



## News Now

### **National Desjardins winners exemplify fin. ed. excellence**

MADISON, Wis. (12/1/14)--Credit unions' commitment to the practice of financial education is honored each year by the Credit Union National Association through Desjardins Youth and Adult Financial Education Awards, which were recently announced.

The Desjardins Award is named for Alphonse Desjardins, the founder of the North American credit union movement. Desjardins founded credit unions in Canada and the United States and pioneered the idea of youth savings clubs and in-school branches, known as caisses scolaires.

This award honors credit unions, chapters and leagues for their commitment to youth and adult financial literacy.

Winning entries will be on display at CUNA's 2015 Governmental Affairs Conference March 8-12 in Washington, D.C., along with winners of the Dora Maxwell Social Responsibility Community Service Award and Louise Herring Philosophy-in-Action Member Service Award.

The Maine Credit Union League received first place in the league category of the Desjardins Financial Education Awards.

The awards, which are given in several credit union asset sizes, were selected among the winning entries at a league level.

Listed by asset size, the credit unions recognized for adult financial education include:

Less than \$50 million:

- First place: Community CU, Lewiston, Maine, with \$46 million in assets; and
- Second place: Cove FCU, Edgewood, Ky., with \$46 million in assets.

\$50 million to \$150 million in assets:

- First place: Electro Savings CU, St. Louis, with \$151 million in assets;
- Second place: United 1st FCU, Kingsland, Ga., with \$124 million in assets; and
- Honorable mention: Central Maine FCU, Lewiston, Maine, with \$86 million in assets.

\$150 million to \$500 million in assets:

- First place: Financial Center FCU, Indianapolis, with \$508 million in assets;
- Second place: St. Louis Community CU, St. Louis, with \$245 million in assets; and
- Honorable mention: Connex CU, North Haven, Conn., with \$415 million in assets.

More than \$500 million in assets:

- First place: OSU FCU, Corvallis, Ore., with \$864 million in assets;
- Second place: BayPort CU, Newport News, Va., with \$1.3 billion in assets; and
- Honorable mention: Hiway FCU, St. Paul, Minn., with \$950 million in assets.

Listed by asset size, the credit unions recognized for youth financial education are:

Less than \$50 million in assets:

- First place: Cook Area CU, Cook, Minn., with \$28 million in assets; and
- Second place: Tallahassee-Leon FCU, Tallahassee, Fla., with \$43 million in assets.

\$50 million to \$150 million in assets:

- First place: CORE FCU, East Syracuse, N.Y., with \$83 million in assets;
- Second place: United Educators CU, Apple Valley, Minn., with \$151 million in assets; and
- Honorable mention: Public Service CU, Romulus, Mich., with \$145 million in assets.

\$150 million to \$500 million in assets:

- First place: Generations FCU, San Antonio, Texas, with \$519 million in assets;
- Second place: Atomic CU, Piketon, Ohio, with \$217 million in assets; and
- Honorable mention: TopLine FCU, Maple Grove, Minn., with \$352 million in assets.

More than \$500 million in assets:

- First place: Summit CU, Madison, Wis., with \$2 billion in assets;
- Second place: San Mateo CU, Redwood City, Calif., with \$767 million in assets; and
- Honorable mention: OSU FCU.