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LITTLETON, Colo. — As families navigate rising costs and increasingly complex financial decisions, **Red Rocks Credit Union** is expanding its commitment to financial wellness through a new partnership with **My First Nest Egg**, a family-first financial education platform designed to help parents and children build healthy money habits together from an early age.

Through the partnership, Red Rocks will offer its members access to a co-branded My First Nest Egg experience, a guided, family-first approach to financial learning that includes interactive lessons, conversation prompts, hands-on activities, and real-life money moments parents can use at home. Early outreach around the program has already generated more than 3,000 impressions, an encouraging early signal that member families are eager for practical tools to start meaningful conversations about money at home.

In addition to supporting families directly, the program will roll out this spring in partnership with several Colorado schools, including Saddle Ranch Elementary, Eldorado Elementary, and Bear Canyon Elementary. The school-based rollout is designed to complement learning at home and reinforce foundational money concepts in classroom settings.

The program is designed to fit naturally into everyday routines, helping kids practice skills like saving, goal-setting, and thoughtful spending through allowance decisions, family purchases, and everyday choices.

“Most parents want to teach their kids about money, but they don’t always know where to start,” said Ahilya George, Vice President of Marketing at Red Rocks Credit Union. “This partnership gives families simple ways to build those habits early, using everyday moments they’re already having at home.”

Unlike traditional financial literacy programs that rely on one-time lessons, My First Nest Egg emphasizes parent-led learning that evolves as a child develops. Monthly themes and seasonal activities help families turn everyday moments into opportunities to build positive money habits.

“Parents don’t need to be financial experts to teach healthy money habits,” said Nicolle Hood, Co-Founder and CEO of My First Nest Egg. “When families have simple, approachable tools, money conversations happen more often and with less stress. Partnering with Red Rocks Credit Union allows us to support families in a way that feels realistic, supportive, and meaningful.”