



Based in the Metro Detroit area, DCU Next Generation (DCUNG) is a nonprofit organization that aims to provide financial education and cultivate financial literacy in underserved communities through local engagement and programming.

THE PROBLEM:

24% of American millennials demonstrate basic financial knowledge. (Source: PwC)

53% of millennials have not begun saving for retirement. (Source: Fidelity Investments)

49% of millennials say they don't get financial advice from their parents. (Source: Fidelity Investments)

51% of Americans age 18-24 view high school money management courses as most beneficial to personal life. (Source: Financial Educators Council)

HOW DCUNG IS HELPING:

Our **mission** is to break the cycle of poverty by cultivating healthy financial literacy through early education, entrepreneurship opportunities, and engaged advocacy. We **envision** a world where financial education is accessible, equitable, and inclusive, creating thriving and resilient communities. Our various programs foster financial literacy and confidence by providing knowledge and education, skills development, and opportunities to engage in real-world applications.



Lemonade Day Washtenaw County

To introduce entrepreneurship to younger children, Lemonade Day offers participants the opportunity to start, own, and operate their own businesses—the classic neighborhood lemonade stand.



740 Credit Club

To cultivate credit education, the 740 Credit Club provides participants the chance to explore the world of credit and credit scores, as well as learn how to maintain healthy scores.



Youth Business Fair

To support and encourage youth entrepreneurship, the Youth Business Fair gives teenage entrepreneurs the opportunity to present their businesses at a community showcase.



FiT for College

To help prepare high school students for the financial demands of higher education, FiT for College assists students with financial aid, like FAFSA, and teaches them about financial independence.



Young Investors Coalition

To introduce personal finance and investment, the Young Investors Coalition makes learning and exploring the fundamentals of investment fun through games and friendly competition.

HOW TO GET INVOLVED:



Volunteer

The most valuable gift you can give is your time — partner with us today



Donate

Every dollar counts towards helping to cultivate financial literacy and confidence



Connect

Be a part of our community — subscribe to our mailing list and follow us on social media

WHERE TO FIND US:

Website

www.DCUNextGen.org

Email

info@DCUNextGen.org



@DCUNextGen