

Press Release

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FOR IMMEDIATE RELEASE

Booker T. Washington High School Seniors Take Charge of Real-World Budgeting at Members First Credit Union's Inaugural Financial Fitness Fair

Pensacola, FL, April 15, 2024 - Members First Credit Union of Florida recently presented its inaugural Financial Fitness Fair, hosted at Booker T. Washington High School. In collaboration with the BTWHS Senior Executive Board, Members First engaged over 350 high school seniors in an interactive, reality-based challenge focused on financial literacy, coinciding with National Financial Literacy Month in April.

During the event, seniors were provided with fictitious careers, family profiles, and monthly incomes, and were tasked with navigating various life choices. Facilitated by Members First team members, students made decisions on essential expense categories like transportation, housing, food, childcare, and entertainment. Additionally, they had the opportunity to seek guidance from Members First employees on topics such as saving, investing, credit building, loans, and understanding risks like identity theft and fraud.

Michele Williams, President and CEO of Members First, expressed the credit union's commitment to fostering financial well-being across all age groups. "Members First is dedicated to equipping individuals with the tools for financial success. The Financial Fitness Fair provides an engaging platform to instill crucial financial habits in teenagers, setting them on a path toward lifelong prosperity. We are thrilled about the positive impact this event will have on students and look forward to expanding it annually."

Susan Kelley, a teacher at Washington High School and Senior Executive Board advisor, emphasized the fair's significance in preparing students for post-high school life. "The fair offers students hands-on experience in making critical life decisions and managing their finances. We are grateful to Members First for their ongoing contributions to our community and their commitment to empowering students and families with financial literacy."

The experience was enlightening for numerous students, with some expressing surprise at the high costs of health insurance, childcare, and groceries. One student acknowledged the importance of saving for unexpected circumstances, while another mentioned contemplating a different career path for the future.

Members First aims to broaden the reach of its Financial Fitness Fair, extending the initiative to other high schools within its membership area, encompassing Escambia and Santa Rosa counties. Plans include making the fair an annual fixture to further enhance financial education among youth.

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About Members First Credit Union of Florida:

Members First Credit Union of Florida is a member-owned, not-for-profit financial institution committed to providing members with the tools and resources to achieve financial success. With a focus on community engagement and financial education, Members First serves individuals and families across Escambia, Santa Rosa, and Okaloosa counties. For more information, visit www.membersfirstfl.org.

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Set up at Booker T. Washing High School for Members First Credit Union's inaugural financial fitness fair.





Booker T. Washington High School seniors participating in Members First Credit Union's inaugural financial fitness fair.



Booker T. Washington High School seniors participating in Members First Credit Union's inaugural financial fitness fair.



Members First Credit Union employees preparing for the financial fitness fair at Booker T. Washington High School.



Booker T. Washington High School seniors participating in Members First Credit Union's inaugural financial fitness fair.



Members First Credit Union employees posing for picture in front of student-run Members First Credit Union branch at the Booker T. Washington High School.