Lori Willis, *Communications*
Jennings School District, 314-456-5457

Alliance Credit Union Offers Students New Savings Accounts with Great Incentives!

Building financial literacy can start as soon as preschool!

St. Louis, MO, (August 11, 2025) – St. Louis' Alliance Credit Union, a non-profit committed to financial literacy, is offering all Jennings students, PreK - 12, the unique opportunity to open a personal savings account with the gift of the first $5 and additional incentives for top grades.

Rose Ann Cuddy, AVP of Business Development at Alliance says the program has been operating successfully in school districts across the county and is now open to Jennings students preschool to 12th grade. "We are always excited to open accounts for students as a hands-on experience in support of financial literacy and responsibility."

In addition to the first $5, The Credit Union adds $50 when the student reaches the first $500 savings target." Cuddy says students are also taught how to open Certificates of Deposit (CDs) to help accelerate the understanding of savings."

Dr. Paula Knight, superintendent of schools says, this is an exciting opportunity to jump start savings while teaching responsible spending and savings. "At Jennings, we are dedicated to equipping our students with the essential skills they need to thrive academically and personally. Financial literacy is a fundamental part of teaching students how to prepare for real world experiences." She added, "We are excited about this exciting new program because teaching students to understand and respect money can start as soon as preschool and with the concept of a piggy bank. As they grow, they learn that it takes money to buy things. And, eventually, they are able to understand the importance of earning, saving and investing money responsibly."

Dr. Paula Knight said, "We teach and test students on their knowledge of mathematics, but there is a need to teach them how to apply that knowledge in handling money. Through this program we provide other practical skills to help them develop a healthy financial IQ and to contribute to their financial responsibility and prosperity in adulthood."

Program representatives introduced the opportunity at the District's back-to-school Jamboree and are planning to have a presence at all schools during the first week. We are asking parents of students 3 - 17 (18 can sign personally) years to please come in to sign their permissions and to provide social security numbers for their children. Or, if you prefer, you can sign up online at www.jenningsk12.org through a secure portal or print the information to turn in at the school office. All information is kept secure and confidential and used only for the purpose of opening and tracking the account. Although funds may be withdrawn if needed, the intent is to show students how they can build a nest egg over time.

If you have any questions about the program, please contact rcuddy@allianceecu.com or call 636-343-7005, ext.1153.

-30-