

Desjardins YOUTH Financial Education Award 2011 CREDIT UNION Entry Form

Credit Union Name _____

Credit Union President _____

Contact Person _____

Title _____ E-mail Address _____

Address _____

City _____ State _____ Zip _____

Phone Number _____ Fax Number _____

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

Category (assets as of 12/31/10)

- Less than \$50 million** in assets
- Between \$50 million and \$150 million** in assets
- Between \$150 million and \$500 million** in assets
- More than \$500 million** in assets

ENTRY INSTRUCTIONS

Submit the completed Credit Union Checklist (1) with this form (2) and your entry (3) to your league by the league's deadline.

Submit materials in a three-ring binder or spiral bound notebook, with tabs for the major sections—see Entry Format below. (Entries will be returned no later than March 2012.)

Your entry must address each of the three criteria described on page two. (See “How does Desjardins scoring work?” in the credit union/chapter program FAQs.)

IMPORTANT CHANGE FOR 2011: 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. (Ignore “Secrets of a Winning Credit Union/Chapter Entry” at your peril.)

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'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 (20 points max.) Describe your credit union'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'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.