

PRESS RELEASE

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Directions Credit Union Promotes Financial Education

Willard, Ohio - Directions Credit Union recently partnered with local schools to provide financial literacy education to students attending St. Francis Xavier and Willard High School.

At St. Francis Xavier, students in 4th, 5th, and 6th grades played the “My Life...My Money” game. Students at Willard High School played “Budget Bonanza” and attended a session during which they learned about checking accounts and how to effectively manage them. The goal of the games and workshops is to develop the knowledge and skills needed to use these processes in practical, real-life situations involving the use of money.

In each of the games, participants received a start card which stated what type of job they would have along with their pre-determined weekly income. As the students traveled around the game board, they encountered situations in which they had to spend money, save money, and give money to charity. Students also encountered chance cards, which simulated life’s unexpected situations, and sometimes put them “in the red.” Those students quickly understood the definition of debt and how rewarding it felt to eliminate debt. Participants also learned how important it was to have had money put away in savings accounts for those unexpected situations.

Scott Barnett, a teacher at St. Francis Xavier, had this to say about the event: “From budgeting to debt management skills, kids need to learn the basics of finances at an early age, and Directions’ program was a great start for that. I was amazed at what the students were taught about the feeling of being in debt, and how good it felt to have a back-up savings account. The students were taught that money isn’t always free. Giving a child an allowance that they must work for is a great idea, because they immediately start learning the value of money, and they are forced to start managing it. By playing the game and physically handing the students money, then making them give it up when they bought something, I think the students will be a little more price conscious when shopping with their parents for a new pair of shoes or a new video game. With the ups and downs of the economy and job security, I hope that many of the students went home and conveyed the importance of having a savings account to their parents. Overall, I feel the program was a great success and would recommend it to all school age children.”

With the today’s challenging economy, Directions Credit Union believes it is more important than ever to educate, equip, and empower the young citizens of our communities. It is their hope that through financial education, they can provide the knowledge and skills necessary for these individuals to take control of their financial destiny.



5th grader Maisee Fried reads her "chance card" as Directions employee Deb Schaffer looks on.



Directions employee Amy Gillmor helps 4th grader Nate Garrett with his "allowance."



WHS students; D.J. Leininger, Branden Hicks, and Brittany Linville play "Budget Bonanza".



Desirae Keaton, Santiago Sanchez, and Sean Picklesimer take their turn at "Budget Bonanza."