

Rome News / Tribune

Name of Georgia Newspaper

DEC 11 2008

Date

Credit Union honored for financial literacy program

The Desjardins Youth Financial Education Award was presented to Northwest Georgia Credit Union for its financial literacy program called Embark! The Desjardins Youth Financial Education Award recognizes the efforts of credit unions to demonstrate the philosophy of people helping people.

Embark! was created by Northwest Georgia Credit Union in 2007 after several years of teaching financial literacy in classrooms in Rome informally. Curriculum for kindergarten through 12th-grade levels was created by Marketing Director Tiffany Greenway along with a former intern, Meredith Lewallen.

"We created the Embark! program because we believe that the most effective way for someone to become a financially successful adult is to learn responsible money management as a child. Unfortunately, we live in a society that generally does not provide much instruction to children about this fundamental life skill," said Greenway.

The Embark! curriculum uses hands-on activities to teach money management topics like earning, saving and spending. Practical advice about managing checking and savings accounts, using credit cards, and managing real world expenses are topics for older students.

Each lesson in the Embark! curriculum is connected to specific Georgia Performance Standards, and teachers from public and private schools in Rome are offered this program to supplement lessons they may already be doing on finance.

"As the teachers' credit union, and as a member-owned financial cooperative, it made perfect sense for Northwest Georgia Credit Union to lead this initiative through classrooms in the Greater Rome community. Every invitation to teach in a classroom is an honor," said Greenway.

For more information about Embark! or to schedule a lesson, contact the Northwest Georgia Credit Union marketing department at 706-291-9290.

Northwest Georgia Credit Union is a not-

for-profit financial institution owned by its members and was founded in 1961 to serve local educators. NWGACU has since expanded and membership is offered as an employee benefit to about 100 organizations in Rome and Floyd County.