



2025



ANNUAL REPORT

www.cufen.org

Letter from Chair

Dear CUFEN Members,

Each year, CUFEN has grown stronger — not just as an organization, but as a community of people who believe deeply in the power of financial education. In 2023, we assembled the puzzle. In 2024, we built the foundation. And now, in 2025, we begin sketching the future — transforming those building blocks into a clear blueprint for what comes next.

The groundwork we've laid over the past several years has positioned CUFEN for long-term stability and continued growth. With our nonprofit 501(c)(3) status established, we now have new opportunities to expand our reach, strengthen partnerships, and reinvest in our mission. This next phase is about shaping our framework — developing new programs, refining our structure, and ensuring that our work continues to make an impact well into the future.

This year, we continue to focus on growth — growth in our membership, in our partnerships, and in the professional development of our financial educators. Each initiative, conversation, and collaboration adds dimension to our shared vision. Together, we are designing a future that's sustainable, innovative, and built to last. Thank you for being a part of this journey. Your passion, dedication, and commitment to financial education are what make CUFEN such a remarkable network. As we move forward, let's keep sketching — together — the future we want to see.

Warm regards,

Trysh Olson

CUFEN Chair

winners

Most Students Reached:

150 Million or Less

- 1st Pheple FCU
- 2nd Lanco Federal Credit Union
- 3rd Tewksbury Federal Credit Union

150 – 499 Million Asset Size

- 1st Topside Federal Credit Union
- 2nd Extra Credit Union
- 3rd LOC Credit Union

500 – 999 Million Million Asset Size

- 1st Wasatch Peaks Credit Union
- 2nd TRUE Community Credit Union
- 3rd TLC Community Credit Union

1 Billion Asset Size

- 1st Tinker Federal Credit Union
- 2nd BayPort Credit Union
- 3rd Redstone Federal Credit Union

Most Adults Reached:

150 Million or Less

- 1st Northern Communities Credit Union
- 2nd UP Federal Credit Union
- 3rd Tewksbury Federal Credit Union

150 – 499 Million Asset Size

- 1st Land of Lincoln Credit Union
- 2nd Henrico Federal Credit Union
- 3rd HomeTown Credit Union

500 – 999 Million Asset Size

- 1st Diversified Members Credit Union
- 2nd Complex Community Federal Credit Union
- 3rd TLC Community Credit Union

1 Billion Asset Size

- 1st Virginia Credit Union
- 2nd Tinker Federal Credit Union
- 3rd BCU

Most Student Presentations:

150 Million or Less

- 1st Limestone Financial Credit Union
- 2nd Unity Catholic Federal Credit Union
- 3rd Lanco Federal Credit Union

150 – 499 Million Asset Size

- 1st Extra Credit Union
- 2nd LOC Credit Union
- 3rd Topside Federal Credit Union

500 – 999 Million Million Asset Size

- 1st Complex Community Federal Credit Union
- 2nd TRUE Community Credit Union
- 3rd TLC Community Credit Union

1 Billion Asset Size

- 1st Tinker Federal Credit Union
- 2nd First Financial of Maryland FCU
- 3rd Wings Credit Union

Most Adult Presentations:

150 Million or Less

- 1st Northern Communities Credit Union
- 1st Limestone Financial Credit Union
- 2nd Tewksbury Federal Credit Union
- 3rd Santa Ana Federal Credit Union

150 – 499 Million Asset Size

- 1st Henrico Federal Credit Union
- 2nd Land of Lincoln Credit Union
- 3rd HomeTown Credit Union

500 – 999 Million Million Asset Size

- 1st Complex Community Federal Credit Union
- 2nd Diversified Members Credit Union
- 3rd Heartland Credit Union

1 Billion Asset Size

- 1st Virginia Credit Union
- 2nd Tinker Federal Credit Union
- 3rd Aberdeen Proving Ground Federal Credit Union

Top 5 States -

Total Adults Reached

1. Virginia – 26,509
2. California – 25,835
3. North Carolina – 24,760
4. Illinois – 20,063
5. Michigan – 13,629

Total Adult Presentations

1. California – 1,267
2. Virginia – 721
3. Michigan – 543
4. Illinois – 540
5. North Carolina – 460



Top 5 States -

Total Students Reached

1. North Carolina – 87,537
2. Michigan – 59,384
3. California – 49,940
4. Virginia – 35,987
5. Illinois – 31,538

Total Student Presentations

1. Michigan – 2,455
2. California – 1,755
3. Minnesota – 1,072
4. North Carolina – 974
5. Texas – 882



TOTAL

NUMBERS

July 2024 - June 2025

Students Reached – 407,302

Student Presentations - 12,182

Adults Reached – 148,441

Adult Presentations - 5,418



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