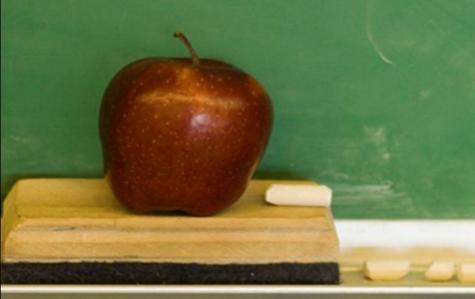




What is a Credit Union?

Full service insured financial institution:

- Service-focused
- Member-owned cooperative
- Members elect a volunteer board of directors



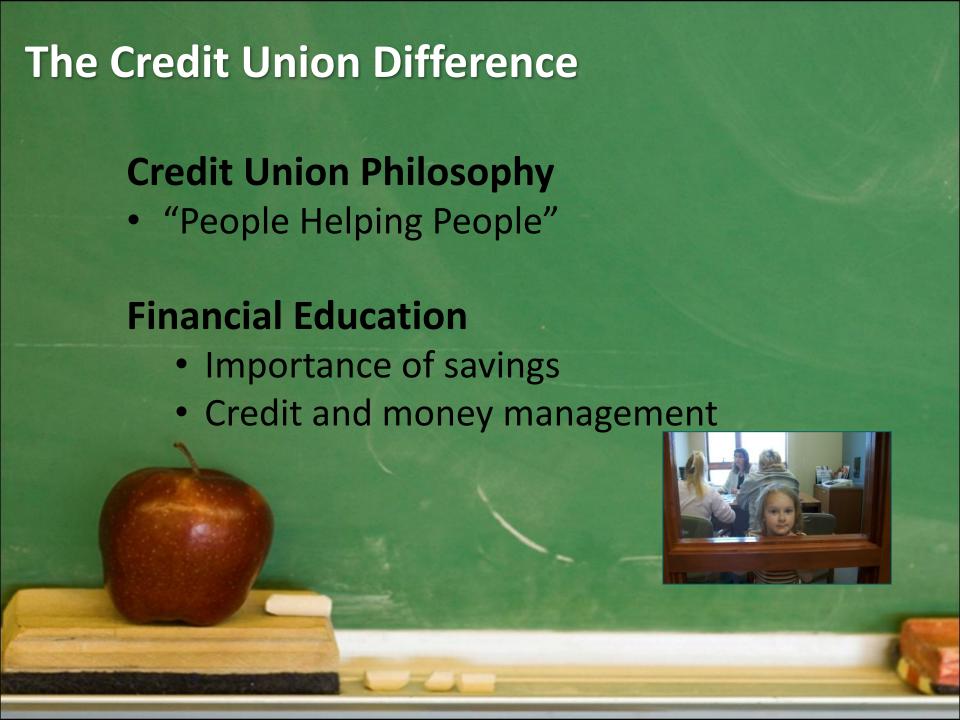


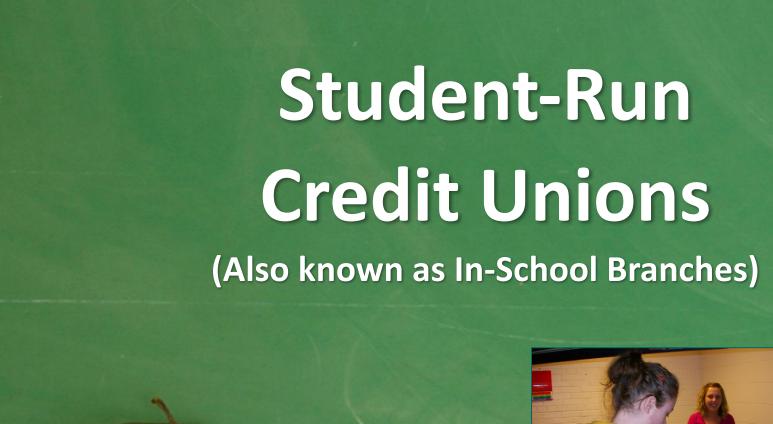


Not-for-profit financial cooperatives

Earnings are returned to members and the community:

