



Maine Credit Union League

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Maine Credit Unions Expand Financial Education with New Curriculum Focused on Protecting Assets and Preventing Fraud

(WESTBROOK, ME) - Maine Credit Unions are expanding their commitment to financial education with the launch of **Volume 2 of their Adult Financial Education Curriculum: "Protecting Your Assets."** The new curriculum is designed to help equip Mainers with the knowledge and skills they need to manage their money effectively while recognizing and defending against the growing threat of fraud.

The curriculum provides credit unions with a turnkey resource that can be delivered in communities across the state—from Rotary Clubs and adult learning centers to food pantries and other community organizations—ensuring more Mainers have access to trusted financial guidance. The materials are available for any credit union to use as part of their outreach and financial wellness programming.

"Maine credit unions have long believed that financial education is one of the most powerful tools we can provide our communities," said Elise Baldacci, President of the Maine Credit Union League. "With the rise in fraud and scams affecting individuals and families across Maine, expanding our adult curriculum to focus on protecting assets was a natural and necessary step."

Maine Credit Unions are nationally recognized leaders in financial education. In addition to their adult programming, they have developed an award-winning K-8 financial education curriculum that helps young learners build healthy financial habits early in life. These lesson plans complement ongoing work in high schools across the state through **Financial Fitness Fairs**, interactive simulations that teach students how to manage a monthly budget and make real-world financial decisions.

The focus on fraud prevention reflects a growing concern across Maine and the country. Financial scams are becoming increasingly sophisticated and have devastating impacts on victims.

Last fall, Maine Credit Unions released a powerful **fraud awareness video** aimed at helping Mainers recognize and avoid scams. The project was developed through a unique statewide collaboration with the Maine Attorney General's Office, Maine State Police, the Maine Bureau of Financial Institutions, Legal Services for Maine Elders, and a seasoned fraud investigator, reinforcing the message that combating fraud requires a collective effort.

"Education is one of the most effective tools we have to stop fraud before it happens," said Jake Holmes, Director of Outreach and Strategic Planning at the Maine Credit Union League. "By expanding our adult curriculum, Maine credit unions are continuing to lead the way—giving individuals the confidence and knowledge they need to protect themselves and their financial future."

Maine credit unions have a long history of helping people of all ages improve their financial well-being, from classroom lessons for young students to community workshops for adults. The new "**Protecting Your Assets**" curriculum builds on that legacy, reinforcing the credit union movement's commitment to the cooperative philosophy of *People Helping People*.

If you are interested in having this new curriculum presented at your organization, contact Jake Holmes at the Maine Credit Union League at 207-773-5671. Holmes can also help schools set up a Financial Fitness Fair or coordinate a grade-specific lesson plan to be taught in the classroom by a local credit union.

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About the Maine Credit Union League

The Maine Credit Union League is a nonprofit, professional trade association that exists to serve Maine's credit unions. Founded in 1938, the League's mission is to help credit unions succeed and improve the financial lives of their members. As the trade association for Maine's credit unions, the League provides advocacy, education, and other resources designed to assist credit unions in meeting the needs of their membership. For more information, visit www.maine cul.org.

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