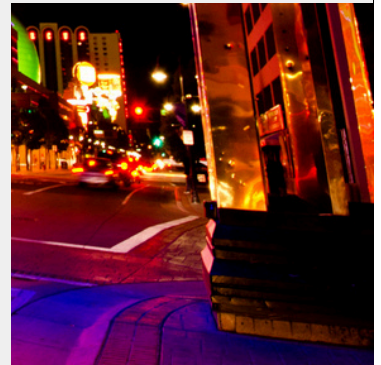
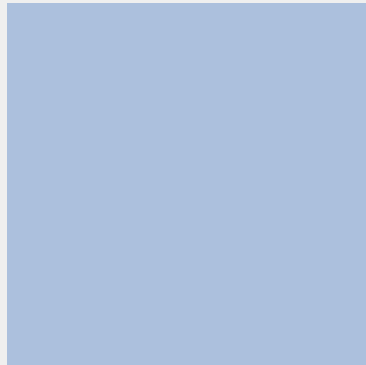
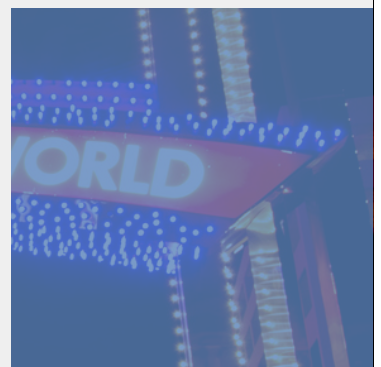
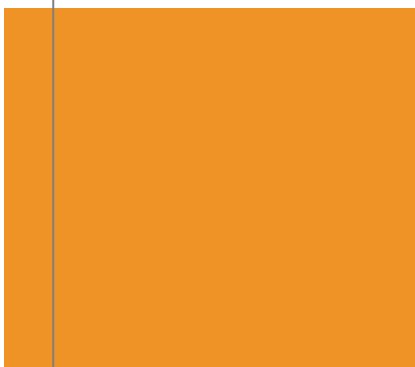
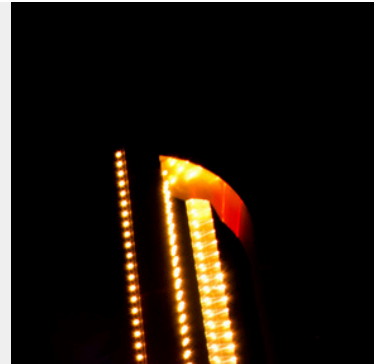
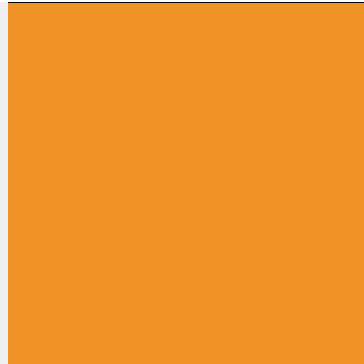
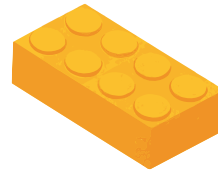
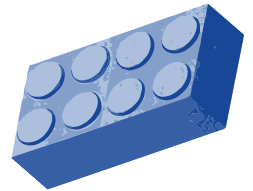
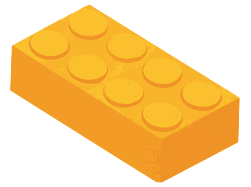


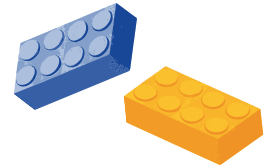
2024

Annual Report

Credit Union Financial Educators Network



Letter from Chair



Dear CUFEN Members,

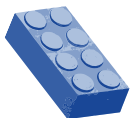
As we reflect on another remarkable year for CUFEN, I am thrilled to share our accomplishments and the exciting changes that have taken place. Last year, we likened 2023 to a complex jigsaw puzzle that needed to be assembled. At that time, we had a solid framework and were beginning to fill in the pieces. Today, I am proud to say that the puzzle is complete, and we are now moving forward with building blocks for our future.

When I became Chair in 2019, I envisioned raising awareness of CUFEN and creating a sustainable future for our organization. The building blocks of this vision involved identifying, planning, and implementing change in a thoughtful and purposeful way. One of our first steps was recognizing the need for a name change to better reflect the full scope of financial education that credit unions provide. In November 2023, we officially became the Credit Union Financial Education Network, organized under Minnesota Statutes Chapter 317A, the Minnesota Nonprofit Corporation Act. This change serves as the foundation for rebuilding our awareness nationwide.

