



On Co-op connects credit unions to classrooms with new *All 4 Each* resource

Guelph – July 4, 2014. *All 4 Each: Credit Unions Explained*, the latest co-operative education resource from On Co-op is here! With the generous support of TANDIA Co-operative Banking, based in Halton region and Hamilton, the toolkit was recently launched at On Co-op's AGM, and is now available for all those interested in educating our next generation of co-operators.

The need for the resource is apparent. In the Fall of 2013, and over the course of two days of presentations to over 600 Ontario High School Students, it became clear to On Co-op's Education Manager, Kerr Smith that not *one* was able to explain what a credit union was, let alone connect credit unions to co-operative banking.

"As unsettling as this is, there was a definite silver lining," notes Smith, "after receiving these workshops, schools immediately requested future presentations, and I was approached by numerous students inquiring about local credit unions!"

This exciting development inspired On Co-op to create the latest installment of the *All 4 Each* program: resources which focus on the differences between credit unions and banks, and providing solutions to the growing need to educate today's youth on making informed financial choices that will last a lifetime.

Adds Smith, "The 16-page booklet is very easy to use. It walks teachers and/or presenters step-by-step through three interactive and engaging lessons, and is a perfect fit for not only high school and college/university business courses, but also as a '101' for new co-operative staff members."

What's more, the book contains three "homework" lessons, a High School Curriculum links guide, a page of links to other "cool resources", and access to a complementary PowerPoint presentation.

Credit Unions Explained is an integral part of the larger *All 4 Each* project, the goal of which is to outfit co-op/credit union staff with all the tools and training they need in order to deliver presentations at their local schools – thereby building solid, sustainable relationships, and a greater awareness with the youth in their communities.

The response by teachers has been extremely encouraging, as it pairs financial literacy and a concern for social justice. The ***All 4 Each project***, and ***Credit Unions Explained*** aims to combine all these elements, marrying the economical with the social welfare of our communities, which is so grossly lacking in the privatized world of corporate banking.

To learn more about this resource, view sample pages, and find out how you and your organization can partner with On Co-op on this exciting initiative, visit www.s.coop/classroom or contact our Education Manager, Kerr Smith at ksmith@ontario.coop.

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The Ontario Co-operative Association believes that co-operatives build a better world. We are the trade association that develops, engages, educates and advocates for Ontario's 1,300 co-operative businesses. On Co-op is an information and resources network with a mission to ***lead, cultivate and connect co-operatives.***