

Item #1: Target Audience

The target audience for this project, initially, was any youth member who has direct or indirect affiliation with agriculture. This allowed the Credit Union to stay within the confines of its membership eligibility. The roots of the Sonoma County Grange Credit Union stems from Sonoma County's agrarian past and membership is limited to those associated with agriculture and related industries.

A target audience has always been agricultural youth specifically 4-H and Future Farmers of America members. Grange youth, too, were encouraged to participate. Today, emphasis continues with these membership groups as well as working with "at risk" teens and anyone who has a need to learn more about financial planning and management.

The Sonoma County Grange Credit Union's **Project** involves developing a Youth Program with an emphasis in financial literacy education. Listed below are areas that support financial literacy education in 2007/08. The audience numbers are included also.

"Money Matters!" - 15 youth participants with 12 completing the entire program and 14 adults in attendance

Windsor Oaks Academy (continuation high school for "at risk" teens)
– 2 teachers and approximately 50 students

Seven Agriculture Science Programs from local public high schools –
7 teachers, 4 administrators, and over 1,000 youth/students

AG Days (Fall and Spring) – 400 teachers and parents, over 5,000 youth/students

4-H/FFA Agriculture Loan (Zero Interest Loan) – 50 youth have borrowed over \$50,000 in loans

Share Certificates – new program, no statistics to date

Scholarship Program – 3 recipients earning \$6,000 in scholarship money, 20 applications received

Special Project Grant Program – one 4-H club with approximately 50 members

Item #2: Greatest Benefit

Over ten years ago, the Board of Directors at the Sonoma County Grange Credit Union recognized that young people were the most important asset the Credit Union possessed. A commitment to continue and expand the youth program began.

This youth program with a financial literacy emphasis attracts a variety of young people and is becoming well known and accepted in the community. The greatest benefit is to see youth that were educated by the Credit Union through 4-H/FFA Agriculture Loans (Zero Interest Loans), Share Certificates, Scholarships, and other award programs continue to use the Credit Union as adults.

Many of our youth members now own homes and cars financed by the Credit Union. They establish share accounts for their children. They are successful, educated, and upstanding members of this community. The Sonoma County Grange Credit Union feels that this is what financial literacy is all about!

Item #3: Unique and Innovative

The Grange Credit Union had its beginnings in agriculture and supports both 4-H and Future Farmers of America (FFA) programs. The financial literacy programs educate youth from kindergarten to high school

More than 30 classrooms in seven high schools with over one thousand students visited annually and students are taught various topics on financial literacy.

One alternative high school for “at risk” students sponsors 50 students participating in the NEFE High School Financial Planning Program.

Co-sponsored by the Sonoma County 4-H, “Money Matters!” exposed students, countywide, to an intense financial literacy curriculum.

In AG Days, over 6,000 school children learn about financial literacy through games, hands-on activities, and handouts.

Share Certificates are available as investment options for students that want a higher interest on their savings.

The Special Project Grant Program allows students to apply for monies for special projects. The major criteria are developing budgets.

Zero Interest Loans are available to youth. Students must develop a budget and a repayment schedule. **This year over 50 youth borrowed in excess of \$50,000 in youth loans.**

4-H Gold Star Awards allow youth who receive the award a \$75.00 share account at the Credit Union.

FFA Proficiency Awards allow youth who receive the award a \$75.00 share account at the Credit Union.

During National 4-H Week the Credit Union helped to judge and sponsor both plaques and cash awards for the 4-H Window Decorating Contest.

A scholarship program for agriculture youth had 20 applications this year. The three top students earned \$6,000 in scholarships.

Sonoma FFA Sectional Awards and Contests are sponsored by the Credit Union.

The Sonoma County Grange Credit Union participates in over ten agriculture youth related fundraising events throughout the year.

During the summer months there are several fairs and livestock shows that the Sonoma County Grange Credit Union participates.

