



Submitted by: Nancy Nadeau, nancy.nadeau@bccu.org
Company/Organization: Bellwether Community Credit Union
Type of organization: Business
Number of Employees: 95
Category: community

Challenge or Opportunity:

The challenge faced is elder financial abuse. A national survey by the Cooperative Credit Union Association shows over 2/3 of caretakers reported their elderly relatives as a target of a fraud or scam. 28% said they'd been a victim. National Adult Protective Services says 1 in 9 seniors experience financial exploitation but only 1 in 44 report

Approach or Solution:

We trained our frontline staff in the CU Senior Safeguard, an educational platform used to learn about elder financial abuse, how to detect it and how to prevent it. 100% of our frontline staff are now certified, which supports requirements from the Senior Safe Act to allow credit unions safe harbor when elder financial abuse has been detected.

Impact:

Our staff is more confident addressing issues of elder financial abuse. They can detect the warning signs of abuse and prevent it from happening. Our older members and their families feel more secure knowing they are protected. Bellwether takes the safety and security of our members seriously and are proud we can add another layer of protection.