Another crucial building block was our application to become a nonprofit 501(c)(3) organization. I am pleased to announce that we have submitted our application to the IRS and are awaiting final approval. Achieving this status will enable CUFEN to benefit from reduced rates for future events and expenses. Once our 501(c)(3) status is granted, we will also pursue sales tax exemption.

The final building block in our journey has been the creation of a consistent, streamlined reporting system. I am thrilled to share that we have partnered with Kadince, one of our trusted Platinum sponsors, to develop a new reporting platform tailored to our organization's needs. This platform is designed to be user-friendly for both our members and staff. As one of our long-time members, Kim Babington, remarked, "OMG, that was the easiest reporting EVER!" I encourage all of you to continue tracking your numbers, sharing them with your boards and staff, and reporting annually when requested. This is just one of the many ways we continue to demonstrate our value and share our passion.

Planning has been another essential element in our rebuilding efforts. Our Executive Committee (EC) team continuously reviews our operational guidelines to ensure the smooth day-to-day functioning of the organization. We work together to understand the environment and challenges we face, develop strategies for marketing, and prioritize our goals. Our contingency and capacity planning allow us to remain flexible and responsive while keeping our operating expenses in check.



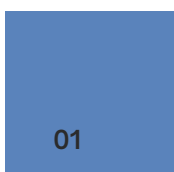
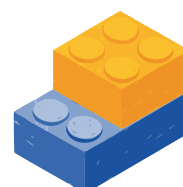
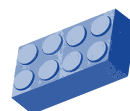
I would also like to extend my congratulations to our newest Executive Committee members: Phillip Davis, Colten Hibbs, Sam Neumann, and Jodi Slais. We also wish the best of luck to Darrell Jensen, Alicia Strange, and Leah Taylor as they move on to new endeavors. Your hard work and dedication to CUFEN are greatly appreciated.

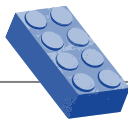
As we move forward into 2024 and 2025, please look out for more webinar opportunities, new sponsors, and avenues for growth. I continue to be amazed at everything we have achieved as an organization and am deeply grateful for each of you. Your passion and dedication to the credit union movement inspire me every day.

Warm regards,

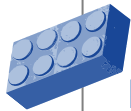
Trysh Olson

CUFEN Chair





winners



Most Students Reached:

150 Million or Less

- 1st Pheple Federal Credit Union
- 2nd Lance Federal Credit Union
- 3rd Limestone Federal Credit Union

150 – 499 Million Asset Size

- 1st LOC Credit Union
- 2nd Hometown Credit Union
- 3rd Topside Federal Credit Union

500 – 999 Million Million Asset Size

- 1st Complex Community Federal Credit Union
- 2nd TRUE Community Credit Union
- 3rd TLC Community Credit Union

1 Billion Asset Size

- 1st State Employees Credit Union
- 2nd Schools First Federal Credit Union
- 3rd Vy Star Credit Union

Most Adults Reached:

150 Million or Less

- 1st Northern Communities Credit Union
- 2nd Tewksbury Federal Credit Union
- 3rd Lance Federal Credit Union

150 – 499 Million Asset Size

- 1st Land of Lincoln Credit Union
- 2nd KCT Credit Union
- 3rd Park View Federal Credit Union

500 – 999 Million Asset Size

- 1st Complex Community Federal Credit Union
- 2nd TLC Community Credit Union
- 3rd Mid Minnesota Federal Credit Union

1 Billion Asset Size

- 1st ENT Credit Union
- 2nd Greater Nevada Credit Union
- 3rd Schools First Federal Credit Union



Most Student Presentations:

150 Million or Less

- 1st Unity Catholic Federal Credit Union
- 2nd Lance Federal Credit Union
- 3rd Pheple Federal Credit Union

150 – 499 Million Asset Size

- 1st LOC Credit Union
- 2nd Hometown Credit Union
- 3rd Extra Credit Union

500 – 999 Million Million Asset Size

- 1st True Community Credit Union
- 2nd Complex Community Federal Credit Union
- 3rd TLC Community Credit Union

1 Billion Asset Size

- 1st Schools First Federal Credit Union
- 2nd Michigan State Univ. Federal Credit Union
- 3rd State Employees Credit Union

Most Adult Presentations:

150 Million or Less

- 1st Northern Communities Credit Union
- 1st Tewksbury Federal Credit Union
- 2nd Lance Federal Credit Union
- 3rd Sunset Science Park Federal Credit Union
- 3rd Park Manor Church Christian Credit Union

150 – 499 Million Asset Size

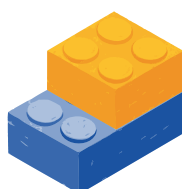
- 1st KCT Credit Union
- 2nd Hometown Credit Union
- 3rd Henrico Federal Credit Union