Item #4: Communication/Presentation

Youth with ties to the Sonoma County Granges, 4-H and FFA programs were initially contacted through the Credit Union Youth Newsletter “AG Youth News”, the 4-H publication “Sonoma County 4-H Reporter”, the Sonoma County Farm Bureau’s newspaper “Sonoma Marin Farm News”, and email fliers to agriculture education teachers at the seven Agriculture Programs at the local high schools and the local 4-H Youth Advisors and Leaders.

When the awards such as the 4-H Gold Star, FFA Proficiency Awards, Scholarships, and Special Projects were granted, Credit Union personnel were always on hand to distribute the award and share information about the financial literacy programs offered by the Credit Union.

Each year 4-H Clubs and Agriculture Science Programs are visited and financial literacy information is presented. This has been a huge help in getting the information from the Credit Union to the young people directly.

At the local fairs held each year during the summer months, the Credit Union advertises its 4-H/FFA Agriculture Loans (Zero Interest Loans) and Share Certificate Programs by inserting an educational flier with each photograph of a prize winning animal or auctioned animals. The photographer is cooperative in allowing the Credit Union to reach approximately 500 youth in the county. By doing this young people are directly contacted about the opportunities at the Credit Union for savings and investments.

“Money Matters!”, the financial literacy class, was heavily advertised by word of mouth as well through publications listed above. Credit Union representatives attended Countywide 4-H Leader meetings to advertise and communicate the content of the financial literacy class.

Item #5: Outline of the Project/Curriculum

The structure of “Money Matters!” and Windsor Oaks Academy’s NEFE High School Financial Planning Program are based on curriculum obtained from NEFE.

Guest speakers from the community augment the curriculum as do the teachers in charge. \

Note that all the NEFE curriculum is taught by credentialed teachers.

Below is an outline of “Money Matters!” including flier and four detailed lesson plans and Windsor Oaks Academy outline of subjects taught last spring.

Attention All Teens

MONEY MATTERS!

A Countywide 4-H Project
*This project is a collaboration between
Sonoma County 4-H and
Sonoma County Grange Credit Union's
Financial Literacy Program.*

Here is a four week 4-H project that teaches teens about managing money. Sonoma County financial experts will be there to help teens see that sound money management is the key to financial success.

Door prizes will be given at each meeting.

Who can attend? Any teen at least 14 years old

Dates: January 24, February 28, March 27, April 24, 2008 (this coincides with the 4-H Club's Adult 4-H Chickenque meetings)

Time: Thursdays, 7:00 PM-8:30 PM

Location: 4-H Center, Rohnert Park

Meeting Dates for 2008 and Topics to Be Covered

Thursday, January 24, 2008: Financial Planning & Budgets (*how do I buy a car?*)

Thursday February 28th: Savings & Investments (*the best places to keep money*)

Thursday, March 27th: Credit (*should I really borrow money?*)

Thursday, April 24th: Insurance & Wrap Up (*why do I need insurance?*)

RSVP or Questions ?

Call Susan Nystrom at 695-6401 or email at snystrom@sbcglobal.net

Lesson 1: Financial Literacy

Give everyone a 3x5 card. One side with NO lines write the \$ amount of money you spent last week.

- I. Greeting and Introductions
- II. Introductory Activity (handout)
- III. About the NEFE High School Planning Program booklet
- IV. Page 2 in booklet, “What Do You Think?”
 - a. False (55% parents, 43% gifts, 28% odd jobs, 25% part-time jobs, 21% allowance, 6% full time jobs, 2% student owned business)
 - b. True (64% of teens 18-19 years of age have a checking account)
 - c. True
 - d. False (\$169 billion)
- V. Define WANTS and NEEDS, Page 3 in booklet
- VI. Polarity Activity...wants vs needs
 - a. Car
 - b. Food
 - c. Athletic shoes
 - d. Cell phone
 - e. Backpack
 - f. Dress shoes
 - g. Winter jacket
- VII. Review SMART Financial Goals
Page 9 in booklet, “Did You Know?”
Write 3 SMART goals on 3x5 card, side with lines
 1. short term (within 3 months), save up for a concert
 2. intermediate (3-12 months), buy a new bike
 3. long (more than a year away), college in 2 years
- VIII. Power Point-Review
STOP at Values

