

Grants  
Financial Counselors  
Wisconsin  
Saving  
Growth  
Credit Union  
Community  
Scholarships  
Disaster Relief  
Support  
The Foundation  
Development  
Continuing Ed  
Financial Ed  
REAL Solutions  
FiCEP  
Young Professionals  
In-School Branches



Wisconsin Credit Union  
**FOUNDATION**  
Inc.

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**2016 Annual Report**

## our message

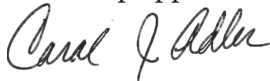
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Since 2007, The Foundation had underwritten the cost of providing a personal finance tool - the brass|STUDENT PROGRAM – to Wisconsin public high schools. After evaluating this program and finding increasing resources available to both credit unions and schools, we decided to shift resources to a new initiative: certifying more credit union financial counselors. Read more on page 3.

We're almost at the \$1 million mark for The Foundation's impact since 2007. None of this would have been possible without the support of our Annual Donor Fund Society, whose names you'll see on page 7. They understand that The Foundation is our vehicle to magnify the positive impact of Wisconsin's credit unions statewide. As we cultivate credit unions and improve their outreach, we improve the lives of our 2.9 million members and the communities where they live and work.

We look forward to celebrating the Foundation's 10<sup>th</sup> anniversary in 2017. In 2017 both I and Deb Woods will serve our final terms on the Foundation Board, as we will have reached our term limits (nine years). Two new representatives will be appointed by The League Board of Directors at its June 2017 meeting. On behalf of both Deb, me and the rest of the Foundation Board thank you for the privilege of serving, and we hope you'll continue to help Wisconsin credit unions Unite for Good through The Foundation.

With deep appreciation,



Carol Adler, Chair

## your board

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**Catherine Tierney**, Vice Chair  
Community First Credit Union

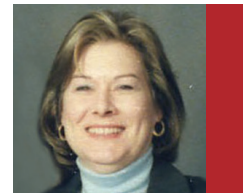


**Debra Woods**, Secretary  
Taylor Credit Union

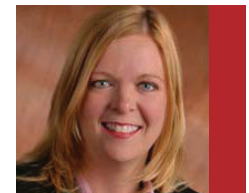


**Kevin Hauser**, Treasurer  
Westby Co-op Credit Union

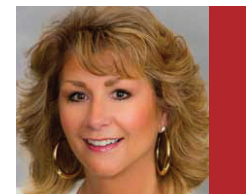
**Carol Adler**, Chair  
Marshfield Medical Center Credit Union



**Kim Youngblood**, Director  
FOCUS Credit Union



**Anita Rauch**, Director  
Heritage Credit Union



**Brett Thompson**, Director  
The League



## Our Mission

The Wisconsin Credit Union Foundation is a 501(c)(3), non-profit organization that promotes the growth and health of credit unions and their communities.

Our mission is to:

- Improve financial literacy across Wisconsin
- Promote credit union development through innovative REAL Solutions®
- Educate credit union staff and volunteers
- Support the credit union system in times of need

Since its inception in 2007, The Foundation has given out:

- \$45,829 in scholarships to 26 people
- \$103,019 in grants to 30 credit unions
- \$806,743 in financial literacy initiatives
- \$15,250 in credit union disaster support

Nearly \$1 million going directly back to the credit union system and Wisconsin communities!!!

Working together we can achieve so much.

# financial literacy

## Financial Counseling Certification Program (FiCEP)

The Wisconsin Credit Union Foundation invested heavily in 2016 in an effort that credentialed 69 new Certified Credit Union Financial Counselors (CCUFCs) in 31 credit unions in October.

While credit unions in our state have provided their members free financial counseling for years – 500,000 hours last year alone that saved members millions of dollars – this effort aims to help newly trained professionals broaden the impact of their counseling in-house.



The program used the Credit Union National Association's existing FiCEP

training - which involves self-study and a series of webinars - and enhanced it with guidance from the National Credit Union Foundation (NCUF). The NCUF offered insights to help participants integrate counseling across multiple touch-points with members, thereby broadening the scope and effectiveness of their effort. Funds from the Wisconsin Foundation cut the cost of participation by more than half.

The program not only helps more members and improves participating credit unions' bottom lines; it also strengthens credit unions' brand as Americans' best financial partner.

