"We launched the FiCEP offering by fully covering participants' tuition costs. And for credit unions with assets of \$150 million or less, we pay up to 75% of the

costs of course materials" said Foundation Chair Ron Shockley. "The initial response was astounding, with interested credit unions quickly filling the course to capacity.

### Tuition Paid 100% Convenient Online Training

"Re-funding FiCEP was an easy decision for the Foundation Board and we are pleased to announce our commitment to fund the 2020 program, under the same tuition-free and material support guidelines used last year" Shockley said.

The FiCEP program is coordinated closely with the Maryland and District of Columbia Credit Union Association. "The Association is continuously seeking ways to help credit unions better serve their members," said MD|DC CUA President John Bratsakis. "Financial counselor training and certification enables credit unions to have qualified counselors available to help sustain or improve their members' personal financial situations. This FiCEP program is essential in providing every local credit union the opportunity to have qualified financial counselors on site to advise and counsel their members."



Included in FiCEP training & certification:

- Introduction to Financial Counseling
- Financial Counseling Essentials
- Special Issues in Financial Counseling
- Counseling Communication Skills
- Taxes, Insurance, and Investments
- Controlling Expenses
- Money, Attitudes & Behaviors
- Retirement Preparedness

FiCEP is offered as a web-based training option allowing participants to study on their own schedule without having to travel to training facilities. Two on-site review and certification sessions at the Association's Columbia, MD offices complete the package.

Those interested should visit [CUFound.Org/FiCEP](http://CUFound.Org/FiCEP) for more information and links to the registration site. Space is limited.

Once registered, eligible credit unions may apply for study material reimbursement grants at [CUFound.Org/Training](http://CUFound.Org/Training).



Enterprise Holdings Foundation made a generous \$5,000 grant to the Foundation recently. The funds will be used to help promote financial literacy programs. Presenting the award to Foundation Executive Director Kyle Swisher are (from left) Enterprise's Sue Kelley, Baltimore Business Development Director; Gretchen Kim, Washington D.C. Business Development Director, and Porscha Evans, Baltimore Group Sales Manager.

## You Be The Judge!

Join the Credit Union Scholarship Judges' Panel

The Foundation's College Scholarship Program is honored to count over 100 judges on its roster!

Participation is easy and you can complete your assigned scoring in 30 minutes or less!

- ✓ Ten essays or less to score
- ✓ Entire rating process conveniently online
- ✓ All scoring instructions & tools provided
- ✓ Help young credit union members earn college scholarships!

Become A Judge! Go to:  
**CUFound.Org/Judge**



## Scholarship Deadline - March 31

*Not Too Late To Promote This Great Member Opportunity!*

The Foundation's \$12,000 College Scholarship application deadline is fast approaching but it's not too late to apply or to promote to your members.

College or trade school-bound members of any credit union based in Maryland or D.C., or other credit unions affiliated with the MD | DC Credit Union Association, are eligible. The program is completely turnkey and free for credit unions.

### Free Promotional Resources CUFound.Org/CUScholarship

This year's topic for essay applicants 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."*

This year's video topic is also future-oriented: *"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."*

Photographers capture an original photograph that represents the credit union core value, "Innovation."

With the Foundation's online application process, it's easy to apply, right up to the midnight, March 31, 2020 deadline!

"The scholarship program is the Foundation's longest running and most popular offering," noted Foundation Grants and Programs Chair Janet Oursler.

"Credit unions use the scholarship to bond with and provide a tangible benefit for their young members."

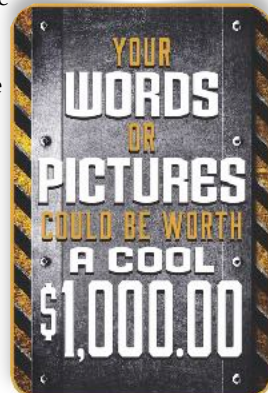
"All resources required for the program are provided by the Foundation. And I encourage everyone to join the judges' panel. I do it myself

every year," added Oursler. (see link at left)

The Scholarship Program includes:

- \$12,000 in awards
- 100+ volunteer judges
- Online application site
- Lobby posters
- Scholarship graphics
- Sample web articles

After the March 31, 2020 deadline, all credit unions with member applicants will receive a report noting who entered and the judges' rankings so they may elect to reach out to those members.



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## Want To Help? Share Non-Member ATM Fees

*Average non-member fee in District of Columbia tops \$5 according to [BankRate.com](http://BankRate.com) study*

Looking for easy and creative ways to support the local credit union movement? In addition to participating in the annual Financial Literacy Month campaign (see back page) or Participating in the "Skip-A-Pay" program, some credit unions are opting to share non-member ATM fees they collect.

"Non-member ATM fees can be used as a good source to boost a credit union's charitable giving budget," said Beverly Zook, Foundation Advancement Committee Chair. "While fee income is

important, many of us can share those non-member ATM fees."

Average non-member ATM fees in the District of Columbia now stand at \$5.11.

By adjusting fees to current market levels, and sharing collected fees with the Foundation, credit unions can help support important programs without a bottom line impact.

To learn more about a non-member ATM fee donation program, contact the Foundation at (443) 325-0771.



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[CUFound.Org/Donate](http://CUFound.Org/Donate)



*Mary Burrs, Balto. Co. Emps. FCU, started her evening off with a platter of steamed shrimp at the Baltimore Chapter MD|DC CUA annual Oyster/Shrimp/Bull Roast recently. Proceeds from the annual event help support Foundation programs.*

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## April Is Financial Literacy Month - Support This Core Credit Union Value!

*Free Supplies Help You Engage Staff & Membership, Show Commitment To Financial Education, & Challenge Peers*



Financial education is the core value of the Credit Union Movement. Credit Unions have been supporting financial literacy since their founding and April is Financial Literacy Month!

The Foundation is helping local credit unions celebrate this special month while supporting important programs dedicated to financial self-sufficiency:

- ▶ The Millionaire's Club student financial literacy program
- ▶ Training and certifying credit union financial counselors
- ▶ Supporting credit unions' financial education offerings
- ▶ Community financial fitness days

Credit unions set aside April to highlight financial education and invite members to make small contributions (as little as \$1) to support financial literacy efforts. The credit union that raises the most donations per total membership is awarded "Financial Literacy Month Credit Union of the Year," and presented with the "Flying Golden Piggy Bank Trophy."

It's easy to participate:

- ▶ Request your credit union's free Financial Literacy Month promotion kit at [CUFound.Org/Finlit](http://CUFound.Org/Finlit) - get lobby posters, member stickers or signs, teller buttons, and more
- ▶ Invite all members in your teller lines to support the campaign
- ▶ Contributing members get a sign to display or a sticker to wear
- ▶ At the end of April, collected donations are forwarded to the Foundation to support grants and programs.

- ▶ Issue challenges to your peers for good-natured competition!

The Foundation has invested over \$500,000 to support financial literacy grants and programs and is pleased to continue the Financial Counselor Certification Program. (see article page 1)

Learn more, order your free Financial Literacy Month Kit, and support financial literacy today - visit [CUFound.Org/Finlit](http://CUFound.Org/Finlit).



*Five Star FCU earned the coveted "Financial Literacy Credit Union of the Year" trophy in 2019 by raising the most per member to support financial literacy programs. They challenge every credit union to join the April observance and vie for the 2020 trophy!*