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

October 2010

FOR THE RECORD

Corporate Office: N25W23131 Paul Road, Suite 500, Pewaukee, WI 53072-5779
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Credit unions partnered in Money Smart Week WI

Wisconsin credit unions continued their role as financial education leaders throughout October. As participants in Money Smart Week Wisconsin, credit unions offered financial learning opportunities in cities statewide during the first week in October – Money Smart Week – and continued these events throughout the month.

As part of the observance, credit unions offered presentations on budgeting, credit, avoiding identity theft, home buying, financing an education, car buying and more. And credit union representatives served on planning teams statewide that coordinated the observance.

As part of the effort, consumers learn new ways to protect and grow their money as well as understand and appreciate the differences among financial providers. For example, credit unions are financial institutions that have no outside investors and thus exist to serve members, not make profits (see box, right).

Money Smart Week Wisconsin was developed by the Governor's Council on Financial Literacy, the Wisconsin Department of Financial Institutions and the Federal Reserve Bank of Chicago.

Credit unions held 400 Money Smart events in 5 years

Credit unions have held, hosted or sponsored more than 400 Money Smart Week events since the promotion began in 2006. Visit www.moneysmartwi.org for the full list of Money Smart Week events and partner-organizations statewide.

The "Credit Union Difference"

Credit unions are not-for-profit, member-owned cooperatives distinguished by their:

- **Purpose** — to serve members
- **Governance** — volunteer directors elected by members
- **Member benefits** — earnings invested in members and the community
- **Values** — in people, not profits

Money Smart Week builds upon REAL Solutions®

Wisconsin credit unions see Money Smart Week Wisconsin as an extension of their own collective REAL Solutions® initiative, through which credit unions are helping Wisconsin citizens avoid financial predators, make wise financial decisions and build wealth. Credit unions' REAL Solutions effort has earned four Governor's Financial Literacy Awards in five years for improving the financial health of Wisconsin citizens.

Real people real needs
REAL SOLUTIONS

For additional information, please contact:
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