“ [My financial counselor] was fantastic she informed me of things about credit cards I never knew. She came up with options that were livable for me with extras left over. She is truly an asset to [the credit union] and I am glad I was given the opportunity to work with her. I would recommend her to family and friends. Thank you. ”

credit union member  
after meeting with a 2016 FiCEP graduate

**69** new certified credit union  
Financial Counselors

**31** Wisconsin credit unions  
participated in 2016 FiCEP

“ [My financial counselor] helped me to create a plan to relieve debt and get reorganized. I was happy that we could create a plan that did not affect my mortgage or college savings. I had immediate hope for the future and a lot of stress relieved! ”

credit union member  
after meeting with a 2016 FiCEP graduate

# promote credit union development

## REAL Solutions® Initiative Grants

Grants support credit unions' efforts to help people of all ages and incomes:

- **Save** money and establish financial goals
- **Improve** their creditworthiness
- **Increase** their financial savvy
- **Build** wealth

### Life Simulation

The Central Wisconsin Chapter of Credit Unions used grant funding to purchase the Life Simulation Kit from the National Credit Union Foundation. The kit provides a blueprint to hold an active learning event in which participants experience decision-making from the standpoint of a person or family experiencing financial crises. It has already been used by the chapter to train 60+ credit union employees who, as a result, have become more sensitive to and creative in addressing members' needs. A goal is to engage local students to help them appreciate the economic stress experienced by their peers and discover credit unions as a source of self-help.

## Credit Union Development Grant

This grant helps fund the technology and operations-related expenses that measurably assist the credit union in serving members. The Foundation granted \$19,274 to the following credit unions:

### Software Upgrade

Kenosha City Employees Credit Union received a grant to update software that will address compliance issues and meet technology requirements for the switch to Metro II for credit bureau reporting.



### Hardware Upgrade

La Crosse Burlington Credit Union received a grant for computers and other equipment. One of three new computers is dedicated to critical systems that protect member information and the two other PCs update old systems for the back office and teller line. New exterior motion sensor lighting and new video cameras inside and outside better protect members and staff.



### Card Security

Oshkosh Postal Employees Credit Union received a grant to issue new, more secure EMV debit cards to reduce its potential for fraud, keeping members safer and reducing losses that affect member service.



### Automated Scoring/Bill Counters

St. Agnes Employees Credit Union received a grant to add an automated scoring system that helps reduce risk for opening accounts and identifies member needs that the credit union can address. New coin and bill counters are also helping to attract new members as well as meet a member demand.



### New Laptop

The Labor Credit Union received a grants for a new laptop. The laptop enables the sole employee to work out of multiple offices as well as improve the credit union's compliance for testing backups and restoring data.

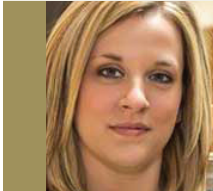


# educate credit union staff & volunteers

## Professional Development Scholarships

These scholarships ensure that limited training budgets don't limit a credit union's potential to serve members. Scholarships are awarded on the basis of need, the impact of the program on the credit union and the applicant's involvement in and commitment to the movement.

### 2016 CUNA Management School Scholarship Recipient

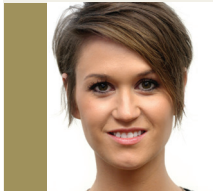


"My first year of CUNA Management School was amazing. I have already learned so much that I have been able to bring back to my credit union and still have two years to go. I have a much better understanding of the income statement and balance sheet, lots of ideas to help grow our loan portfolio and learned great tips on how to be a better leader and manager. I also made so many new friends and contacts who can provide feedback on ideas and situations."

**Cassie Thom**

St. Mary's & Affiliates Credit Union

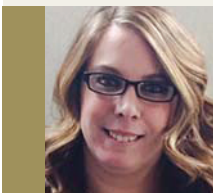
### 2016 Young Professional Development Scholarship Recipients



"As a result of my first year at CUNA Management School, I pitched a completely revised plan for marketing within the credit union. My goal is to make marketing a powerful tool for the credit union. The more that I can grow my knowledge, the stronger my team and our department will become. If we are not moving forward, then we are falling behind. Both income and membership are expected to increase with the changes I am working to implement. I am not someone who considers my position just a job. I am looking at a lifelong career path."

