

NEW HAMPSHIRE



New Hampshire Governor John H. Lynch addresses students prior to the start of the 4 Reality™ Financial Education Fair sponsored by Service Credit Union.



In the Spotlight

The CU 4 Reality™ Financial Education Program was launched as a pilot in 2005 with one school and 220 students. The program grew quickly within the state of New Hampshire, across New England, the United States, and now internationally. The CU 4 Reality™ Financial Education Program is being used in ten states and Germany. More than 23,885 students have benefited from this financial literacy initiative.

Currently, America's Credit Union Museum's Financial Literacy Education Committee is finalizing the CU 4 Reality™ Financial Education Program units for elementary and high school students. The group is also taking CU 4 Reality™ beyond students and into an adult education setting in 2012 through various Adult Ed Centers in New Hampshire as a way of educating young adults who have already entered the workforce.

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Never has the need for financial education been so critical for today's youth. The statistics are staggering as kids, teens, and adults do not know what to do with their money except spend it. Financial literacy is critical for a healthy, sustainable economy and culture. New Hampshire credit unions are leading the way of educating today's youth and adults on the benefits of cooperative self-help efforts to promote thrift and the sensible use of credit.

The New Hampshire Credit Union League and its member credit unions work collaboratively with America's Credit Union Museum (located in the original site of the first credit union in the United States – St. Mary's Bank Credit Union, Manchester, NH) on financial education initiatives. In 2004, the group formed a Financial Literacy Education Committee to undertake the task of improving financial education under America's Credit Union Museum. The first task was the development of a financial education curriculum designed to reach middle school students. Through the collective efforts of middle school educators and credit unions, a curriculum was developed combining the basic components of career development and financial education. The final result is the CU 4 Reality™ Financial Education Program, designed as a two-year curriculum combining classroom work with a culminating hands-on event, the CU 4 Reality™ Financial Fair, a roadmap to help students understand budgeting and the financial choices they begin making in their not-so-distant future. Students, parents, credit unions, and local businesses all play an important role in partnering with educators in this critical endeavor. This program is unique in that it focuses on the middle school student, typically at the stage right before financial choices and challenges enter their lives.

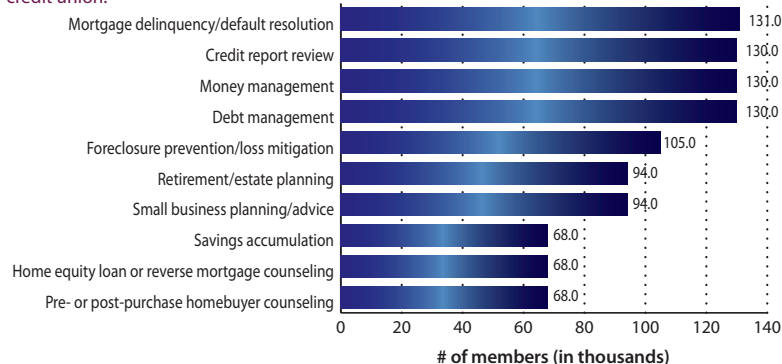
The CU 4 Reality™ Financial Education Program helps credit unions fulfill their mission of promoting thrift by providing leadership opportunities for financial education and combining those opportunities with community service and outreach. The program was designed to promote several initiatives:

- ▶ Provide students with an introduction to basic financial education skills before entering the workforce.
- ▶ Provide students with guidance in career selection to assure that their desired lifestyles can be supported by their career choices.
- ▶ Provide an opportunity for credit unions to lead and support financial education initiatives in partnership with educators and businesses within their communities.
- ▶ Provide educators with a "ready to use" curriculum that is easily adapted for various settings.

Financial education is a solid fit for the promotion of thrift and the "people helping people" mission of all credit unions.

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

11% of New Hampshire consumers and 27% of all New Hampshire credit union members have access to money management counseling and credit report review services through a New Hampshire credit union.



Base is New Hampshire credit unions (representing 32% of all credit union memberships in New Hampshire)
Source: 2011 Credit Union Member Financial Education Inventory published by NCUF's REAL Solutions™ Program