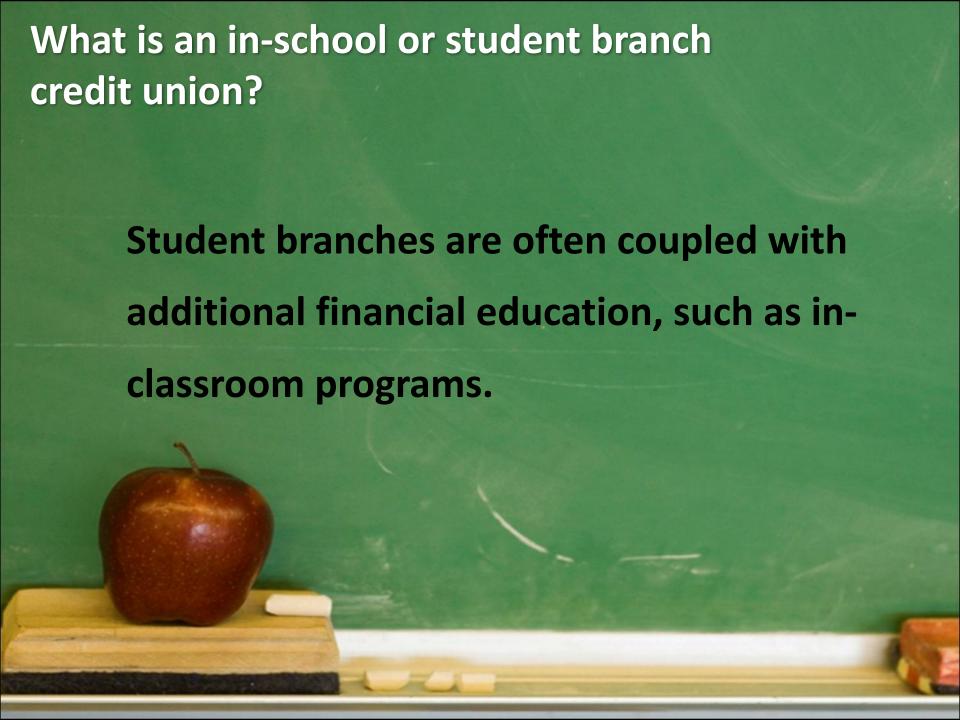
- Lower loan interest rates
- Higher savings interest rates
 - Lower fees
- Resources used for financial education
 - and student credit unions