500 – 999 Million Million Asset Size

- 1st Complex Community Federal Credit Union
- 2nd Mid Minnesota Federal Credit Union
- 3rd TopLine Financial Credit Union

1 Billion Asset Size

- 1st Schools First Federal Credit Union
- 2nd Tinker Federal Credit Union
- 3rd Vy Star Credit Union



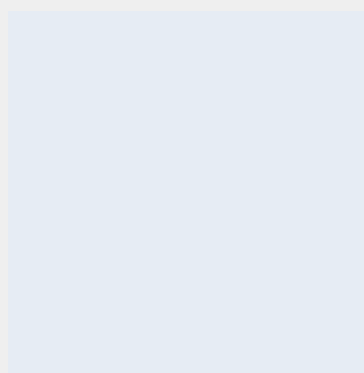
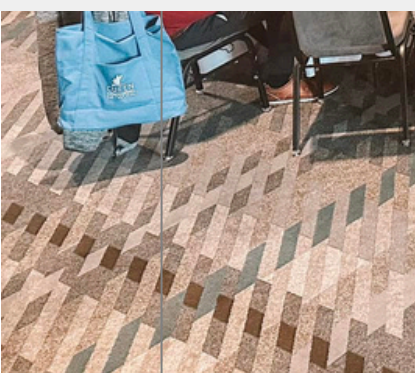
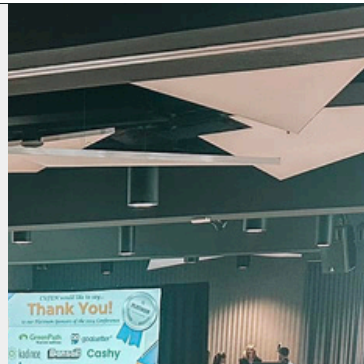
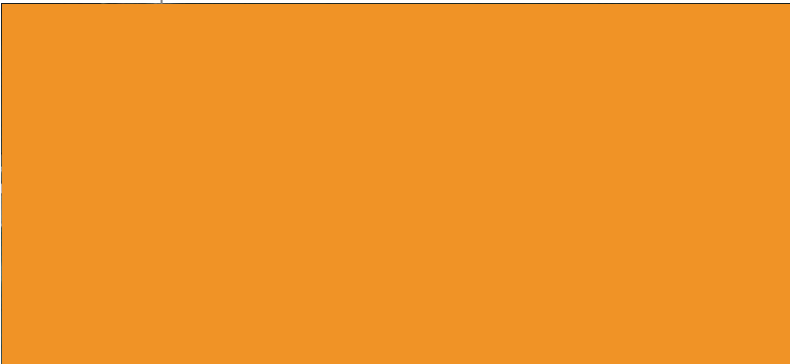
Top 5 States -

Total Adults Reached

1. Colorado - 136,428
2. Nevada - 33,149
3. Michigan - 18,953
4. California - 16,792
5. Virginia - 16,195

Total Adult Presentations

1. California - 903
2. Michigan - 573
3. Florida - 433
4. Virginia - 411
5. Oklahoma - 404



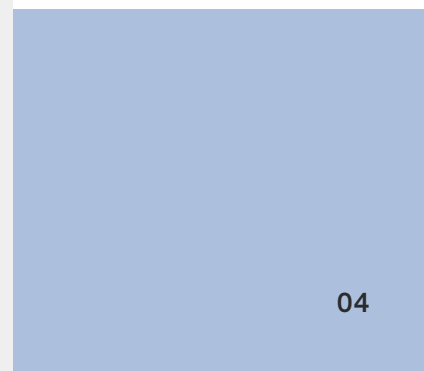
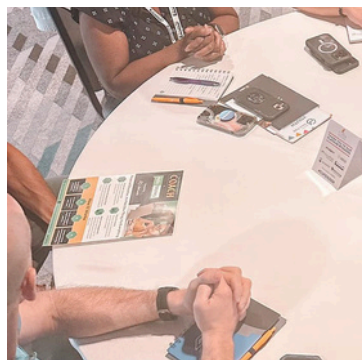
Top 5 States -

Total Students Reached

1. North Carolina – 87,261
2. Michigan – 48,382
3. Virginia – 34,348
4. California – 31,934
5. Florida – 20,528

Total Student Presentations

1. Michigan – 2,706
2. California – 1,117
3. North Carolina – 985
4. Minnesota – 771
5. Oklahoma – 749



TOTAL NUMBERS

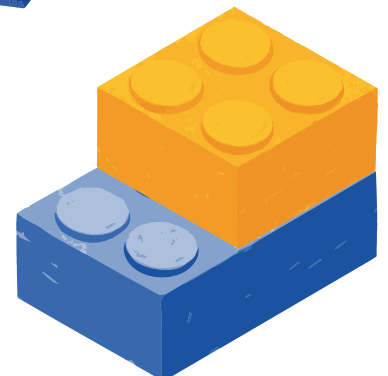
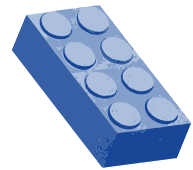
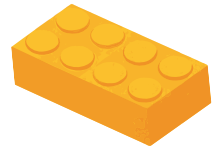
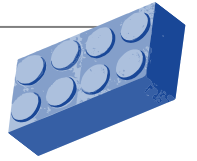
July 2023 - June 2024

