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United Educators Credit Union Wraps Up a Busy Financial Literacy Month



During April, United Educators Credit Union (UECU) partnered with a number of organizations to further financial literacy efforts.

Commissioner Mike Rothman, Minnesota Department of Commerce brought personal finance information out into the schools. In Mound, kindergartners demonstrated their vast understanding of needs and wants. Nancy Carlson, author and illustrator partnered with the Commissioner to bring financial capability to kindergartners at Sonnesyn Elementary School in New Hope. Nancy read her book, "Start Saving Henry" and afterwards she and the Commissioner further explained Save, Share, Spend concepts through 'doodling and discussion'.

UECU and Project Friendship, a non-profit that serves women in the west metro, co-sponsored a financial wellness seminar, 'Financial Wellness for Women'. Attendees enjoyed a complimentary dinner and free child care while listening to key note speakers share their personal finance stories of hope and inspiration.

Darryl Dahlheimer (LSS) and Terry Weber (UECU) co-presented to a group of math educators at their annual conference for Minnesota math educators. Twenty-two attendees received continuing education credits as well as learned techniques on how to teach personal finance in the classroom.

Finally, April brought a close to the financial literacy calendar contest. The Financial Literacy Month theme, 'Give a Hoot about Savings' presented the perfect opportunity to collaborate with the U of M, Raptor Center. For every calendar artwork submitted, UECU will be donating a \$1 to the Raptor Center to support owl rehabilitation. Additionally, one of the entrant's name will be drawn to receive a visit to their school from Hootie the Owl and his raptor specialist.

"It is especially rewarding to partner every year with such outstanding organizations that share the same vision in furthering financial wellness. We can accomplish far more when we all work together," said Andre Thibault, VP of Marketing and Member Experience.

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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