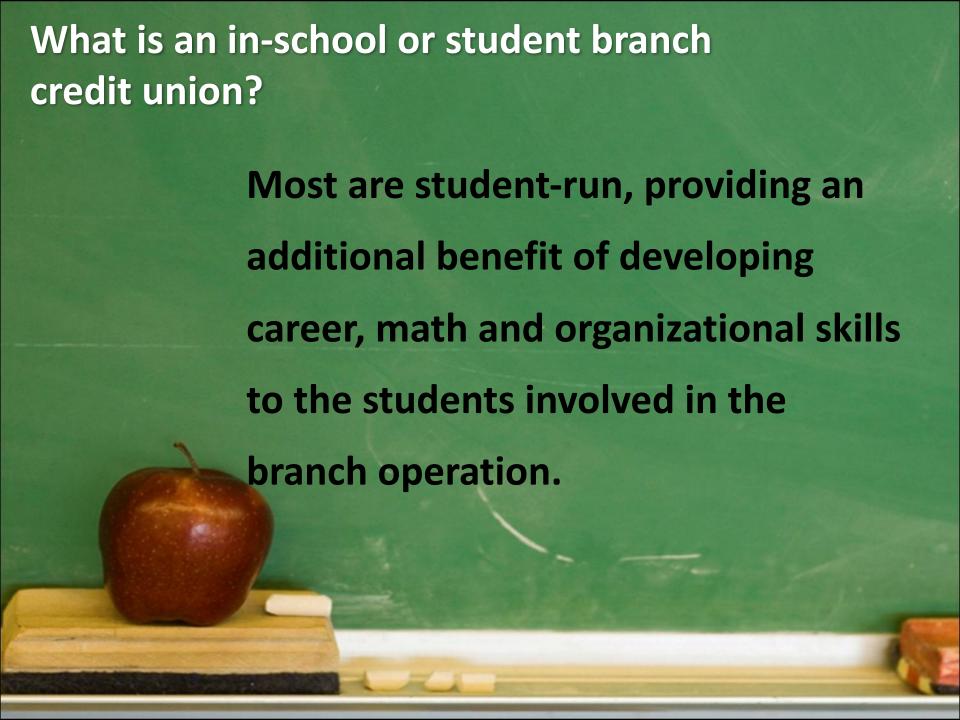










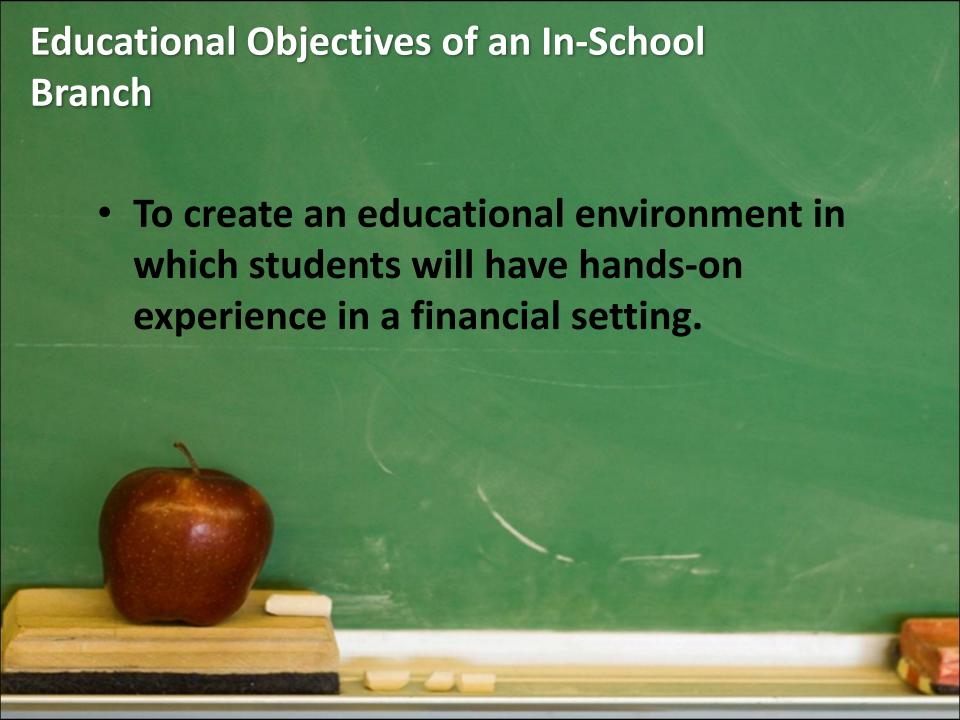




To increase youth knowledge of financial issues and money management.

 To create a new generation of savers, teaching the importance of delayed gratification, planning, and working toward identified goals.





Educational Objectives of an In-School Branch

 To increase the knowledge of today's youth regarding money management and financial products and services through the use of presentations on savings, budgets, credit and other financial management topics.





 To create a new generation of savers by showing the importance of setting realistic savings goals and offering age appropriate savings programs.





