



Best Practices Case Study

www.kspartners.org

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Editor's note: The Confidence in Kansas Public Education Task Force sponsors the Friends of Education Awards. To recognize exemplary partner development, Kansas Partners in Education sponsors the Partner Activity award category. Each nominee is a business, company, or agency that has provided an on-going partner activity over an extended period of time (minimum of three years), by means of volunteer time, services, finances or other types of support, in amount that exceeds typical collaboration from a private or public institution. This case study provides information about a 2008 Partner Activity nominee and is an educational service to KSPE members, their organizations, and prospective partners.

Award of Excellence

Credit Union of America

Contact person: Glenda Burkett, Grant Writer & Vice President of Marketing and Business Development, glendab@cuofamerica.com

Recipient of Award:

Credit Union of America nominated by USD 259

Number of those reached by CUA:

USD 259 Teachers and Students district wide

Age/Grade level reached by CUA:

Kindergarten through high school senior students

How the relationship between USD 259 and Credit Union of America started:

Credit Union of America originated as a Teacher's Credit Union in 1935. When CUA sees a need or an opportunity for teachers and students to have a higher education CUA will offer their full support to the project. Schools have been the heart of Credit Union of America's mission for over 73 years.

How many Credit Union of America locations support USD 259:

All 8 CUA locations support the goals of USD 259: six in Wichita, one in Derby and one in Great Bend.

Description of how CUA supports USD 259:

Credit Union of America School Supply Landslide partners with KAKE TV to provide school supplies through the Salvation Army. All of the Wichita area Credit Union of America locations serve as the official drop off location for the KAKE School Supply Landslide. Supplies are distributed through the Salvation Army. In 2007-08 over 6000 students were supplied with free school supplies in the Sedgwick county area. CUA also helps collect and distribute supplies in the Barton county area.

Teacher Grants... Ideas Financed (TGIF) is a program where Credit Union of America offers teacher grants in the fall and the spring. The TGIF program enhances the educational process by offering financial aid to those who wish to supplement the regular curriculum with special activities. A panel of CUA employees get together and review all the grants; information in the grant covers details of what the teacher needs, how many students benefit from the grant request and what the educational benefits are. Grants range from \$25 to \$500; the funding for the grants are made possible by a core product CUA offers to all their members, a TGIF Visa. A portion of the interest paid on the Visa card goes to the TGIF program.

CUA focuses on sponsoring the Wichita Public Schools' events and activities. CUA routinely supports the following USD 259 activities: student art exhibits, employee job fairs, new staff orientation health/benefit fairs, and other district events. Other sponsorships include USD 259 Partner Forum, and marketing expertise to the Partner Support Team.

Education ranks first with CUA's efforts in the community. CUA has been a proud sponsor of many educational classes throughout USD 259: Youth Entrepreneurs of Kansas, Money Talks, MoneySmart Camps and Biz Kid\$. The educational classes offer a specialized educational experience for the students to get hands on learning. Credit Union of America continues their on-going support to provide a higher education and is looking forward to offering more educational classes in 2009.

CUA is a valuable member of the Kansas Partners in Education. Since 2003, Credit Union of America has provided financial support and participated on the Board of Directors of Kansas Partners in Education, a non-profit organization dedicated to the development, management, promotion and recognition of educational partner activities.

"Education is the cornerstone of Credit Union of America. We are fully committed to our partnerships, for the purpose of developing well-rounded members of our community. Everything we do, we do for you!" -Credit Union of America

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