



MORE Reporting

(Member Outreach and Reinvestment Endeavor)

Credit Union Name	Youth Financial Education Initiative Description	Contact Information
Corning Credit Union	February 2008, Corning Credit Union in a partnership with the Corning Hospital, will be giving each newborn baby a CCU ceramic piggy bank. The banks were purchased by the Credit Union and are part of CCU's ongoing youth financial literacy program. CCU donated 350 banks to be used throughout the year.	Lori Kain lori.kain@corningfcu.org (607) 962-3144 www.corningfcu.org 03/25/2008
Hudson Valley FCU	<p>During National Youth Week, Hudson Valley FCU helped more than 180 area children get on the road to financial freedom by opening new savings and certificate accounts. The youth account deposits resulted in over \$500,000 in deposits.</p> <p>Each HVFCU branch also gave away a \$100 US Savings Bond and a grand prize of a \$250 Smart Certificate to assist in reaching young adults. In addition, staff members actively approached young adults who entered a branch and spoke about the importance of having a healthy financial plan.</p>	Kathy Ferrusi ferrk@hvfcu.org (845) 463-3011 www.hvfcu.org 06/06/2008
Hudson Valley FCU	Hudson Valley FCU participated in CUNA's National Youth Savings Challenge. The environmentally themed campaign encouraged youth to participate in the "Got Green Challenge," which was able to get young members thinking about saving money and the importance of taking care of the environment. HVFCU youth members pledged to return approximately 23,000 cans and bottles that would yield them a savings of more than \$1,200.	Kathy Ferrusi ferrk@hvfcu.org (845) 463-3011 www.hvfcu.org 06/06/2008
UFirst FCU Peru Central School FCU	<p>Jody Carpenter, director of marketing at UFirst FCU and Maggie Pope, loan officer/marketing representative from Peru Central School FCU, visited Peru Elementary School and spoke with the student body regarding financial literacy.</p> <p>Armed with over 1,000 Kid's Cash and Caboodle kits and two books for donation to the school library, Jody and Maggie were able to incorporate the school's accelerated reading program into their presentation.</p> <p>Maggie read part of the books, on the condition that if the students wanted to know the outcome of the story,</p>	Jodi Carpenter jodyc@ufirstfcu.net (518) 324-5700 www.ufirstfcu.net 06/06/2008

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	<p>they have to sign the book out of the library, and Jody presented the Share, Spend, and Save Program</p> <p>Once they realized that they would be getting their own kits, they students were excited, not only for the kit itself, but to go home and discuss the idea and purpose of the kit with their parents. Jody emphasized that they should, with their parents, decide how much to save in each compartment.</p> <p>The students wanted to save for things like college, a car when they turn 16, a trip around the world, a Wii game – even shoes. As for spending, the children talked about video games, cell phones, lap tops, animals, a motorcycle and a young boy said his mom and dad. Finally, for donating, the students suggested the local animal shelter, scouts and the people in China that were affected by the earthquake.</p> <p>Jody and Maggie also spoke to the students about how they should work hard in school because they are our future. Jody had all the teachers in the room stand up and the students then gave them all a big round of applause for all that they do throughout the year.</p> <p>Jody and Maggie felt that it was a wonderful experience and Mr. Storm and Mrs. Angevine invited them back for next fall and spring to give a follow-up presentation and to continue to help educate the children of Peru Central School about Financial Literacy.</p>	

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