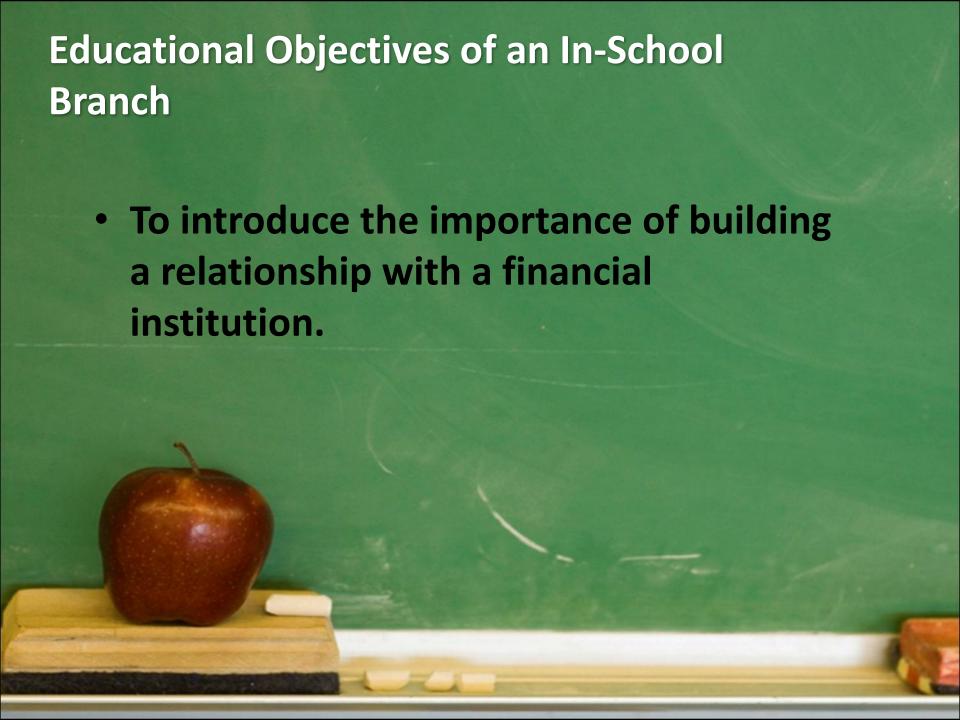


 To provide a supplement to current math, computer and social skills through experiences learned while working as a volunteer in the school credit union branch.



 To teach the student volunteers life-long employment skills such as organization, human relations, cash handling and teamwork.





