DATCU Announces Extension of Partnership with Denton ISD

Credit Union to provide decade-long sponsorship of important Denton ISD programs

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Denton, TX [August 23, 2023] – As public school districts across the state rally to find funding for student populations that continue to swell, one local credit union continues to answer the call for help by signing another sponsorship contract worth $1.5 million over ten years.

"We are a credit union rooted in supporting education because we were first established by educators," said Glen McKenzie, DATCU CEO. "This sponsorship agreement provides long-term stability for Denton ISD so that they can plan for future success."

The latest contract is a ten-year extension of a previous agreement signed in 2018. This first sponsorship deal was worth $1 million and provided funds to purchase a new video scoreboard at the CH Collins Athletic Complex. That scoreboard was then used to sell video advertising to local businesses with eighty percent of the revenue going to the Denton Public Schools Foundation to create student scholarships and grants for teachers within the district. The scoreboard was also used as an experiential learning tool for students in the district's audio-visual program and others.

This new extension will be used for more than athletics and will provide funding through the 2032-2033 academic school year. It will support Denton ISD's Adopt a School program, service awards, band trailers, new hire orientations, financial literacy courses, and more.

"We have a significant history of supporting Denton ISD and we think it is important to demonstrate our commitment to the community," said Melanie Vest, DATCU President. "Our public schools produce the next generation of leaders and we want to make sure they have the best resources possible in all fields."

Denton ISD School Board Trustees met on August 22 to vote on the new agreement. Dr. Jamie Wilson, Denton ISD Superintendent, is an advocate of community support.

"We are grateful for DATCU's history of giving back to our community and look forward to how our partnership will give us the ability to better serve our students," said Wilson. "Because we are a rapidly growing school district, we need funds to help us address the rising cost of operational expenses. DATCU's support is instrumental to maintaining our standard of excellence."

Once known as Denton Area Teacher's Credit Union, DATCU began in 1936 when area educators collectively sought better financial resources during a time of economic hardship. What started as a handful of investors pooling together $650 is now one of the largest state-chartered credit unions in Texas with more than 105,000 members and $1.5 billion in assets.

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