

MEDIA RELEASE



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HZCU's Financial Trek Check Wins Desjardins Financial Education Award

SPOKANE, WA – Horizon Credit Union is passionate about making a difference in the communities they serve, specifically in the fields of health, hunger and education. In recognition of their commitment to financial education, [GoWest Credit Union Association](#) has awarded Horizon Credit Union the [Desjardins Adult Financial Education](#) award for their Financial Trek Check program – a program that helps people plan for their financial goals.

The Desjardins award – named after Alphonse Desjardins, a pioneer in forming the first credit unions in the U.S. and Canada and emphasizing financial education in schools – recognizes credit unions that excel in financial education for all ages. Horizon is honored to be recognized for their commitment to providing financial education that makes a meaningful impact.

“We developed the Financial Trek Check to help connect our members to our extensive financial education resources and tools in a way that is personalized and directly relevant to their own financial goals,” explained Community Engagement Manager Kathleen Schilb. “The Financial Trek Check helps us build and maintain a relationship with our members in a way that also boosts their financial savvy and skills.”

To complete a [Financial Trek Check](#), a Horizon employee talks with a member to understand their current financial situation, their future goals and how they would like to achieve them. The employee completes a questionnaire with their responses then creates a personalized ‘[Money Map](#)’ based on those responses with specific action items and financial education resources, including videos, articles and guides. After two weeks, the employee checks in with the member to determine progress made, then again two months later.

With the Desjardins award, Horizon is now a proud recipient of all three awards presented by the Credit Union National Association (CUNA), bringing Horizon’s total of CUNA awards won at the state-level to five. Horizon was previously awarded the Dora Maxwell award in 2018, 2019 and 2020 and the Louise Herring award in 2017.

Horizon Credit Union will be recognized for winning the Desjardins Adult Financial Education award at this year’s [GoWest MAXX convention](#) in Spokane, Washington Oct. 25 – 27. Having won the state-level credit union industry award, Horizon is now eligible to be considered for national recognition at the CUNA’s 2023 Governmental Affairs Conference.

“Horizon Credit Union’s purpose is helping guide our members in the direction of their dreams,” said Schilb. “We love being able to help people navigate their financial journeys and we are estatic to be receiving this award.”

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About Horizon Credit Union

Horizon Credit Union is a growing not-for-profit financial cooperative with roots in Washington, Oregon, Idaho and Montana. Founded in 1947 as a member-owned credit union, Horizon now serves over 113,000 members with 31 branch locations across four states. Horizon is committed to meaningful community involvement across the northwest.