SM-3 Value Survey Activity

- IX. Power Point-SMART Goals
STOP at last SMART goal with example
SM-2 Assessment

- X. Ask to look at the amount of money they wrote for “how much did you spend last week? (3x5 card)

- XI. Power Point-Spending Record

Factors that affect spending...write them on butcher paper.

Mock family (3x5 card) Page 21 in NEFE training book

- XII. Power Point-complete: Decision Making and Financial Planning Process
RRR
SSS

- XIII. Activity “Your Task” handouts

Lesson 2, Financial Literacy

- I. Greetings and Introductions
- II. Pop Quiz (put question in balloon, pop balloon to get question out)
- III. Review of last meeting: ended with “Your Task”
Review financial planning process: SMART Goals (Specific, Measurable, Attainable, Realistic, Time bound)
- IV. Budgets: activity: How do you spend your money? (group project)
- V. Review slides 1-6
- VI. Let’s talk money...paycheck...gross income...net income
- VII. Handouts-W-4 (deductions), W-2 gross and net income for year, deductions such as Fed W/H, FICA (Federal Insurance Contributions Act/Social Security, Medicare, SDI, Calif W/H)
- VIII. Slides 7-10
- IX. How to Save? Pay Yourself First (pyf)
- Review budget set-up
- X. Activity “Build a Budget for Jessica” – page 23
- XI. “Rebuild Jessica’s Budget” – page 25
- XII. Jeopardy game

What I need

1. LCD projector
2. Balloons
3. Coins 2 rolls each of quarters, dimes and nickels
4. Photocopy Jessica’s budget
5. Photocopy slips for balloons

Lesson 3, Credit (guest speaker from Credit Union)

1. Find Your Partner....New Terms
2. Definitions:
 - a. Types of Credit
 - b. Debt
 - c. APR
 - d. Term
 - e. Fees
 - f. Credit History
 - g. Credit Report
 - h. Credit Score
 - i. Universal Default
 - j. Bankruptcy
 - k. Installment Credit
 - l. Revolving Credit

Powerpoint

Term Review: 4C-1, 4C-2, 4C-3, 4C-4

Types of Credit: 4D, 4E

- 3. Guest Speaker “How to Apply for a Loan”**
- 4. Loan application process-hands-on activity**

Lesson 4, Financial Literacy

1. “What Do You Think” page 42, Powerpoint: 4A
2. Credit Facts: Powerpoint 4B-1, 4B-2, 4B-3
3. Activity: Can I Borrow... (15 minutes)

Four poster papers with the following questions:

- a. What was your “deal” in order to get the item you wanted?
 - b. Why do you think you were successful getting the item you wanted?
 - c. What influenced you to loan your item to the other person?
 - a. Why were you unsuccessful getting the item you wanted?
4. Review poster paper, incorporate discussion with guest speaker
 5. WOW ... look at how much credit costs
- Powerpoint 4F, 4G, 4H, 4J, 4K-1, 4K-2 (Consequences of Debt)
 6. Credit Scores: Powerpoint 4M-1, 4M-2, 4M-3, 4N, 4O
 7. Rule of Thumb: Powerpoint 4P
 8. Guest Speaker: Insurance for Youth (vehicle insurance)
 9. Q and A-follow-up
 10. Hand out certificates of completion

Windsor Oaks Academy

Course Topics

- I. Financial Planning: Your Roadmap
- II. Career: Labor You Love
- III. Budget: Don't Go Broke
- IV. Savings and Investments: Your Money at Work
- V. Credit: Buy Now and Pay Later
- VI. Insurance: Your Protection