



RICHARD MYLES JOHNSON

F O U N D A T I O N

BUILDING LEADERS & FINANCIALLY SOUND CONSUMERS

2008 Beacon Youth Financial Education Award

Nomination Form

The Beacon Award recognizes individuals, credit unions, and other organizations making a difference in their community with outreach efforts focused on youth financial literacy.

Individual Entry

Organization Entry

INDIVIDUAL NOMINEE

Name _____

Title _____

Credit Union _____

Address _____

Telephone _____ Asset Size as of 12/31/07 _____

Member or Volunteer? _____

E-mail address: _____

Submitted by (if different from nominee):

Name _____

Title _____

Credit Union _____

Telephone _____ E-mail address: _____

CREDIT UNION / ORGANIZATION NOMINEE

Credit Union/Organization: Bay Federal Credit Union _____

CEO: Carrie Birkhofer _____

Address: 3333 Clares Street, Capitola, CA 95010 _____

Telephone: 831.477.8501 _____

Submitted by (if different from nominee):

Name: Angelica Reyes _____

Title: Community Outreach Manager _____

Credit Union: Bay Federal Credit Union _____

Telephone: 831.477.8524 _____

Asset Size as of 12/31/07: \$607 million _____

E-mail address: areyes@bayfed.com _____

Entry Deadline: September 1, 2008

2008 Beacon Award Nomination continued:

Support documentation:

- Describe your (if nominating yourself or your credit union) or your nominee's efforts to further youth financial literacy initiatives.

Bay Federal Credit Union's Youth Financial Education Program has helped create a company-wide awareness that educating people about their finances empowers them to lead more secure and fulfilling lives.

In May of 2005, Bay Federal Credit Union offered Angelica Reyes, the Community Outreach Manager, the opportunity to develop a multi-cultural youth financial education program to conduct intensive outreach and provide financial literacy education to the largely underserved and low-income population in Watsonville, California.

Through Reye's participation and involvement with the California Nevada Youth Involvement Network, Reyes has created a unique program that extends financial education through the underserved areas of the Pajaro Valley of California. This area of the state is mainly agricultural with a large migrant population involved in the crop growing operations.

Bay Federal Credit Union's Youth Program has experienced great success, but has also endured many challenges with our target population, specifically teaching to bicultural and bilingual youth. Bay Federal Credit Union is not alone in this challenge. Reyes also began teaching adults because she saw that her young students were losing interest in good money habits if their families weren't serving as good role models. "Money is not the problem--they work very hard and they have the money," Reyes has stated many times. "The problem is what they do with the money."

As economic markets get tougher, so does the great need to encourage Generation Y and the unbanked population to plan for their financial future. In this time of economic hardship, many financial institutions must focus solely on core deposit and loan accounts, perhaps leaving youth and the underserved populations in the dark. Despite the economy, Bay Federal is adhering to our mantra, making a real difference in the communities we serve, and therefore striving to continue our support of this segment of the population. We ardently hope that the Richard Myles Johnson foundation will assist us with this important goal.

(Please send a hard copy and an electronic version with supporting documents)

**Please submit by mail to:
RMJ Foundation / Beacon Awards
9500 Cleveland Ave. # 200
Rancho Cucamonga, CA 91730**

By September 1, 2008

***2008 Beacon Youth Financial Education Award
Guidelines for Submitting Nominations***

Purpose

The vision of the Richard Myles Johnson (RMJ) Foundation is to "shine a brighter light on financial education." In the spirit of this vision, the Annual RMJ Foundation's Beacon Youth Financial Education Award is given.

The **Beacon Youth Financial Education Award** recognizes the work of those promoting the principles of the credit union movement through education. Nominees can include individuals, credit unions, corporations, other non-profit organizations, or media – anyone that is shining a brighter light on youth financial education.

Eligible Activities

Classroom-based curriculum, community educational projects, public awareness campaigns, theatrical presentations, television, radio or Web-based programming, newspaper columns dedicated to youth financial literacy, and others. Qualifying entities: Credit unions, corporations, school systems, non-profit, organizations, media, and individuals.

Impact of Financial Education

The financial education support material submitted with the application should feature both quantifiable elements (number of persons impacted, measurable ways in which the program or project communicated its message, etc.) and how it made a difference in people's lives. Special consideration will be given to innovation, creativity, and risk-taking activities that have a broad impact on financial education in the community.

Procedures

Form of Nomination: Application form, Summary Statement, Support Documentation.
Use application form provided. Support document should be in the most concise format possible.
(Please send a hard copy and an electronic version, including supporting documents.)

Rules and Responsibilities

Nominees need not be members of a credit union; however, all nominations must be made through a credit union or chapter. A nominee may be nominated by more than one credit union. This will not increase chance of winning and all nominators will be given equal weight.

Nomination Deadline

The Foundation is seeking nominations for the 2008 awards, to be presented at the Beacon Awards Gala held the day prior to the California's Credit Union League's Annual Meeting and Convention. The deadline for nominations is **September 1, 2008**.

November 4, 2008: Beacon Award activities

The awards will be presented at the Beacon Awards Gala on Tuesday, November 4, 2008, from 5:30 p.m. until 7 p.m. The event will be held at the Bubble Lounge, 714 Montgomery St., San Francisco, CA 94111.

If you have any questions, please contact Tena Lozano at 800.472.1702, ext. 3244 or by e-mail at tlozano@rmjfoundation.org.

