



the SCE FCU Foundation News Journey

Summer 2010

Guiding the way to financial success

SCE FCU Foundation is a nonprofit 501(c)(3) public charity agency. The Foundation exists to provide much-needed financial education to the underserved, to help improve current circumstances and to pave the way for a more prosperous future. We partner with community organizations to offer financial education, assistance, and improvement programs that, when paired with access to the right services, give people the power to make better financial choices and achieve an improved quality of life.

Core Financial Education Programs

- Starting Out (High school youth)
- Money Master (Young adults ages 18-30)
- The Journey (Adults with families)

Seminars

- Purchasing a car
- Preparing to buy a home
- Creating a financial plan for the future
- Saving for a child's college education
- Preparing for retirement

Financial Improvement Programs

- Mad City Money
- Scholarship Program
- Youth Savings Program

Busy, Busy, Busy!

Here we are, halfway through 2010, and the Foundation has already completed several exciting accomplishments. In fact, we've been so busy, we skipped the Spring version of our newsletter altogether! During the months of March, April, May and June we were knee-deep in activities. Here's what we've been up to.

Youth Month

April is nationally recognized as Financial Literacy Month, and this year we joined the movement by promoting our own special youth-focused activities. We ran a Youth Deposit Challenge, with raffle entries for every \$20 deposited in April by young members of SCE FCU. To promote the challenge, we held numerous presentations at schools and community groups, encouraging children and teens to open an account and start saving money. We also celebrated Youth Week April 18-24th, with mini-parties in SCE FCU's branch offices. Kids who attended were treated to snacks and drinks, and got to spin the prize wheel for backpacks, frog coin banks, flying discs, and gift cards. In addition to all the fun, we saw some exciting results too. During April SCE FCU opened 70 new youth accounts; more than 1,100 youth deposits were received, resulting in more than \$518,000 in total youth deposits!



Mad City Money

In May we launched a new financial education program for high school youth, a simulation activity called Mad City Money. In our pilot event, 50 students at Baldwin Park High School experienced how the decisions they make can impact their family and their checkbooks. This event was fun, high-energy, and produced some surprising results – read on to the following page for a more detailed account of this fantastic program.

Scholarship Program

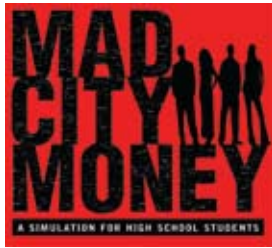
In another Foundation "first," we implemented a scholarship program this year. Our goal is to provide college scholarships to students in our branch communities who demonstrate genuine financial need and have taken the initiative to gain basic financial literacy education offered by the Foundation. By working with local high schools and community organizations, we were able to identify students from families of modest means who are pursuing higher education. This allowed us to recruit applicants from a small group of highly qualified students, each with an extensive dossier of community involvement, leadership qualities, and academic excellence. From these outstanding candidates, we selected twelve students to receive \$1,000 scholarships.

As you can see, 2010 has been an exciting year for the Foundation! And we have more great plans for the remainder of the year. But we can't do it without YOU. Your support is always needed in the form of monetary donations, volunteer assistance, and by simply spreading the word.

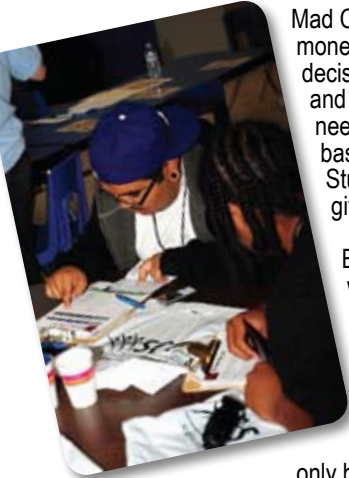
Your donation helps pave the way.

To discuss a contribution strategy, please call 800.866.6474 x2321 or email foundation@scefcu.org.

Teens Get a Financial Wake Up Call with



Grats!



Mad City Money is a real life simulation event that teaches teens the value of money. The 3-hour event gives students the opportunity to make important decisions that affect their lives and their checkbooks. They are given a budget and go from station to station to purchase housing, food, clothing, child-care needs, and other necessities while being lured with choices that range from basic to luxury, forcing them to decide what they can and cannot afford. Students also receive unexpected windfalls and unplanned expenses, giving them a taste of what can happen in real life.

Baldwin Park High School students got to experience life in Mad City, when the Foundation hosted it's pilot event on May 1st. The students, a little unsure when they arrived, quickly jumped into the action. Some of them were cautious and frugal in their buying, but most fell for the sales pitches of our volunteer "merchants," buying the most expensive housing and vehicle options, insisting on

only brand name clothing and household accessories. Before long, they were going to the Credit Union table for "financial counseling" and returning their previous purchases for more affordable ones. Students were frequently overhead saying, "having kids is expensive!"

Our volunteers really enjoyed the experience. Mostly SCE FCU employees, with a few spouses and friends sprinkled in, all of our volunteers agreed that it was fun to see the students learn so much during the event.

During a feedback session at the end, students discussed what they learned. The most common responses included:

"I need to manage my money wisely."

"In the future, I'll be careful not to spend more than I have."

"It's really important to save money for unexpected things."

And you can't help but laugh at these actual quotes:

"I won't get married. That way I can just think about myself."

"I won't let people persuade me to buy things I don't need."

"I will get a good job and manage my money correctly before I have kids."

"I will save money, use it wisely, and watch out for sales men/women."

The event was such a success, we plan to repeat it with other schools and community groups — we already have schools lined up for the Fall semester. Volunteers (age 21+) are always needed, and we're putting together a database of potential volunteers for upcoming dates.



Congratulations to our 2010 Scholarship Recipients!

Lizete Avila

Baldwin Park High School

Polly Chen

Baldwin Park High School

Kory Reyna

Baldwin Park High School

Alyssa Martin

Colony High School, Ontario

Jorge Cervantes

Colony High School, Ontario

Gonzalo Lozano

Duarte High School, Duarte

Diego Alvarez

Firebaugh High School, Lynwood

Laura Delgado

Firebaugh High School, Lynwood

Darleen Martinez

Firebaugh High School, Lynwood

Jonathan Contreras

Firebaugh High School, Lynwood

Aurora Varela

Girls Today Women Tomorrow, Boyle Heights

Jessica Varela

Girls Today Women Tomorrow, Boyle Heights

You can be a part of our success!

If you'd like to be a Mad City Money volunteer, please call us at 800.866.6474 x2321 or email foundation@scefcu.org.