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LAFCU celebrates reading month with a sweet lesson in financial literacy

Credit union partners with Quality Dairy and Winans Elementary School for interactive event featuring reading, donuts, and money lessons

LANSING, Mich. — In celebration of March as National Reading Month, LAFCU brought its Listen & Learn—All About Donuts program to Winans Elementary School in Lansing for a fun and educational event March 11. The Michigan credit union teamed up with Quality Dairy to offer first-grade students an engaging experience that combined reading, financial literacy, and hands-on donut decorating.

During the event, Phil Platte, marketing and category manager at Quality Dairy, read *If You Give a Dog a Donut* by Laura Numeroff to students. Following



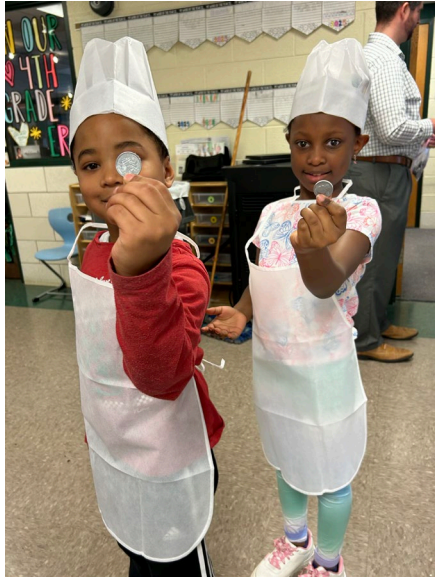
Quality Dairy's Phil Platte reads to a first-grade class at Winans Elementary during LAFCU's Listen & Learn—All About Donuts event, which combined storytelling with hands-on financial literacy lessons.



LAFCU's Listen & Learn—All About Donuts event was a collaborative effort with Quality Dairy and first-grade classes at Winans Elementary School, designed to make financial literacy engaging and enjoyable through a hands-on, interactive experience.

the reading, students eagerly lined up to receive their own bakers hats and aprons, getting into character as little bakers. To reinforce financial literacy concepts, each child received a pretend quarter to use for purchasing their donut. With their “payment” complete, they collected all the necessary supplies before diving into the fun of decorating their treats with colorful frosting and sprinkles.

“At LAFCU, we believe that learning should be engaging and memorable,” said Kellie Swiger, LAFCU



Two Winans Elementary School students proudly hold up their pretend quarters before using them to "purchase" their QD donuts during LAFCU's Listen & Learn—All About Donuts event.

creative director. "This event was a fantastic way to celebrate March as reading month while also introducing students to important financial concepts in a fun and relatable way. Seeing their excitement as they connected stories to real-world experiences was truly rewarding."

That same week, LAFCU representatives also visited classrooms at Winans Elementary to read a variety of books, including *My Lucky Day* by Keiko Kasza, *Grumpy Monkey* by



First grade students at Winans Elementary step up to the register to "pay" for their donuts, gaining hands-on financial experience, before decorating their sweet treat.



Students at Winans Elementary, dressed in baker attire, decorate their donuts with icing during LAFCU's Listen & Learn—All About Donuts event, combining creativity with financial literacy.

Suzanne Lang, *A Sick Day for Amos McGee* by Philip C. Stead, and *Save It!* by Cinders McLeod. These stories reinforced both reading literacy and financial literacy, helping students make connections between storytelling and real-world concepts.

LAFCU's Listen & Learn Program was created to help young children build confidence in math and develop a better understanding of money through interactive experiences. By combining storytelling with real-world applications, the program continues to inspire young learners in a meaningful and engaging way.

About LAFCU

Founded in 1936, LAFCU (pronounced laugh-cue) is a not-for-profit, member-owned credit union open to all who live, work, worship or attend school in Michigan, and to Michigan businesses. LAFCU serves more than 74,000 members and holds over \$1 billion in assets. With a particular focus on serving people of modest means, LAFCU is committed to enhancing its members' financial well-being and creating long-lasting positive change across generations. Awarded the prestigious Dora Maxwell

Social Responsibility Community Service Award, LAFCU is known for its people-helping-people mission, which has led to award-winning financial literacy programs for all ages. Twice honored as a national 'Best Credit Union to Work For' and recognized globally for its diversity, equity, and inclusion initiatives, LAFCU stands out for its commitment to creating an inclusive workplace. Learn more at www.lafcu.com.

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