

Desjardins Financial Education Award Specifications

Desjardins Financial Education Awards

CUNA created the Desjardins program to 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 non-members, 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.

As you work on your submission you will see varying formats in which questions will be answered. Some will require only numbers, while others will require much more time and thought. You are able to save and come back at any time (until you submit).

Eligible Activities

The recognition program considers all activities supporting the personal finance education of members and non-members, 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.

Read about previous Desjardins Winners - *Adult and Youth* [here!](#)

Things to Remember

- There are no word or character limits for the text boxes, and you are able to format as you wish (bolding, italics, underlining, bullets...).
- You are able to skip questions that are required, but you will need to go back and answer them before you submit your project. (If you do not have anything for a "required" question, please insert *n/a* in the text box provided.
- Please include any documentation and promotional material you wish.
- We look forward to seeing your projects in the new electronic format! (Videos, audio, Facebook, Twitter, news articles...)
- While you work on your submission - please try to include as many pictures and/or documents as you can. If possible, please include at least 3 or 4 high quality images and/or marketing collateral

General Questions:

- Applicant Information: Credit Union Name, Project Title, Name, etc.
- How many credit unions does your League have?
- How many employee hours went into this project?
- How many hours outside of work went into this project?
- In 100 words or less, please give a high level overview of your submission.

Technical Questions

- Please describe the community's needs you saw that needed to be met:

- Describe your credit union's best effort to inform employers, credit union people, elected officials, the press, and the public about the problem of adult financial literacy:
- Describe your credit union's best effort to persuade local employers, service organizations, and technical schools to provide personal finance instruction for adults:
- Describe your credit union's best effort to inform teachers and school officials, credit union people, elected officials, the press, and the public about the problem of youth financial literacy:
- Describe your credit union's best effort to persuade parents and schools to provide personal finance instruction:
- Please include any supporting documents and additional material or links.
- Describe your credit union's best effort to work with other organizations to provide adult financial education and financial literacy leadership:
- Describe your credit union's best effort to assist in training of instructors and volunteers to teach personal finance:
- Describe your credit union's best effort to work with other organizations to provide youth financial education and financial literacy leadership:
- Describe your credit union's best effort to assist in the training of teachers and/or classroom volunteers to teach personal finance to youth: