

NEW MEXICO



Youth and the Credit Union Association of New Mexico

Summing up all that is going on with CUANM and today's youth is stated with a single rallying cry: Claim Your Youth.

For young people, it's a charge to live large. Be young. Be free.

Young & Free New Mexico is an initiative that has taken flight throughout the state and across the nation. Designed to encourage financial literacy among teens and young adults, Young & Free is a wonderful addition to the already flourishing youth programs at CUANM.



Kirby Kangaroo® has hopped his way into the hearts of kids, credit union professionals, and adults across the U.S. and throughout Canada. Children are given quick, easy lessons about money and how even small savings can have a big impact. Parents love Kirby and so do the*

kids who see him at credit union events (many mascot costumes are available to rent) and in the quarterly newsletter.

In addition, kids receive Kirby Bucks with every deposit – money they can use to buy Kirby Prizes at their credit union.

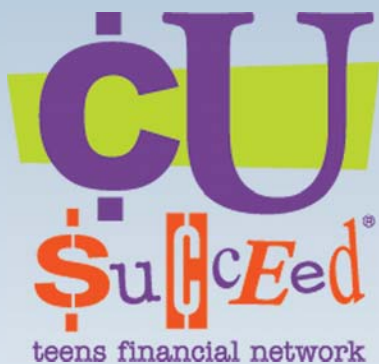
CU Succeed and N-Charge have made great headway into U.S. and Canadian credit unions. Wherever you find a successful teen program, you'll find these teen programs. Quarterly newsletters as well as a robust web platform allow teens to learn, interact and share. Future initiatives include text message marketing, additional social media and more.

CU Thru is yet another way CUANM is pioneering the teen movement for credit unions. CU Thru is a "learn as you go" program designed to help teens learn credit and life responsibility. Once a course is complete, the credit union has the opportunity to qualify the teen for a credit union product or service otherwise not available without a specified credit score or deposit balance.

Learn more about Kirby Kangaroo, www.kirbykangaroo.com/info and CU Succeed www.cusucceed.net/info, and more at the Credit Union Association of New Mexico website: www.cuanm.org.

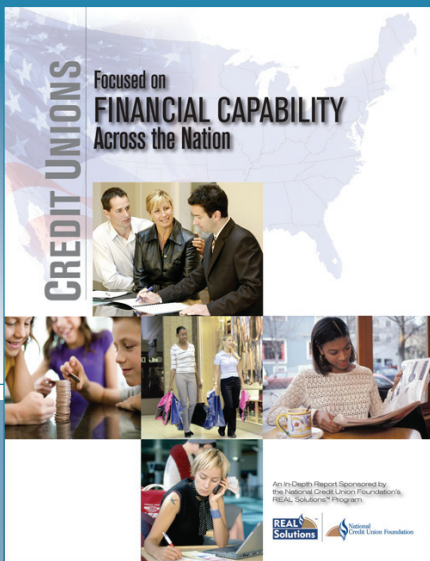


Powered by
The Credit Unions
of New Mexico



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it's a charge to live large.
Be young. Be free.*





About Credit Unions

- ▶ Credit unions are not-for-profit financial institutions that adhere to cooperative principles.
- ▶ As of December 2010, 92.6 million U.S. consumers were member owners of 7,605 credit unions across the country.
- ▶ Earnings are returned to members in the form of lower loan rates, higher interest on deposits, and lower fees.
- ▶ Credit unions serve members who have a common bond such as employment, association membership, or residence in a particular geographic area.
- ▶ Every credit union is governed by a board of directors, elected by and from the credit union's membership. Board members serve voluntarily.
- ▶ Congress exempts credit unions from federal income taxes but credit unions are subject to payroll, sales and property taxes.
- ▶ Credit unions are democratically owned and controlled institutions with a "people helping people" philosophy. Each credit union member has equal ownership and one vote.
- ▶ Credit unions assist members in becoming better-educated consumers of financial services.
- ▶ Credit unions are a small but significant presence in the financial services industry. Credit unions hold approximately 6.7% of household financial assets.

Source: Credit Union National Association, Inc.

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ACROSS THE NATION

In an effort to capture the depth and breadth of existing financial capability programs, the National Credit Union Foundation (NCUF) and its REAL Solutions™ program conducted a comprehensive national study of credit-union provided member and consumer financial education and counseling. The data derived from this study quantifies the extent to which credit unions are providing opportunities for consumers to advance their financial knowledge and decision-making skills.

The data on which this report is based was collected through an online survey of U.S. credit unions. *Credit Unions: Focused on Financial Capability Across the Nation* features an analysis of information submitted by 576 credit unions of all sizes from 45 states. These credit unions represent 8% of all U.S. credit unions, and 27% of all U.S. credit union memberships as of December 2010.

In 2010, credit unions invested millions of dollars to provide financial education and counseling programs that touched millions of lives:

- ▶ **1.6 million** consumers received financial counseling and/or advice through a credit union.
- ▶ Credit union representatives presented more than **24,000** educational sessions to over **600,000** students in classrooms across the nation.
- ▶ **111,500** student members had **\$34 million** on deposit at **1,400** in-school credit union branches that encourage savings and connect financial education with financial access.
- ▶ **1.2 million** members visited or used a credit union online educational tool, resource and/or course and generated tens of millions of page views.
- ▶ **85,000** teens and young adults participated in **1,200** experiential learning events organized or provided by credit unions. Experiential learning provides participants with a taste of the real financial world in a safe and controlled environment.
- ▶ Between **19 and 24 million** credit union members have access to education and/or counseling that deals with the five individual Financial Literacy and Education Commission (FLEC) core concept categories. Credit union financial education/counseling content is designed to develop proficiencies regarding spending, saving/investing, borrowing, protecting, and earning/income.
- ▶ Credit unions invested **\$140 million** during 2010 toward improving the financial capability of members and consumers in general. Whether it be through grants, human resources or budgeted financial resources, credit unions invest heavily in member and consumer financial education/counseling.

The National Credit Union Foundation believes that access to financial products and services should always be accompanied by educational opportunities. In particular, NCUF encourages behavior change through experiential learning and one-on-one counseling/advice. This link between education and impending opportunities to make financial decisions enables people to take action based on newly gained knowledge, resulting in more financially capable and secure consumers.

Credit Unions: Focused on Financial Capability Across the Nation represents one of several ongoing projects to assist credit unions with educational program development, measurement, and implementation. In the coming years, NCUF and REAL Solutions™ will continue to gather and publish data about credit union provision of financial education/counseling.

To learn more about the **National Credit Union Foundation** and REAL Solutions™, please visit www.ncuf.coop. A copy of the full report, and individual state supplements can be found at the **REAL Solutions™ Impact Center** at www.realsolutions.coop.

