



Yolo Federal
Credit Union

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FOR IMMEDIATE RELEASE

Yolo Federal Credit Union Partners with Greenlight to help parents raise financially smart kids and teens

Yolo County, CA: Yolo Federal Credit Union announced today a partnership with Greenlight® Financial Technology, Inc. ("Greenlight") to serve families and help the next generation build healthy financial futures. Starting today, Yolo Federal members will have free† access to Greenlight's award-winning family finance app, available through the Greenlight for Credit Unions program.

91% of kids and teens believe they need financial knowledge and skills to achieve their life goals, and 94% of parents agree.* Still, only 35 states require a personal finance course for students, and teens score an average of 64% on the National Financial Literacy Test, showing a clear gap in financial education that is accessible and effective. Parents also rank personal finance as the #1 most difficult life skill to teach their children with 81% saying they wish they had more financial education tools and resources.**

Greenlight offers a debit card and app that teaches kids and teens how to earn, save, give and spend wisely – all with parental supervision. Using the Greenlight app, parents can quickly send money, automate allowance payments, manage chores, set flexible spending controls, get real-time notifications of all transactions, and more. Kids get hands-on money management experience, along with access to Greenlight Level Up™, an in-app financial literacy game with a best-in-class curriculum, educational challenges, and rewards.

"At Yolo Federal, we're committed to helping the next generation build strong financial habits," said Kelley Jacobsen, Yolo Federal COO. "With Greenlight Debit Card Accounts, we're empowering parents with financial tools they need to teach their kids essential money management skills—like budgeting, saving, managing chores, and responsible spending."

Yolo Federal members can receive a free† Greenlight subscription by registering through yolofcu.org/accounts/savings/youth-savings-account/ and adding their Yolo Federal account as a funding source.

†Yolo Federal Credit Union members are eligible for the Greenlight SELECT plan at no cost when they connect their Yolo Federal account as the Greenlight funding source for the entirety of the promotion.



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Subject to minimum balance requirements and identity verification. Upgrades will result in additional fees. Upon termination of promotion, members will be responsible for associated monthly fees. See terms for details. Offer ends 4/18/28. Offer subject to change and partner participation.

**Survey insights were collected by Greenlight through a Researchscape survey fielded between March 22 and March 24, 2024, among 2,310 respondents in the U.S., split between kids and teens ages 10-19 and parents of 10-19 year olds.*

***Survey insights were collected by Greenlight through a Researchscape survey fielded between February 9-12, 2023, among 1,034 U.S. respondents, all of whom were working parents of 8-18 year olds.*

Yolo Federal Credit Union has been serving the local communities since 1954 years. Membership is available to anyone that lives, works, worships, or attends school in Yolo, Sacramento, Placer, or El Dorado County. Yolo FCU is federally insured by the NCUA. To learn more about Yolo Federal Credit Union, or to open your account, visit www.yolofcu.org, visit a local branch, or call (877) 965-6328.

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