Please answer the following questions, limiting your answers to a maximum of 300 words for each question:

1. Who was the target audience for this project and how many individuals did the project reach (with evidence of results)?

In 2005, Bay Federal Credit Union created a unique program that extended financial education through the underserved areas of the Pajaro Valley of California, which includes primarily the city of Watsonville. Within this area we have focused attention to the students and families in the Pajaro Valley Unified School District. The residents of the Pajaro Valley, 75% of which are Latino, have a long history of being underserved. This population includes the unemployed, new immigrants, the working poor, non-native English speakers, youth from low-income families, struggling small entrepreneurs, and people transitioning to work from public benefit programs.

Angelica Reyes, Community Outreach Manager, has documented and shared her presentations with the National Youth Involvement Board. As of July 2008, she has conducted the following youth presentations:

Total number of youth and adult presentations per school year:

Academic Semester	Total Youth	Total Adults	Combined total	Number of Presentations
Fall 2005	Youth: 1,175	Adults: N/A	Total: 1,175	# of Presentations: 57
Spring 2006	Youth: 1,094	Adults: 25	Total: 1,119	# of Presentations: 55
Fall 2006	Youth: 840	Adults: 189	Total: 1,029	# of Presentations: 58
Spring 2007	Youth: 1,118	Adults: 221	Total: 1,339	# of Presentations: 63
Fall 2007	Youth: 908	Adults: 148	Total: 1,056	# of Presentations: 52
Spring 2008 <i>(note: Angelica on maternity leave)</i>	Youth: 301	Adults: 15	Total: 316	# of Presentations: 13
TOTALS	Total Youth: 5,436	Total Adults: 598	Total youth and adults: 6,034	Total number of presentations: 298

2. What is the greatest benefit of your financial literacy project?

Bay Federal's education and outreach efforts are specifically focused to establish trust with the underserved communities comprised largely of recent immigrants. Our Youth Financial Education Program coordinates two educational tracks to address and extend financial education within our communities. We have built a great partnership with the Pajaro Valley Unified School District, primarily focusing on teaching financial literacy to students in grades 1-12, and we are also conducting student-parent workshops, where parents and students learn about financial literacy together, as a family unit.

The program is also a boon for local teachers amidst the ongoing budget crisis in the state of California. With funds to school districts diminishing more and more with each passing school year, teachers are grateful to Bay Federal for providing them with free financial education curriculum.

3. What was unique and/or innovative about this project?

Bay Federal's dedication to education dates back to 1957 when it was founded by 12 teachers to support educators with basic banking needs. In 2005, Bay Federal developed a program for economically disadvantaged youth in the region. Bay Federal Credit Union has delivered educational presentations in English and Spanish to over 5,000 students and their parents. The program is offered free of charge to teachers of grades 4 through 12, as well as parents and community groups.

Our commitment to community outreach and our approach in combining a bilingual, bicultural program into a family unit is what makes Bay Federal Credit Union's Youth Financial Education Program unique.

There is an insatiable need for financial education in our community. To meet this need, Bay Federal Credit Union expanded its efforts in 2007 to conduct financial education presentations in two other counties; Santa Cruz and Monterey. We are currently partnering with school districts to begin providing the teachers with our curriculum and educating them about how to teach financial education, so that we can impact more youth.

4. How was the project communicated and/or presented to reach the target audience (i.e. medium used and forms of communication)?

Bay Federal Credit Union has established an intensive grassroots outreach. Angelica Reyes, Community Outreach Manager, has participated and attended various community events including new teachers' orientation, visiting teachers and principals, and visiting school administrative offices, non-profit organizations and after school programs. She has also set up booths to spread the word about financial literacy at many community events, including the county fair, parades, and local festivals.

By far the most successful method of obtaining presentations is through teacher referrals. About 48% of our presentations were made by teachers recommending our program to other teachers. The second most successful method of contact is by visiting teachers after school hours (walk-ins) or setting up meetings with principals or program directors.

We also inform our members of our Youth Program through our monthly newsletter, BayWatch, and by displaying a flyer of the program at all the branches. As a teachers' credit union, we coordinate various community support events for teachers and for youth. For example, we have coordinated a School Supplies Drive, where we distributed school supplies to over 130 teachers throughout Santa Cruz County.

5. Outline of the Project and/or Curriculum:

After conducting an assessment of needs in the area, Angelica Reyes created more than 80 hours worth of PowerPoint presentations in English and Spanish with lessons tailored from a curriculum offered free by the National Endowment for Financial Education. Subjects include the importance of general education, the importance of saving, money math, balancing checkbooks, managing credit, retirement savings, needs versus wants, how kids can make money and budgeting.

Reyes uses a bilingual format featuring bi-cultural experiences, case studies and interactive exercises so that students can test and apply the financial principles and concepts being taught. In a

sense, this program is a “preventative” one, teaching personal financial responsibility today to help students avoid financial difficulty tomorrow.

In presentations geared toward grades 4 -8, Angelica uses a combination of credit union educational materials and resources from JumpStart Coalition.

For presentations in grades 9-12, Angelica uses the NEFE handbooks in addition to various bilingual activities Reyes has created.

Best wishes to all nominees!

You are welcome to refer any questions regarding the Beacon Award process to

Tena Lozano, executive director, RMJ Foundation

800-472-1702 x3244

Fax: 909-581-3344

tlozano@rmjfoundation.org