

SOUTH DAKOTA



2010 Statistics

- ▶ South Dakota Credit Unions have provided financial advice to **7,325** members
- ▶ **1,060** hours were spent to provide financial advice for members
- ▶ **821** Classroom presentations were conducted for **5,989** students
- ▶ **17** seminars were held for adults
- ▶ **220** people participated in these seminars
- ▶ **1,400** people visited an online resource center at a credit union
- ▶ South Dakota Credit unions have partnered with **19** community groups, schools, government agencies and non-profit organizations
- ▶ South Dakota Credit Unions have spent **\$82,500** (excluding staff time) on financial education programs in 2010

South Dakota Credit Unions adhere to the “people helping people” philosophy, especially in the area of Financial Literacy. Credit unions provide personal financial counseling, financial literacy outreach presentations to members and consumers and financial educational programs at local schools in partnership with area counseling agencies. South Dakota credit unions are innovative, collaborative, and more importantly, they demonstrate impeccable corporate stewardship in their respective communities.

In 2010, South Dakota credit unions were successful in implementing an outreach financial education and literacy program that focused on employees, members, and non-members. As a result of this initiative, almost 15,000 South Dakotans received financial information from credit unions. Partnerships with local counseling agencies were built or strengthened through this effort, as well. The highest percentage of services rendered included loss mitigation, credit report reviews, money and debt management, mortgage delinquency and default resolution, and pre- and post-purchase homebuyer counseling.

A high percentage of financial literacy programs offered by South Dakota credit unions are provided to younger community members under the age of twenty-six. One such program is The Pee Wee Penguin Club, a youth program which encourages savings. Young savers receive quarterly newsletters and promotional items from their credit union and are even invited to attend “Pee Wee” events. Older students participate in classroom presentations and other programs such as Junior Achievement. Fool Proof is sponsored by credit unions and offered to their local schools and is designed to prepare students for adult responsibilities through classroom and an online learning site aimed to help students understand the importance of saving.

Other ways that South Dakota Credit Unions reach young consumers and their parents is through online interactive games, adult resource centers, courses and online tools. Consumers can access a wide array of interactive programs and calculators allowing them to explore new ways to balance their budget and invest in their family’s future from the privacy of their own homes.

Forty-one percent of South Dakota credit union members and twelve percent of consumers in the state have access to credit report counseling services through a South Dakota credit union. Consumers can access information that helps them produce and manage a budget, make good financial decisions, set goals and understand the importance of credit ratings.

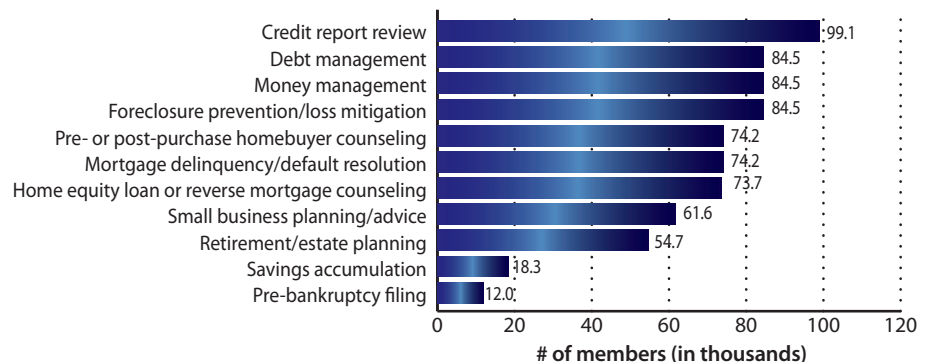
Working with local schools, the Credit Union Association of the Dakotas, local non-profit and government agencies, South Dakota Credit Unions are and continue to make a difference in their communities and state.

In the Spotlight

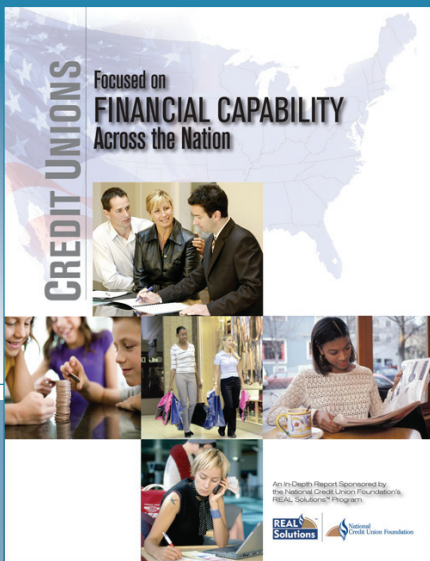
- ▶ The **Credit Union Association of the Dakotas** received a grant from NCUF to provide education to low-wage working families about the danger of predatory lenders and provide alternative cu solutions.

Credit Union Members With Access to Financial Counseling (by topic)

12% of South Dakota consumers and 40% of all credit union members have access to credit report counseling services through a South Dakota credit union



Base is South Dakota credit unions (representing 50% of all credit union memberships in South Dakota)
Source: 2011 Credit Union Member Financial Education Inventory published by NCUF’s REAL Solutions™ Program



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.

For more information, contact:
 Lois Kitsch, CUDE & National Program Director
 National Credit Union Foundation
 5710 Mineral Point Road
 Madison, WI 53705
 Phone: 407.616.2409
lkitsch@ncuf.coop

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.