Students Reached – 365,938

Student Presentations - 10,872

Adults Reached – 295,362

Adult Presentations - 4,920



THANK YOU TO OUR 2024 SPONSORS

Platinum Sponsors



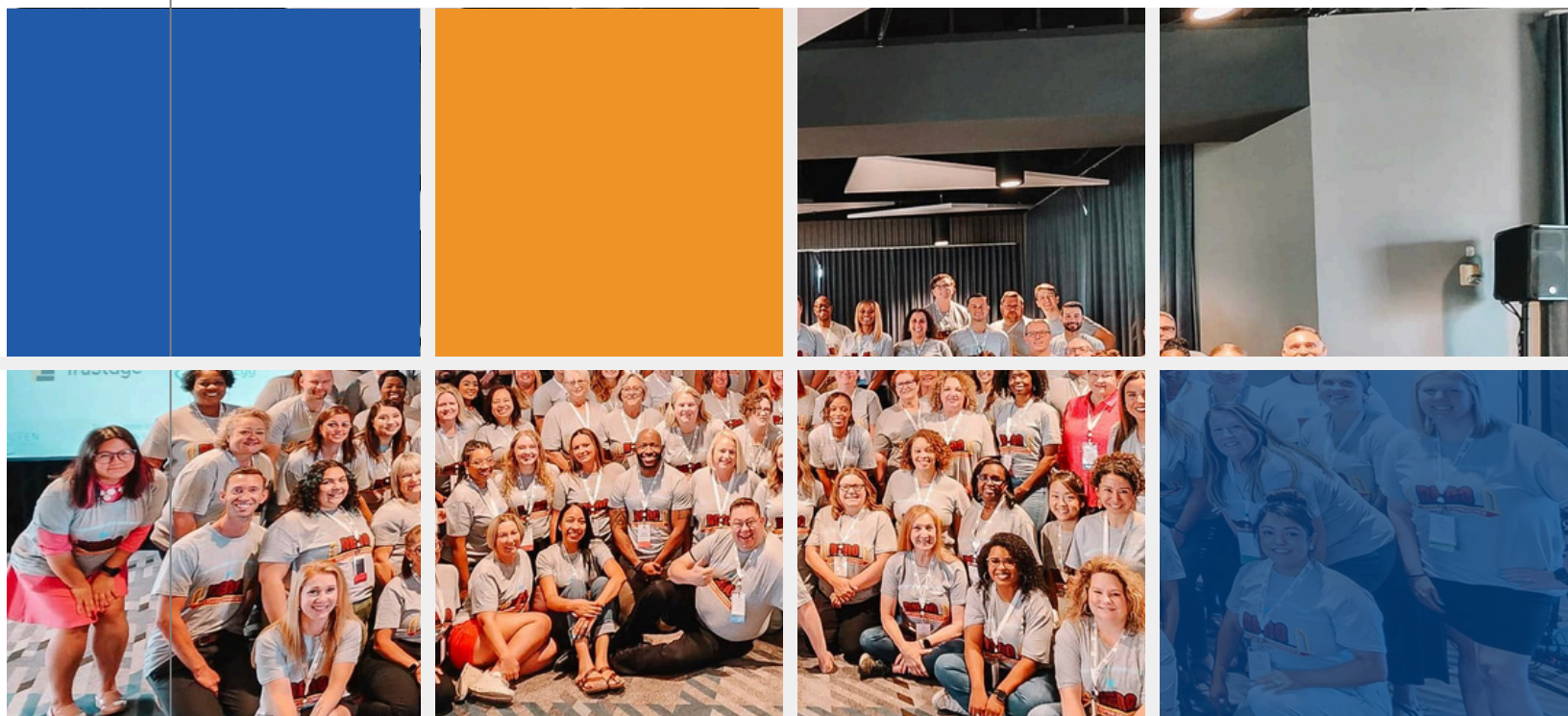
2024 Pre Con Sponsor: **Cashy**

Gold Sponsors

Velera
KOFÉ
Alloya

Silver Sponsors

Trustage



JOIN US FOR



CUFEN

2025



Penns Landing - Philadelphia

Room Rate - \$185