

# TEXAS



## 2010 Statistics

Statistics and information are gleaned from the 2011 Credit Union Member Financial Education Inventory. 17 responding credit unions represent 994,488 (13%) of the 7,539,545 credit union membership in Texas.

- ▶ 12,300 members received 14,126 hours of financial counseling and advice
- ▶ 2,138 classroom presentations were conducted for 43,416 students, 771 of which joined a credit union
- ▶ 327 adult financial education seminars/workshops were conducted for 4,014 consumers
- ▶ 89 experiential learning events were held for 7,438 students
- ▶ 5 in-school branches provide financial services to 1,095 elementary and high school students
- ▶ Texas CUs partner with 41 schools, non-profit organizations and government agencies to provide financial education
- ▶ Texas CUs spent (excluding staff time) \$368,500 on financial education projects
- ▶ 125.5 full time employees are dedicated to financial education

## In the Spotlight

Texas credit unions "Made the Difference" in April 2010 with the following activities, just to name a few:

- ▶ Classroom presentations
- ▶ Utilizing Youth Advisory Board Members
- ▶ Partnerships with community organizations such as Catholic Charities, Junior Achievements, Habitat for Humanity, the Housing Authority, United Way, etc.
- ▶ Coloring contests and youth deposit days
- ▶ A Night to Remember, a unique financial literacy event for disadvantaged high school students
- ▶ Fiscal Fitness Days
- ▶ Youth Financial Education Fairs
- ▶ National Youth Financial Literacy Proclamations

The Texas Credit Union Foundation (TCUF) began in 1962 as the Texas Credit Union League's Education Foundation, serving predominately professional development needs. In 1995, the foundation changed its name to the Texas Credit Union Foundation and was formally chartered as a 501(c)3 public education and charitable foundation. With 49 years of people helping people, the TCUF prides itself on making the difference in the lives of many Texans through our credit unions!

The TCUF believes that financial education is critical to societal stability and feel that we all should do our part to develop more capable, competent, and conscience citizens. To adequately prepare our youth for the real world and motivate adults to become successful money managers, we must empower them with the tools, information and skills necessary to save in invest in their futures. Texas credit unions have long been taking the lead on financial education initiatives in their own communities, proving that the credit union philosophy of "People Helping People" remains strong and vibrant through good times and bad.



## Foundation FOCUS, Focusing on a Financially Secure Future for Texans

Through the TCUF's Foundation FOCUS initiative and in partnership with the National Credit Union Foundation, credit unions in Texas have begun to diversely impact communities of all shapes and sizes from preschool to adults. Whether through the delivery of various curricula via internal and external marketing, by training other individuals, and/or hands-on classroom instruction throughout the state, credit union professionals are passionate about making the difference!



TEXAS CREDIT UNION  
FOUNDATION

## "Make the Difference" Campaign

Debuted in 2009, the TCUF celebrates National Financial Literacy Month in April with "Make the Difference," a campaign to promote, celebrate and encourage financial education efforts among credit unions and their communities throughout Texas. TCUF uses the month-long event as the springboard to encourage all credit unions to begin or expand their efforts to provide financial and consumer education to their members, local schools, and communities. The TCUF tracks these activities, builds their 'best practices' database to share information about programs that work and share this important information with local legislators. April continues to prove the perfect opportunity for credit unions and community partners to join forces, make the difference, and further strengthen financial education in Texas!



Texas Credit Union League™

