LEADERS IN FINANCIAL LITERACY AWARDS APPLICATION – 2022

FOR CREDIT UNIONS AND NONPROFIT ORGANIZATIONS

The CrossState Credit Union Foundation has a history of promoting and supporting financial literacy initiatives. In 2022, we will again recognize and honor credit unions and organizations for excellence in the advancement of financial literacy.

Award winners will be honored during the CrossState Credit Union Association's annual convention, being held on May 22 to 24, 2022 at the Hard Rock Hotel & Casino in Atlantic City, New Jersey.

Award winners will

- Each receive a grant award of $2,500 in support of their financial literacy efforts
- Be recognized and honored during the CrossState Credit Union Association's annual convention
- Receive a Leaders in Financial Literacy award to proudly display
- Be featured in *CrossState Daily* (credit union daily e-newsletter) and *CU Edge* (magazine)
- Be featured in press releases sent to local and statewide news media and credit union publications

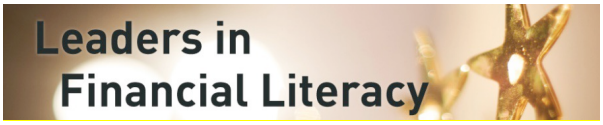
Eligibility

- Open to all credit unions and other nonprofit organizations in New Jersey and Pennsylvania
- Entries should be made for projects initiated, conducted, or ongoing during the previous calendar year (2021)
- Only one entry per credit union or organization will be accepted
- Credit unions will be grouped by asset size; nonprofits will be divided by budget size, and then each group will be judged separately
- Examples of eligible projects:
    - In-school financial literacy programs
    - After-school financial literacy programs
    - Community-based financial literacy programs
    - Workplace financial literacy programs
    - Programs for the unbanked or underbanked
    - First-time homebuyers programs
    - Learning to budget programs
    - Programs teaching how to use credit wisely
    - Student-run branches

The entry form and any supporting materials should be emailed to Michael Wishnow at mwishnow@crossstate.org or mailed to CrossState Credit Union Foundation, 4309 North Front Street, Harrisburg, PA 17110.

Questions should be directed to Michael Wishnow by email or by phone at 717-839-2213.

APPLICATION DEADLINE IS FEBRUARY 28, 2022



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Credit Union/Organization: _____

Address: _____

City/State/Zip: _____

Website: _____

Contact Name: _____

Title: _____

Phone: _____

Email: _____

Credit Union Asset Category

_____ Up to $30 million

_____ $30 million to $100 million

_____ Over $100 million

Nonprofit Operating Budget

_____ Up to $100,000

_____ $100,001 to $500,000

_____ Over $500,000

Name of Project: _____

Please complete the following questions (in no more than two paragraphs per question)

1. Describe the project. Include intended audience, purpose and goal of the initiative, any partners, and the role the applicant played in the development and implementation of the project.
2. How did this project benefit the intended audience?
3. Describe the impact your project had on increasing financial literacy.
4. How many were reached through your project?
5. How will your project be sustained in the long term?
6. Does your project have the potential to be duplicated by other similar organizations?
7. Did your project meet an otherwise unmet need? If so, how?
8. Were partners used on this project? If so, who were they and how were they used?
9. Did the project meet its intended goals? If so, how?
10. How was your organization involvement in developing and implementing the project?
11. How were staff and/or volunteers involved in the project?
12. Please include copies of letters, news releases, video, photos, media coverage, etc.

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