Student Worker Objectives

- Supplement curriculum with real-life experience
- Employment skills



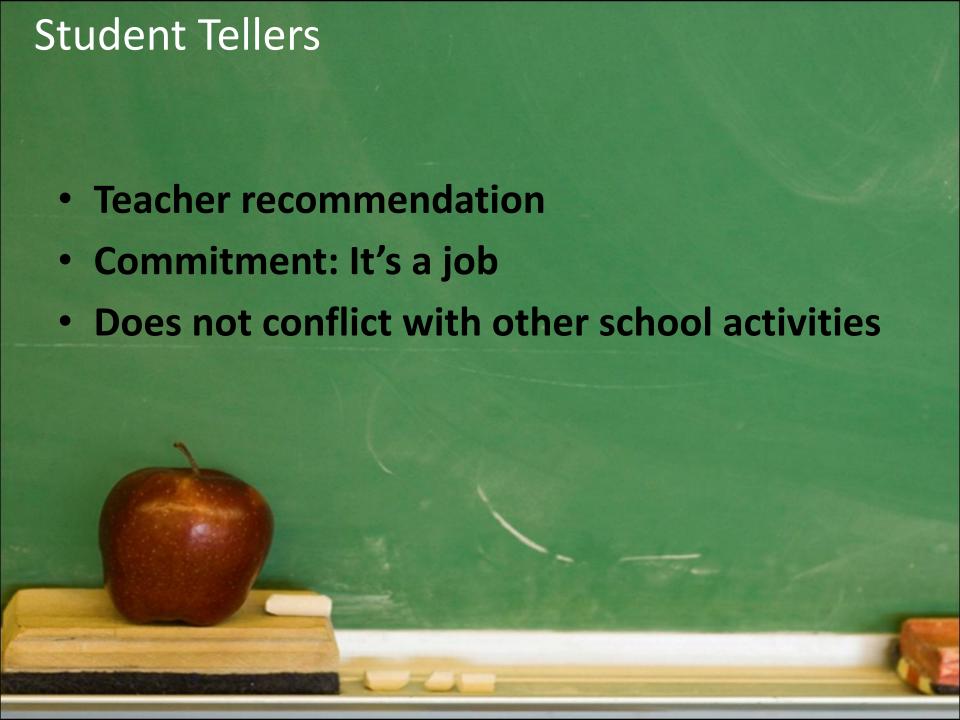


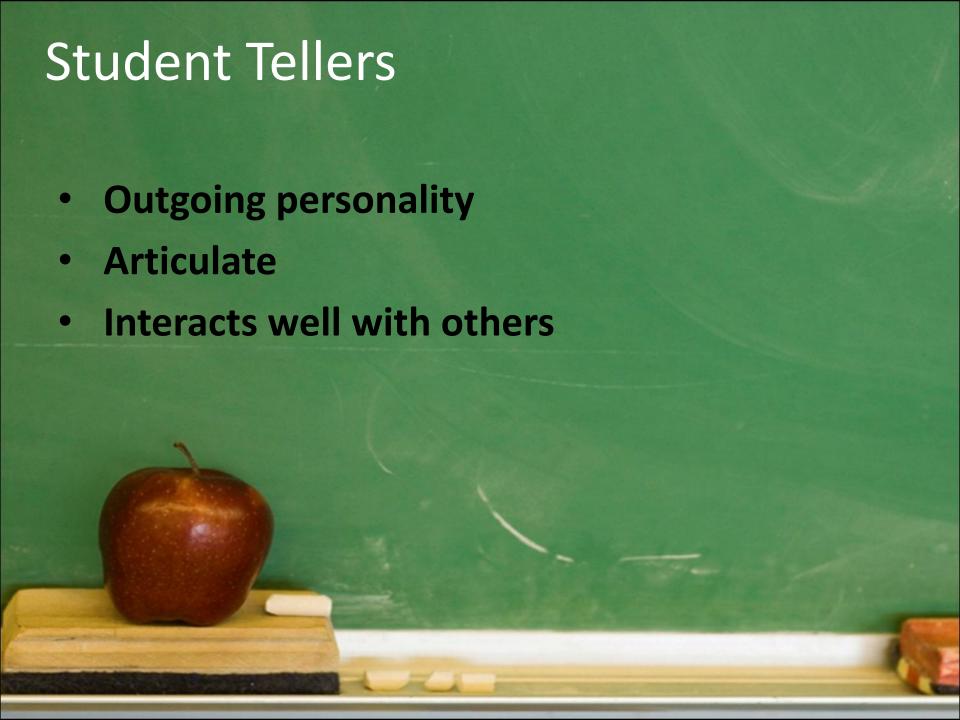
Typical Credit Union Resources Equipment, documents, supplies Interviewing and training Oversight and supervision Insurance and bonding Security of information Financial education Marketing





- Most in-school credit unions are student-run or operated by student volunteers
 - Some high school student-run credit unions utilize interns or paid student workers.
 - A few in-school credit unions are not operated by students; they are simply deposit days to promote the habit of saving.

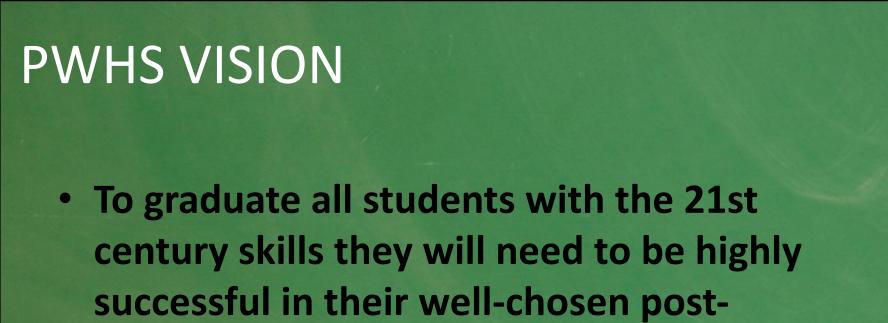






Plymouth Whitemarsh High School





secondary endeavors

Everyone Needs to Learn about Finance

- Academics focus on Careers and Skills
- Personal Finance is the common denominator to be highly successful in those careers
- Students will need to know how to handle money wisely—and the sooner the better!



- A lot of the money problems Americans are facing could have been avoided if financial literacy was taught earlier in school.
- Students who learn personal finance principles early tend to be more financially successful.

Having a Student Branch Credit Union

- Provides real-world financial education
- Provides support and mentoring to students
- Work experience

Benefits – Speaker Series

 Provides class speakers for specific topics such as Savings and Investing, Credit, Identity Theft, etc.



Benefits – Class Assemblies

- Assists with Class Assemblies
 - Make Savings a Habit (Compounding Interest) for Freshmen and Sophomores
 - Investing For Juniors
 - What is Credit? For Seniors

Benefits - Guidance

- In-house branch allows student to create a routine of saving.
- Students become begin to take charge of their finances in high school
- Students learn about opening a savings and checking account, credit card, investment account, and possibly a retirement account.

Benefits - Comfort

- Provides a safe, comfortable environment to learn how to manage finances.
- Develops student confidence
- Students are able to practice the rules of wealth building
 - » Save Early
 - » Buy & Hold
 - » Diversify

Personal Opinion

Our student branch has been a great resource to us. We work in tandem to promote handson financial literacy. Having the branch impacts our students in a tremendous way. Transition into the real-world is no longer scary when it comes to finances for our students.