



- ◆ The Desjardins Financial Education Awards recognize leadership within the credit union movement on behalf of financial literacy for all ages. The recognition program considers all activities supporting the personal finance education of members and nonmembers, including, but not limited to, face-to-face teaching using proprietary materials and curricula such as the NEFE High School Financial Planning Program® (HSFPP) as well as financial literacy leadership efforts.
- ◆ The Desjardins Financial Education Awards include Youth Financial Education Awards for programs serving members/nonmembers age under age 18. The Adult Financial Education Awards recognize efforts in reaching members/nonmembers age 18 and older.
- ◆ Credit unions that enter the Desjardins competition will compete with others in the same asset category: Less than \$50 million in assets; \$50 to \$150 million in assets; \$150 to \$500 million in assets; and more than \$500 million in assets. There also is a separate category for chapters and credit union groups.
- ◆ Entries will be judged on three mandatory criteria:
 - Youth instruction;
 - Awareness;
 - Collaboration.
- ◆ State winners will advance to national competition for judging.
- ◆ Refer to the Secrets of a Winning Credit Union / Chapter Desjardins Entry Checklist. Find out what the judges look for when selecting winners. By heeding this advice, you'll improve your chances of receiving recognition for your good works.
- ◆ To enter, complete the enclosed entry form and checklist for the award program, and submit them, along with your materials in a binder or notebook, to the Pennsylvania Credit Union Association, 4309 North Front Street, Harrisburg, PA 17110-1618, by **December 31, 2011**.

Alphonse Desjardins (1854 – 1920) was a credit union pioneer who was instrumental in forming the Canadian and U.S. credit union movements. Besides helping to found the first credit unions in Canada and the United States, Desjardins pioneered youth savings clubs and in-school “banks,” known as caisses scolaires.

Desjardins YOUTH Financial Education Award 2012 CHAPTER or Credit Union Group Entry Form

Chapter or Group Name _____

Contact Person _____

Title _____ E-mail Address _____

Contact Street Address _____

City _____ State _____ Zip _____

Phone Number _____ Fax Number _____

P.O. Box (if applicable) _____ City _____ State _____ Zip _____

Names of Participating Credit Unions in Chapter or Group

ENTRY INSTRUCTIONS

Submit the completed Credit Union Checklist (1) with this form (2) and your entry (3) to the Pennsylvania Credit Union Association by **December 31, 2011**.

Submit materials in a three-ring binder or spiral bound notebook, with tabs for the major sections—see Entry Format below.

Your entry must address each of the three criteria described on page two.

IMPORTANT CHANGES: For **each criterion**, limit your submission as follows:

- **1-page narrative**, which judges will scrutinize.
- **Up to 5 pages** of primary evidence, which judges will read.
- **Optional appendix** of secondary exhibits, which judges will skim.

Present your best case for each of the three criteria, following the submission limits and entry format. Remember that excessive length and poor organization might hinder evaluation and consideration.

ENTRY FORMAT

1. **Youth Instruction** [tab]
1-page narrative
Up to 5 pages of primary evidence
2. **Awareness** [tab]
1-page narrative
Up to 5 pages of primary evidence
3. **Collaboration** [tab]
1-page narrative
Up to 5 pages of primary evidence
4. **Youth Instruction Exhibits** [tab]
5. **Awareness Exhibits** [tab]
6. **Collaboration Exhibits** [tab]

ENTRY CRITERIA

Mandatory Criterion 1

Youth Instruction (20 points max.) Describe your credit union group's best effort, with evidence of success, in any of the following areas:

- a) Teach young people about personal finance and related topics in or out of the classroom.
- b) Assist young people in developing a savings habit and responsible money management skills through programs or events.

Mandatory Criterion 2

Awareness and Teacher Training (20 points max.) Describe your credit union group's best effort, with evidence of success, in any of the following areas:

- a) Inform teachers and school officials, credit union people, elected officials, the press, and the public about the problem of youth financial illiteracy.
- b) Persuade parents and schools to provide personal finance instruction.

Mandatory Criterion 3

Collaboration (20 points max.) Describe your credit union group's best effort, with evidence of success, in any of the following areas:

- a) Work with other organizations to provide youth financial education and financial literacy leadership.
- b) Assist in the training of teachers and/or classroom volunteers to teach personal finance to youth.

Desjardins Youth and Adult Financial Education Award

2012 CHAPTER or Credit Union Group Checklist

The following checklist will ensure that Desjardins youth and adult financial education entries are complete. ***Please include the completed checklist with your entry form.***

- Does your Entry Form state that it is intended for the **chapter or credit union group** division of the Desjardins Award program?
- Is your Entry Form the proper one for your **youth or adult** entry?
- Does your Entry Form include your chapter's or group's name, address, contact person's name, phone no., and e-mail address?
- Does your Entry Form list all participating credit unions in the chapter or group?
- Are all your entry materials in either a three-ring binder or a spiral-bound notebook?
- Does your entry follow the **required format** for organizing your one-page narratives and your best primary and secondary evidence to show the quality and uniqueness of your effort?
- Is your entry concise and readable? Will the judges be able to find the strongest, most relevant information for each criterion? Focus on your most important accomplishment in each area. (See "Secrets of a Winning Credit Union-Chapter (Group) Entry.")
- Does your entry show how your youth or adult financial education efforts went beyond what is normally expected of credit unions?

**Submit this completed Checklist (1) with your Entry Form (2) and entry (3)
to the Pennsylvania Credit Union Association, 4309 North Front Street,
Harrisburg, PA 17110-1618 by *December 31, 2011.***