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SnoCope Credit Union Receives Prestigious Financial Education Honor

The Adult Financial Wellness Program provided onsite opportunities at the Snohomish County campus, and in local workplaces.

SEATAC, Washington (Sept. 6, 2019) — Everett, Washington-based SnoCope Credit Union has been selected to receive the Alphonse Desjardins Adult Financial Education Award for its efforts to position hundreds of consumers for brighter financial futures.

The honor is named for Alphonse Desjardins, who founded the first credit unions in America and Canada.

SnoCope has a long-standing commitment to providing financial education in the communities it serves.

“We are proud to support the Northwest Credit Union Association (NWCUA) financial literacy mission here in the Northwest,” said Steven J. Ellis, President and CEO of SnoCope. “And we, like all the other credit unions in our region, see the value of being a true financial resource and partner to our employer groups, our members and the surrounding community. It’s all about serving the needs of our members and our neighbors - one member at a time.”

Last year the credit unions’ team built on the Adult Financial Wellness program by presenting classes on the Snohomish County Campus, and in workplaces where their members are employed. Ambassador/Advocates from the places of employment provided the credit union with feedback on financial topics their colleagues were most interested in. Topics last year included retirement planning, managing social security benefits, and navigating healthcare needs in retirement.

“SnoCope Credit Union exemplifies the Credit Union Movement’s “people helping people” philosophy,” said Christine Ruzzi, Assistant Vice President of Enterprise Engagement Resources for the Northwest Credit Union Association (NWCUA). “By collaborating with community Ambassadors, they’re listening to exactly what their members want to learn and meeting them where they are.”

More than half of the hours SnoCope employees contributed to providing financial education last year were volunteered on their own time.

The award will be presented at NWCUA's MAXX Convention in Spokane Oct. 15-17. Having garnered the regional honor, SnoCope is now being considered for a national Alphonse Desjardins Financial Education Award by the Credit Union National Association (CUNA).

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The [Northwest Credit Union Association](#) is the trade association representing more than 175 not-for-profit, cooperative credit unions in Idaho, Oregon, and Washington, and their 7.3 million consumer members. Those members are served by a professional workforce of 18,700 professionals. According to an independent analysis by economists at ECONorthwest, Northwest credit unions drove a positive economic impact of \$7.8 billion last year. For information on how to join a credit union, please visit: <https://yourmoneyfurther.com>