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Allegacy Federal Credit Union Opens Non-Profit: Center For Smart Financial Choices

Winston-Salem, N.C., May 14, 2012 – The need to make smart financial choices is more important than ever. Allegacy Federal Credit Union announced the opening of the Center for Smart Financial Choices (CFSFC), a non-profit entity to assist consumers with the skills necessary to more effectively manage their money, credit, debt and financial planning.

“The ultimate goal of the Center is to assist people with making smart financial choices by encouraging financial responsibility and helping establish healthy personal finance habits throughout their lives,” said Ike Keener, Allegacy President and CEO. “Courses are geared to coincide with the stages in a person’s life, from a 5-year-old just learning about money to a youth applying to college or to a 75-year-old looking to distribute their assets.”

One of CFSFC’s first community partnerships is with the Winston-Salem/Forsyth County Schools Transition Office which assists developmentally disabled students with community-based vocational training and life skills coaching. The Center for Smart Financial Choices will develop a pilot course to teach personal finance to a total of 23 students. The first class is scheduled for May 16 and 13 students will learn the basics of opening and maintaining a checking and savings account through hands-on activities.

The Center is located in the Allegacy headquarters at 1691 Westbrook Plaza Drive in Winston-Salem. CFSFC provides educational courses that will increase both basic and advanced financial education, improve credit scores and encourage better financial habits. The Center’s unique and creative model will use a variety of tools to accommodate different learning styles.

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Financial Wellness Guides will assist students through the use of technology; individual and group instruction, visual aids (video, YouTube, website); and hands on activities such as creating a budget or a financial plan. All courses will offer a periodic review and adjustment component to ensure the application of the students' knowledge. Classes are open to the public and will be offered starting in Fall 2012.

The Center for Smart Financial Choices is a membership organization with annual membership fees ranging from \$15 for students, \$20 for individuals and \$30 for families. Volunteer opportunities are also available. For more information or to join, visit CFSFC.org or email info@cfsfc.org.

“At Allegacy, our promise is simple: to help you make smart financial choices. We are happy to share our mission and offer that same passion through the Center for Smart Financial Choices,” said Keener.

About Allegacy

Allegacy is one of the largest credit unions in North Carolina, with members throughout the world. Founded in 1967 in Winston-Salem, Allegacy has a broad membership base open to anyone in our community. Current members also include the employees, retirees and families of more than 550 companies throughout the country. Allegacy offers virtually all personal and business financial services. Allegacy Financial Centers are concentrated in the Triad area with 14 convenient locations and six high school student-run credit unions in the Winston-Salem/Forsyth County School system. For more information, visit AllegacyFCU.org.

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