

OREGON



Year after year, the Financial Literacy Committee has been actively involved in improving the financial understanding of consumers in Oregon. The purpose of the committee continues to be to establish and define a framework to further broaden financial literacy efforts statewide.

Working cooperatively with the National Jump\$tart Coalition, credit unions of Oregon has worked diligently to launch grassroots efforts to establish an Oregon Chapter. This partnership allowed Oregon to further the movement in educating youth on financial literacy. In the same way, Oregon has been involved with the Northwest Network for Youth, which provides financial educational opportunities to at-risk youth within the state. The committee has also awarded \$500-\$1000 scholarships each year to a high school senior based on an essay discussing the importance of financial literacy.



According to the National Youth Involvement Board (NYIB), Oregon credit unions reported that they conducted and delivered more than 551 classroom presentations and reached more than 2,894 students. Furthermore, the National Endowment for Financial Education High School Financial Program reports that there were more than 52 financial education activities conducted by high schools throughout Oregon.

Continuing financial capability efforts, Oregon has generated increased exposure to the National Credit Union Youth Week by encouraging credit unions to be involved and providing activities for membership. In fact, while operating as the Credit Union Association of Oregon (CUAO), the Association was successful in receiving a proclamation from the governor recognizing April as Financial Literacy Month for more than eight consecutive years.

Every year credit unions throughout Oregon have received the Desjardins Youth Financial Literacy Award for their effort and involvement in the area of financial literacy. Among those honored were the CUAO, Linn-Co FCU, Pacific Crest, OSU FCU, SOFCU Community CU, and Mid Oregon FCU.

The Oregon Credit Union Foundation provided ongoing financial support to the following Financial Outreach Programs:

- ▶ Oregon Jump\$tart Coalition
- ▶ BizKids
- ▶ Junior Achievement
- ▶ The Price is Wrong

It is evident that through the years of continued diligence and dedication, Oregon has started a revolutionary movement toward educating youth on the importance of financial literacy. Through these efforts, it will not only teach young people financial basics, but it will ultimately enhance their future and the entire community.

