

# 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 July 15, 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. (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.

## **Desjardins Youth and Adult Financial Education Award 2011 CREDIT UNION Checklist**

The following checklist will ensure that Desjardins youth or 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 **credit union** 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 contact person's name and e-mail address, and your credit union's president's name, credit union's name, address, and phone no.?
- Does your Entry Form state your credit union's asset size as of 12/31/10?
- 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 a credit union?

**Submit this completed Checklist (1) with your Entry Form (2) and entry (3)  
by July 15, 2011.**

**Attn: Lacey Hyer  
824 Elmwood Park Blvd.  
Harahan, La 70123  
Fax: (504) 736-3677**