



FOR IMMEDIATE RELEASE
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LAFCU honored with statewide award for financial education, literacy program

Credit union recognized by Credit Union National Association for leadership, innovative finance course

LANSING, Mich. — The Credit Union National Association (CUNA) has awarded LAFCU with the 2022 state-level Alphonse Desjardins Award for its comprehensive, eight-month personal financial course, Pathway to Financial Transformation.

“LAFCU believes the greatest approach to ensure the success of its members and the communities it serves is to provide financial education and resources,” said Shelia Scott, LAFCU community financial education & business development officer.

The Alphonse Desjardins Award recognizes credit unions for their



LAFCU’s Pathway to Financial Transformation course concludes with a cap-and-gown ceremony that celebrates the progress participants have made over the course of eight months to achieve financial success.

excellence and leadership in adult and youth financial literacy and education.

LAFCU was honored for its innovative adult personal finance course, which is now in its second cohort. The course is free of charge for people aged 20 and older regardless of whether they are LAFCU members.

The course is administered virtually through a combination of methods, including



Shelia Scott, LAFCU’s community financial education and business development officer, and facilitator of the award-winning eight-month personal finance course, Pathway to Financial Transformation.

lecture, discussion, assigned readings, quizzes and one-on-one consultation with a financial wellness counselor and emphasizes the importance of behavioral changes in achieving long-term success.

The class meets for one-hour sessions twice monthly and spans over eight months, giving participants ample time to see progress, and culminates in an in-person graduation ceremony.

“LAFCU being honored by CUNA for the Pathway to Financial Transformation course reaffirms our ongoing commitment to the credit union philosophy of ‘people helping people,’” noted Scott. “I am very proud of how this program is changing the lives of those attending. We want everyone to succeed, and we’ll keep providing the resources and tools to help people thrive and achieve financial success.”

About LAFCU

Chartered in 1936, LAFCU is a not-for-profit financial cooperative open for membership to anyone who lives, works, worships or attends school in Michigan and to businesses and other entities located in Michigan. The credit union serves 74,000 members and holds over \$973 million in assets. It was named a Best Credit Union to Work For in 2020. LAFCU offers a comprehensive range of financial products and services as well as an expanding complement of financial technology solutions. Members enjoy benefits such as low fees, low interest rates on loans, high yields on savings, discounts, knowledgeable employees and nationwide access to fee-free ATMs. A recipient of the national Dora Maxwell Social Responsibility Community Service Award for credit unions, LAFCU enriches the communities it serves by supporting many organizations and causes. To learn more about LAFCU, call 800.748.0228 or visit www.lafcu.com.

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