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Questions?

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FOOLPROOF ANNOUNCES PRICE INCREASE

FoolProof, the financial literacy and consumer advocacy initiative shepherded by the Colorado and Wyoming Credit Union League, today announced that the fees for its standard programs will be going up on April 15th.

The price increase applies only to credit unions who sign up after April 15th, and does not affect current FoolProof credit unions.

“FoolProof has posted only one price increase in five years,” said Will deHoo, FoolProof’s founder and CEO. “The April 15th increase allows us to continue to make improvements on our programs. And we’re also doubling the number of high schools per credit union that can participate in our program without additional charges to the credit union.”

By announcing this price increase nearly three months in advance, “we’re trying to give credit unions around the country the opportunity to sign up for FoolProof at our old prices,” deHoo said.

The new price for a full suite of five standard FoolProof programs will rise from \$2300 to \$2600 for small credit unions and from \$4100 to \$4700 for large credit unions.

FoolProof’s popular high school program by itself will cost from \$2100 per year to \$4200 per year.

FoolProof’s Highly Custom programs begin at \$45,000 per year.

Eleven state credit union trade associations have now partnered with FoolProof, which is the only consumer program for credit unions endorsed by both the Consumer Federation of America and the National Association of Consumer Advocates.

Other major programs have also endorsed and adopted FoolProof: The CAREprogram.us, used by 15,000 bankruptcy judges and their advocates, is now a full FoolProof partner, and NYWise, the nation-wide financial literacy program, has also adopted FoolProof.