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UECU WINS YOUTH FINANCIAL EDUCATION AWARD

United Educators Credit Union of Apple Valley has been honored with a 2014 Minnesota Desjardins Youth Financial Education Award. The award, sponsored by the Minnesota Credit Union Network (MnCUN) and the Credit Union National Association (CUNA), recognizes leadership within the credit union movement on behalf of financial literacy.

The credit union's 2014 program emphasized collaboration with other organizations with a similar mission of educating youth in financial matters. UECU was fortunate to have the opportunity to work closely with the Minnesota Department of Commerce and the University of Minnesota Extension in bringing the concept of sound money management to local elementary students and their parents.

"United Educators Credit Union has been a key partner in the Department of Commerce's mission to improve the financial capability of all Minnesotans from kindergarten to retirement. They go above and beyond their mission to advance the financial well-being of their member-owners by proactively reaching out to all of the communities they serve."

Commissioner Mike Rothman, Minnesota Department of Commerce

UECU's winning entry will advance to the national competition, where it will compete with financial education projects from credit unions in other states.

The award is named in honor of Alphonse Desjardins, the founder of the North American credit union movement, who established the first "caisse populaire" (people's bank) in Quebec in 1900, and helped establish the first American credit union in New Hampshire in 1909. Desjardins was an ardent believer in the value of teaching children to save, and he promoted the idea of in-school savings programs.

United Educators Credit Union was established in 1957 and is a member-owned, member-operated, not-for-profit financial institution, providing financial services to the Minnesota education community, their families, and those who support education by being a part of the United Educators Foundation. United Educators Credit Union offers a full line of financial services, and currently operates branch locations in Apple Valley, Coon Rapids, Eden Prairie, St. Louis Park and Woodbury.

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