



FOR IMMEDIATE RELEASE

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LAFCU’s new Listen & Learn Program is a sweet success, helps kids learn about ‘making the donuts’

Credit union partners with Quality Dairy, two local elementary schools for interactive event featuring reading, donuts and financial literacy

LANSING, Mich. — LAFCU recently launched a new chapter of its Listen & Learn Program – All About Donuts. The Michigan credit union partnered with Quality Dairy to create a fun and innovative financial literacy event for three first-grade classes at Wilcox Elementary School and a first-grade class at Horizon Elementary in Holt, Michigan.

“We ensure each Listen & Learn Program is not just interactive and fun, but truly engaging,” said Kellie Swiger, LAFCU creative director. “Watching the students



Students eagerly lined up to participate, each receiving a baker’s hat and apron. They used pretend quarters to pay for the donuts and needed supplies, strengthening their financial literacy. The class enjoyed decorating their donuts with sprinkles and frosting before devouring their tasty creations.



QD’s Phil Platte and LAFCU’s Kelli Ellsworth Etchison and Shelia Scott hand out donuts to students as part of LAFCU’s Listen & Listen ‘All About Donuts’ event.

light up as they are exposed to financial and reading literacy concepts was incredible, and collaborating with the schools and Quality Dairy to deliver such an enriching experience has been heartwarming.”

Phil Platte, marketing and category manager at Quality Dairy, read “*If You Give a Dog a Donut*,” by Laura Numeroff to students and shared a presentation on how donuts are made at the iconic mid-Michigan dairy, bakery, and convenience store chain.



Phil Platte, marketing and category manager at Quality Dairy, read *"If You Give a Dog a Donut"* to Wilcox Elementary School and Horizon Elementary School students during the LAFCU Listen & Learn event.

After hearing Platte's presentation, students eagerly lined up to receive a baker's hat and apron. To honor financial literacy, each child used a pretend quarter for payment. After purchasing their donuts, complete with all necessary supplies and refreshments, the class decorated donuts with sprinkles and frosting and savored their delicious creations.

"The students were extremely engaged in listening and asking questions about the donut-making process," noted Kelly Herrera, a teacher at Wilcox Elementary. "They loved the hands-on

experience of getting to dress up in a hat and apron and decorate their donut after they "paid" for it with pretend money. Students always remember these hands-on, real-life experiences. We are very appreciative for this learning opportunity as a way to connect with local community members."

LAFCU created the Listen & Learn Program to provide a fun, new option for kids to learn, listen, read and interact. The events are specifically intended to help

young children build confidence in math and learn more about money.

"The kids are still talking about the day we made those donuts," said Erica Finney, a teacher at Horizon Elementary.

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



The LAFCU "All About Donuts" Listen & Learn event collaborated with Quality Dairy and aimed to enhance financial literacy through a fun, creative event. It involved three first-grade classes at Wilcox Elementary School and one first-grade class at Horizon Elementary in Holt, Michigan.

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. 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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