



PENNSYLVANIA

2010 Statistics

- ▶ Contacted **193** of **501** Pennsylvania School Districts
- ▶ Taught financial education in **220** public high schools, **71** private schools, and **85** elementary schools
- ▶ Provided **2,589,265** person hours of financial education in **15,538** classes to **108,608** students
- ▶ Used **79,816** financial education books, and **82,171** financial education pamphlets in the classroom
- ▶ Received **31,587** hits at various credit union educational websites and opened **1,049** accounts
- ▶ Opened **22** student branches, bringing the total number of student branches to **41** in Pennsylvania
- ▶ Opened share accounts for **1,788** students, provided **592** debit cards, **139** personal loans and **66** auto loans at student branches
- ▶ Provided **582,693** financial education person hours to **22,460** adult participants at **81** community centers
- ▶ Provided **15,189** financial management person hours to **3,289** participants at **64** firms and businesses



Youngster Learns About Credit Unions at Moneyville with Executive Director Joe Wambach & Proud Parent

Pennsylvania Credit Union Foundation

Since 2003, more than 115 financial grants have benefitted more than 110,000 students in schools and 22,000 adults in community centers and in the workplace across the Commonwealth of Pennsylvania. The REAL Solutions program has helped create projects which address two significant goals: the recruiting of new and younger members to the credit union movement and political advocacy that will ensure the survival of the credit union movement.

Since the beginning of 2010, 22 credit union branches have sprung up that complement classroom education in schools by providing students with practical experience to manage their finances. Wyoming Valley West Community FCU, Wyoming; MEADVILLE AREA FCU, Meadville; and AmeriChoice FCU, Mechanicsburg all have opened student branches in the last two months! These Financial Literacy Laboratories have more than doubled during the last 18 months.

Further, the development of educational websites have permitted more than 12,000 students to benefit from Erie FCU's educational website, Teach Me About Money (www.teachmeabouthomemoney.org) that provides students with after school amusement through educational and marketing activities. A popular online game, Jeopardy is used by TruMark Financial Credit Union, Trevose, and Members 1st FCU, Mechanicsburg, to teach students about financial management, as well as the history of the credit union movement.



Student Tellers at G.A.P. FCU, Johnstown High School Student Branch

The National Youth Involvement Board (NYIB) Conference, which provides leadership training for future credit union CEOs, was held in Pittsburgh in 2011 and actively supported by the Pennsylvania Credit Union Association. Credit union advocacy is enhanced through a CTCE FCU, Reading, project that has engaged the general public in an interactive exhibit called Moneyville, featured at the Reading Public Museum. Students are bussed in daily from schools throughout Berks and Lehigh Counties to learn about financial management and the credit union movement.

What will cap Pennsylvania's financial literacy advocacy campaign in 2011 will be a pilot Reality Fair to be held at the State Capitol building in the presence of members of Pennsylvania's Senate and House of Representatives to provide financial management and life skills to 200 students from seven area school districts. Clearly, REAL Solutions has had the effect of advancing financial literacy from inside the walls of credit unions themselves to the communities of Pennsylvania. It promises to provide a golden opportunity for credit unions to become the financial institutions of choice for many additional Pennsylvanians, particularly during these difficult economic times.



Moneyville Lemonade Stand teaches Entrepreneurial Skills



Clearview FCU volunteer, Mary Ann Demczak, teaching Financial Literacy at Pittsburgh area high school



Playing Jeopardy at Milton Hershey School

