

TENNESSEE



In the Spotlight

- ▶ **Nashville Area Chamber of Commerce** announced Antioch's **The Tennessee Credit Union Academy of Business and Finance** as the winner of the 2011 Academy of the Year Award and Academy Partnership of the Year: Business Marketing, and IT Partnership Council.
- ▶ **Knoxville TVA Employees Credit Union** received an honorable mention award for the 2011 Desjardins Youth Financial Education Award Program.
- ▶ Newly passed legislation requires the State Board of Education to develop guidelines for teaching about personal finance - with input from the Tennessee Financial Literacy Commission. Dr. W. Craig Esrael, President/CEO of **First South Financial CU** in Memphis, TN, serves on the Board of Directors of the Tennessee Financial Literacy Commission. The important work of this Commission will benefit young people throughout the state and ultimately create a better economy for Tennessee.



Tennessee Valley Federal Credit Union

Tennessee credit unions are making a difference in the lives of Tennesseans through a variety of financial literacy programs designed to educate and make better financial stewards of credit union members and non-members alike. Thousands of people of all ages are helped each year through credit union financial counseling programs, classroom education, seminars, workshops, in-school branches, experimental learning exercises, on-line financial communication tools, and through partnerships with other organizations.

Listed below are a few examples of the many ways in which Tennessee credit unions serve their members and their communities:

- ▶ **UT Federal Credit Union** recently set up a student-run branch of their credit union, called Rebel Union, at West High. Y-12 FCU has also announced a new partnership with Clinton High to produce a new financial institution called Dragon Vault CU that will give students an opportunity to combine classroom learning with practical hands-on experience. Other Tennessee credit unions with in-school branches, run by students and supervised by the credit union, include: **Ft. Campbell FCU; The Tennessee CU; US Community CU; ORNL FCU; Alcoa Tenn FCU**, and others.

- ▶ **Enrichment FCU** provides financial education workbooks and assists with teaching of students at local middle and high schools to learn about saving, budgeting, checking accounts, balancing accounts, writing checks, ATM & debit and credit cards. They also conduct afterschool "Enrichment Classes" for kindergarteners to 3rd graders.



- ▶ **Tennessee Valley FCU** offers three Chamber of Commerce programs: Who Wants to Be a Millionaire, Reality Check, and Get a Job. They partner with Boy Scouts of America on their Financial Merit Badge and partner with Junior Achievement, Tennessee Saves, and NEFE, as part of their financial literacy programs.

- ▶ **Ascend FCU** partners with BALANCE, a budget and debt counseling service provider, to bring a series of lunch-and-learn seminars to employees of their SEGs. Topics include Building a Better Budget, Drive Away Happy: Car Buying Decisions, First-Time Home Buyers, Solving the Mystery of Credit Reports, and Personal Finance for College Students.

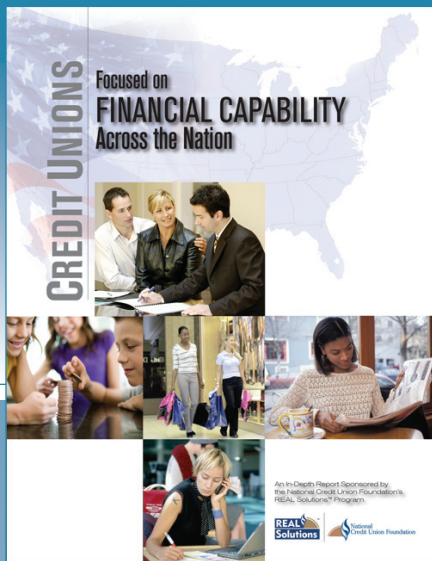
- ▶ **Knoxville TVA Employees CU** partners with Child and Family Tennessee, the Department of Child Services and the Jim Casey Foundation to teach foster care youth how to manage money and save. It gives them the knowledge and tools to succeed in life independently.

HELPING U SUCCEED.
FREE financial education from **UT Federal Credit Union & Greater Warner Tabernacle A.M.E. Zion Church.**

Classes to be held at the Greater Warner Tabernacle A.M.E. Zion Church Education Ministries Fellowship Hall 4100 (1st level) Trinity of each month 3800 Martin Luther King Jr. Ave., Knoxville, Tenn.

ORANGE UTFCU0001 (08/2011) 001 **UT** Federal Credit Union

UT Federal Credit Union



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.

