The Wisconsin Credit Union League
One League, One Focus - Your Success!

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FOR THE RECORD

A monthly newsletter for state and federal lawmakers concerning 220 member-owned financial institutions

Seeing is believing: 120 short videos online explain the REAL value of credit unions

Wisconsin credit unions are sharing videos online to illustrate how they act in the best interests of their 2.2 million member/owners. We call those activities REAL Solutions.

The "REAL Solutions – For a Reason" website has more than 120 video clips – most not longer than 2 minutes – featuring credit union staff and members discussing how their credit union serves:

- Communities
- Members
- Future Generations

The programs captured in the videos are conducted without government mandates. Credit unions offer them because the values of credit unions reflect the values of their membership.

Visit the "REAL Solutions – For A Reason" website at www.theleague.coop/forareason.

The videos illustrate how credit unions are:

- not-for-profit
- exist to serve their member-owners
- have no outside investors
- put people above profit-making

For example, in 2010, credit unions have provided:

- $203,000,000 in savings to members compared to banks
- $2 billion in loans to small, job creating, main street businesses
- 109 youth-run credit union branches in schools to teach the habit of saving
- 524 high schools with the 'brass' personal finance magazine
- More than 1,200 presentations to improve financial literacy
- 47 teachers with scholarships to attend the national financial education institute
- Protection to consumers from predatory lenders and their high-priced products
- 40% of all financial institution branches in low-income census tracts even though credit unions only hold 12.3% of the financial services market
- Millions and millions of dollars in property, sales and payroll taxes
- Good paying jobs for some 7,200 Wisconsinites

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