

NORTH CAROLINA



2010 Statistics

- ▶ **450,000** Tar Heel residents received financial counseling through their credit union
- ▶ **73** certified financial counselors are on staff at credit unions
- ▶ **3,638** members worked to avoid foreclosure
- ▶ **3,271** entered a debt management plan
- ▶ **717** adult financial seminars were conducted and **18,157** consumers learned more about financial concepts
- ▶ More than **1.6 million** website hits for online credit union resources
- ▶ **768** classroom presentations were conducted and **43,930** students received structured, formal financial education in schools across the state
- ▶ Credit unions had **9** in-school branches with **750** student members and **\$403,500** on deposit

In the Spotlight

In-school branches as of the end of the 2010 school year

Allegacy FCU:

- ▶ Raider Student Credit Union (HS)
- ▶ Atkins Student Credit Union (HS)
- ▶ Titan Student Credit Union (HS)
- ▶ Bobcat Student Credit Union (HS)
- ▶ Spartan Student Credit Union (HS)

Truliant FCU:

- ▶ East Forsyth Student-Run Credit Union (HS)

Winston-Salem City Employees' FCU:

- ▶ Union Cross Elementary School

Charlotte Metro FCU

- ▶ Jaguar Metro Credit Union (HS)

American Partners FCU

- ▶ Ram Branch (HS)

Since the first credit union organized in North Carolina in 1916, providing financial education to members and the general public has been a guiding principle of credit unions statewide. Nearly a century later, North Carolina's credit unions continue to demonstrate their commitment to that original founding principle and in 2010 provided financial counseling and education to more than 500,000 North Carolinians. These efforts speak to the heart of the credit union philosophical mission of "people helping people" and make credit unions a natural model of leadership in increasing financial education.

Inadequate savings, the challenges of job loss, credit delinquencies and the fight to avoid foreclosure all point to the need to place greater emphasis on financial literacy efforts. Credit unions engage and educate North Carolinians of all ages, income groups and life stages through multiple formats and partners. From online tools and courses to workplace seminars and in-school reality fairs, it is the dedication of North Carolina's credit unions to ensure consumers can make sound financial decisions throughout their lives.



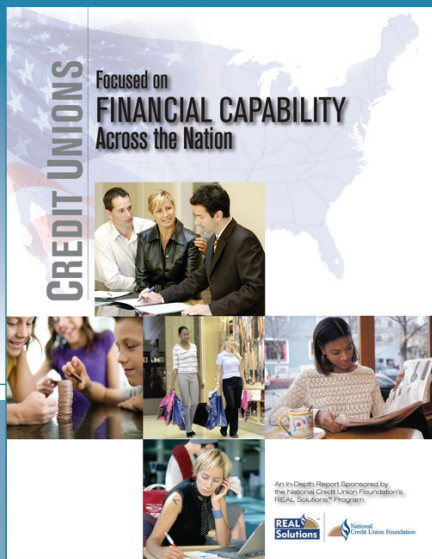
The issues faced by adult members range from minor concerns including bounced checks and questions about basic budgeting; to the more serious challenges of tax preparation or identity theft. Adult financial education efforts not only ensure that members receive critical information and support, but the counseling also helps the credit union keep loan delinquencies and defaults exceptionally low. In short: it's a win-win for both the member and the credit union.

Credit unions also impact the lives of young people in North Carolina through their partnerships with others in the community and by presenting financial education sessions in schools. Five credit unions have taken the additional step of investing in young people by opening a total of nine in-school branches across the state. These credit union branches not only give students the opportunity to more easily develop good financial habits, but also provide job training to the nearly 80 students who operate the branches. By the end of 2010, 750 students statewide joined a credit union in-school branch and nearly 44,000 North Carolina students learned financial concepts

that will serve them for a lifetime.



All told, the credit unions surveyed spent more than \$1.1 million (not including staff time) to provide financial education programs to North Carolinians in 2010. These efforts reflect the commitment of credit unions to empower the citizens of North Carolina with the skills needed to navigate a challenging economy ... and build a better financial future.



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.

