

# ARIZONA



Sulie Richardson, presenting at a state-wide Head Start Association Conference for Parents.

## 2010 Statistics

- ▶ **75,466** Arizona citizens received **35,341** hours of financial counseling from a credit union
- ▶ **597** members entered into debt management programs
- ▶ **492** members obtained a mortgage work out plan
- ▶ **839** classroom presentations were conducted for **28,587** students
- ▶ **207** seminars/workshops were conducted for **2,747** adult members
- ▶ **6,450** members visited a credit union on-line resource center
- ▶ credit unions spent **\$285,000** (excluding staff time) on financial education projects

Statistics and information are gleaned from the 2011 Credit Union Member Financial Education Inventory. Responding credit unions represent 1,048,849 (71%) of the 1,467,417 credit union memberships in Arizona. Three in every ten Arizona consumers are credit union members.

## In the Spotlight

The Mountain West Credit Union Association congratulates the 2011 State Desjardin Youth & Adult Financial Education award-winners:

- ▶ **Credit Union West**, Phoenix, AZ, 2011  
First Place Desjardins Adult Award
- ▶ **Pima Federal Credit Union**, Tucson, AZ, 2011  
First Place Desjardins Youth Award
- ▶ **Tucson Federal Credit Union**, Tucson, AZ, 2011  
Second Place Desjardins Youth and Adult Award

Arizona Credit Unions have a mission to help people achieve their financial potential with a commitment to youth financial education a high priority. With today's rising number of personal bankruptcies, increasing credit card delinquencies and inadequate retirement savings, it clearly indicates the need for financial education and how to handle real-life situations.

Students are faced with more financial choices than previous generations and Arizona Credit Unions have built collaborations with their communities and schools districts to provide the tools to create a sound financial plan.

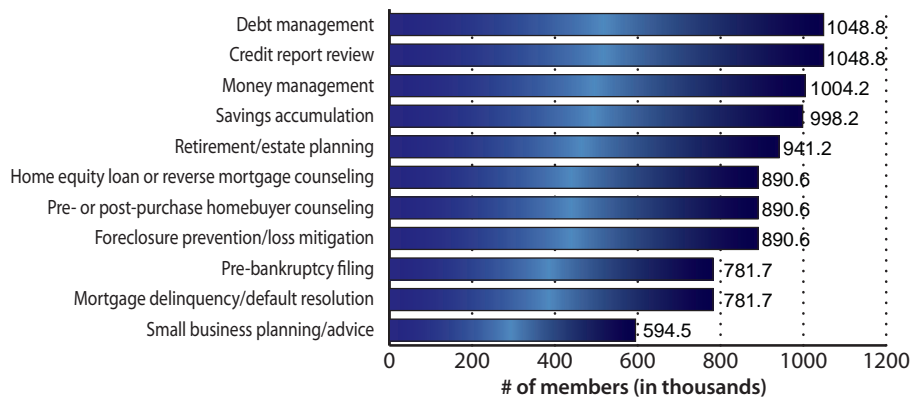
Several educators' credit unions in the state maintain exceptional close ties with their school districts delivering financial education courses K-12. They have reached thousands of students the importance of financial responsibility. The programs offered are written to satisfy the economic strands of the Arizona State Social Studies Standards. For example, Tucson Federal Credit Union has reached over 40,700 students since 2002 and provides an interactive education page on their website and an online magazine free to their young members.

Another example along with many Arizona Credit Unions' adult offerings is Desert Schools Federal Credit Union's program designed to give consumers the tools and resources to help them better manage their finances and personal information to become financially self sufficient. Their classes are also designed to reach the underserved areas of the population that are often forgotten because they do not have the basics of financial services i.e. a checking or savings account, or are limited in their ability to learn about these services because of their inability to speak English and because of the myths regarding banking that prevail within that community.

Arizona's Credit Unions have not forgotten college students as well with many programs responding to teach these young adults how to develop a saving habit and responsible money management skills.

### Credit Union Members With Access to Financial Counseling (by topic)

16% of Arizona consumers and 74% all Arizona credit union members have access to Savings accumulation and money management counseling services through an Arizona credit union.



Base is Arizona credit unions (representing 71% of all credit union memberships in Arizona)  
Source: 2011 Credit Union Member Financial Education Inventory published by NCUF's REAL Solutions™ Program



**MOUNTAIN WEST**  
Credit Union Association

