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### **ICUF Announces Graduates of 2020 Financial Coach Program**

**DES MOINES** – The Iowa Credit Union Foundation (ICUF) is proud to announce the graduates of the 2020 ‘People Helping People’ Financial Coach Program. The program, which ran virtually in July, featured 31 attendees from 12 different credit unions. The participants were immersed in learning and simulation to help them grow in understanding of how a person’s relationship with money can impact their financial decision making and lead to potential hardship. Financial coaches are member advocates who can help credit union members navigate difficult financial situations.

“The COVID-19 pandemic has underscored the importance of saving and financial literacy more than ever,” said Jaimie Miller, Executive Director of ICUF. “We believe strongly that credit unions can have a greater impact on the communities they serve by providing needed financial coaching, helping members set financial goals and assist in determining the best way forward when situations seem dire.”

The curriculum for the ‘People Helping People’ Financial Coach Program was developed in partnership with Adam Carroll, founder of National Financial Educators.

“In developing this training program, we focused not only on how to be a financial coach, but also why financial coaches are needed,” said Carroll. “Financial habits are something that are developed over time and are as unique as the individual. Learning how to have meaningful financial discussions with members and how to uncover potential issues that may be leading to hardship can have a great impact on the services that a credit union is able to provide.”

The graduates of the 2020 ICUF ‘People Helping People’ Financial Coach Program are:

- Jen Breitbach, Dupaco Community Credit Union
- Courtney Chesmore, Cedar Falls Community Credit Union
- Shelby Dittmer, Serve Credit Union
- Fran Duncan, Greater Iowa Credit Union
- Ashley Gipe, Advantage Credit Union
- Karris Golden, Unite Credit Union
- Hope Gries, Greater Iowa Credit Union
- Kelli Hanawalt, CENT Credit Union
- Tina Heard, Sioux Valley Community Credit Union
- Adam Houser, Serve Credit Union
- Kyle Hunt, Capitol View Credit Union
- Ali Hunzeker, Dupaco Community Credit Union
- Cheyenne Jones, Peoples Credit Union
- Jacob Lee, CENT Credit Union
- Laura Loux, Greater Iowa Credit Union
- Chelsie Madden, Town & Country Credit Union
- Krystal Martin, River Community Credit Union
- Alexis Meade, DuTrac Community Credit Union
- Kati Middendorf, DuTrac Community Credit Union
- Rebecca Neades, GreenState Credit Union
- Faiza Omar, Financial Plus Credit Union
- Amie Reynolds, Sioux Valley Community Credit Union

- Tami Schepler, Dupaco Community Credit Union
- Casey Servantez, CENT Credit Union
- Sara Shaw-Keve, Unite Credit Union
- Pattie Stock, Financial Plus Credit Union
- Crystal Trotter, Dupaco Community Credit Union
- Jennifer Van Auken, Financial Plus Credit Union
- Denise Wiig, Town & Country Credit Union
- Jennifer Williams, IH Mississippi Valley Credit Union
- Jennifer Wilson, Peoples Credit Union

Each graduate of the program received a coaching resource book, as well as access to an online educational portal to continue their growth as financial coaches over time. This was the second year the financial coaching program was offered by ICUF.

ICUF is celebrating its 25<sup>th</sup> Anniversary this year. Founded in 1995 as a resource for Iowans after the devastating Iowa floods, ICUF's primary focus is the championing of the financial well-being of Iowans through credit unions. ICUF seeks to carry out its mission to empower people and communities to achieve financial well-being by championing the credit union philosophy of people helping people, through its various programs, grants and scholarships. For more information, visit [www.IowaCreditUnionFoundation.org](http://www.IowaCreditUnionFoundation.org).

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