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Toledo Resident Wins Statewide Credit Union Scholarship

Toledo Metro Federal Credit Union member receives \$5,000 for video promoting the benefits of credit union membership

COLUMBUS, OHIO – The Ohio Credit Union Foundation (OCUF) recently announced Rachel LaFerriere of Toledo as the recipient of its 2020 video scholarship. LaFerriere’s video tops more than 40 submissions from across the state, each with their own unique video following a prompt to imagine they are running their credit union and want to entice community members to join with a commercial highlighting the benefits of membership.

Each submission showcased creativity and hard work, making the decision a difficult one. LaFerriere’s [video](#) stood out above the rest for its energetic and engaging take on the day she started running her credit union and promoting the advantages that come with membership. LaFerriere, who is a member of Toledo Metro Federal Credit Union, will receive \$5,000 from the Foundation to put towards her higher education at the University of Dayton.

“We are extremely proud of Rachel LaFerriere and her ability to articulate the benefits of credit union membership through her video scholarship application,” said Sariah Flynn, Toledo Metro Federal Credit Union Interim President/CEO. “It’s easy to see that Rachel has a bright future ahead of her. We are grateful that Toledo Metro is her credit union of choice and wish her much success in her future studies.”

Entries were judged on content, design, originality, and use of enhancements. Ohio Credit Union League staff narrowed down the videos to five strong candidates, and OCUF Trustees selected the winner based on the entry guidelines.

“Supporting student financial education in our state is the number one priority of the Foundation and the drive behind the annual video scholarship,” said Kimberly Connor, OCUF Executive Director. “We are impressed by the creativity and knowledge contained in each video and hope that each of the applicants not only enjoyed making the videos but gained some knowledge about how their credit union can help them in the future.”

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The Ohio Credit Union Foundation is a 501(c)(3) charitable organization that empowers credit unions through access to elevated knowledge, growth of internal competencies and capacities, and support in recovering from disasters. Relying solely on donations, every dollar is granted back to credit unions. Visit OhioCreditUnionFoundation.org to learn more about the Foundation.