

FOR IMMEDIATE RELEASE

EFCU Financial Federal Credit Union Partners with Junior Achievement to Champion Financial Literacy for Louisiana Youth

Baton Rouge, LA –February 10, 2025 – Junior Achievement is proud to announce EFCU Financial Federal Credit Union (“EFCU Financial”) as the Premier Partner for the Louisiana Financial Literacy Course, helping bring this year-long curriculum to students across Greater Baton Rouge. This groundbreaking partnership underscores a shared commitment to empowering the next generation through financial education and mentorship, equipping Louisiana’s youth with the tools they need to build a brighter financial future.

East Baton Rouge Schools Superintendent, LaMont Cole, expressed enthusiasm for the partnership, stating, *“This collaboration between EFCU Financial and Junior Achievement is a game-changer for our students. It ensures they receive critical financial education that will empower them to make informed decisions and succeed in life.”*

In 2024, a new financial education graduation mandate now required a full year of financial education as part of high school graduation metrics as well as Taylor Opportunity Program for Students, known as TOPS qualifications). Junior Achievement developed a year-long curriculum to support educators across Louisiana to help incoming high school freshmen begin to meet this new curriculum requirement. The collaboration between Junior Achievement and EFCU Financial is perfectly timed to provide impactful resources and guidance to schools across the state. EFCU Financials’ support will enhance Junior Achievement’s ability to deliver this curriculum through engaging, hands-on programs designed to inspire and prepare students to succeed in today’s global economy. *“At EFCU Financial, we believe financial education is the foundation of strong communities,”* said Tom Kuslikis, CEO at EFCU Financial Federal Credit Union. *“Through our partnership with Junior Achievement, we’re investing in the future of Louisiana’s youth, equipping them with the knowledge and skills to make smart financial decisions and reach their goals.”*

Junior Achievement’s programs focus on three pillars: financial literacy, entrepreneurship, and work readiness. Through this partnership, students will benefit from:

- **Interactive Financial Education:** Lessons on budgeting, saving, investing, and credit management tailored to the needs of middle and high school students.
- **Youth Mentoring Opportunities:** Connections with community leaders and EFCU Financial professionals who serve as mentors, offering real-world insights and guidance.

- **Innovative Learning Experiences:** Access to Junior Achievement’s experiential learning modules, including simulations and activities that bring financial concepts to life.

“We are thrilled to have EFCU Financial join us as the Premier Partner for the new Louisiana Financial Literacy Course curriculum,” said Paula Dawson, President at Junior Achievement of Greater Baton Rouge and Acadiana. *“Their support will help us reach thousands of students with essential life skills that pave the way for personal and professional success.”*

The partnership aims to foster a culture of financial empowerment and responsibility among Louisiana’s youth, bridging the gap between classroom education and real-world application. By combining EFCU Financial Federal Credit Union’s dedication to community engagement with Junior Achievement’s expertise in educational programming, this initiative promises to make a lasting impact on the lives of students across Greater Baton Rouge.

For more information about this partnership or how to get involved, please contact:

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About EFCU Financial Federal Credit Union

EFCU Financial Federal Credit Union is a member-owned financial institution committed to improving the financial well-being of its members and the communities it serves. With a focus on education, innovation, and exceptional service, EFCU Financial empowers individuals to achieve their financial goals. For more information, visit efcufinancial.org

About Junior Achievement of Greater Baton Rouge and Acadiana

Junior Achievement (JA) of Greater Baton Rouge and Acadiana is dedicated to inspiring and preparing young people to succeed through programs focused on financial literacy, work readiness, and entrepreneurship. With the support of community partners and volunteers, JA reaches thousands of students annually with hands-on, impactful learning experiences. Learn more at ja.org.