**Nicole Johnson**

Park City Credit Union

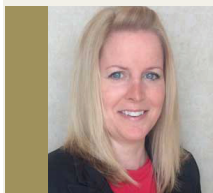


"I cannot tell you how much of a difference the credit union Movement has made in my life in the past three years compared to the banking industry. I am extremely happy to be part of a Movement where we genuinely help people. I know there is much more to learn and there are so many ways to help make our credit union grow and continue to give back. I'm looking forward to finding ways to overcome some hurdles and learn new ways to advance our credit union in a changing society. [After attending the Development Education\* training in 2017,] I hope to boost employee motivation and increase my involvement as a leader to promote credit union philosophy and principles."

**Alicia Vanness**

Northern Paper Mills Credit Union

### 2016 Development Education Scholarship Recipient



"I am so grateful for the scholarship I received to attend Development Education training with the National Credit Union Foundation. It is difficult for me to summarize the experience, as it was once in a lifetime, and encompassed so much. The first day, reviewing the schedule, it seemed overwhelming, but by the end of the week, I could not believe it was over.

"I met a fantastic group of individuals, with whom I stay in contact, sometimes daily. This training confirmed why I am where I am. I have been a member of this credit union since the age of nine. I believe in our mission and hope to make a difference where I can."

**Kara Guse**

Glacier Hills Credit Union





# support the credit union system

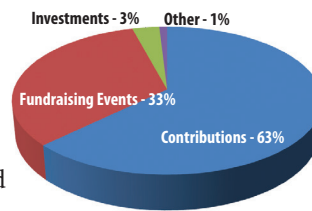
## Emergency Relief Grants

These funds help credit unions affected by a natural disaster assist their members and communities. The grants reach affected areas with assistance from the National Credit Union Foundation and the World Council of Credit Unions.

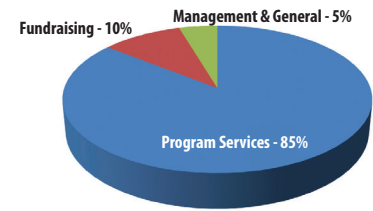
\$1,000 was disbursed to the National Credit Union Foundation (NCUF) to aid in the Louisiana flood relief efforts and \$750 to the Carolinas Credit Union Foundation to aid the flood relief efforts in North Carolina.

## financial summary

The Foundation had a total revenue of \$120,296 in 2016. Total expenses were \$57,625. Through careful management and generous contributions, the Foundation was able to fulfill its mission to serve credit unions through six grants, four scholarships and funding of FiCEP.



2016 Revenue



2016 Expenses

## founders circle

A special thank you to all of our initial supporters who make up the Founder's Circle.

### Edward A. Filene

Capital Credit Union | Connexus Credit Union | Corporate Central Credit Union | Focus Credit Union  
Fox Communities Credit Union | Lakeview Credit Union | Summit Credit Union  
J. David & Gretchen Christenson | Michael DeGrand | In Memoriam of Jim Goebel  
Ralph & Mary Lou La Macchia | In Memoriam of Lee Rogers | Brett Thompson | Jo Whiting  
The Wisconsin Credit Union League | W.C.U.L. Services Corp. | WISCUB Inc.

### Roy F. Bergengren

Avestar Credit Union | Central City Credit Union | Co-op Credit Union  
Marshfield Medical Center Credit Union | Members First Credit Union | Neenah Foundry Credit Union  
P.C.M. Employees Credit Union | WESTconsin Credit Union | Cathy & Dan Becks | Kenneth Beine  
Mary and Scott Bliss | Chris Butler | Jim Drogue | John & Debra Engel | Jay & Leslie Fahl  
Kevin & Shari Hauser | Greg Lentz | Mike Mallow | Jennifer Schilling | Jill Weber

### Charles G. Hyland

Blackhawk Community Credit Union | Bull's Eye Credit Union | Co-operative Credit Union  
County-City Credit Union | Empower Credit Union | Enterprise Credit Union  
First Community Credit Union of Beloit | Fond du Lac Credit Union | Fort Community Credit Union  
Marathon County Employees Credit Union | N.E.W. Credit Union | Post Office Credit Union  
Sheboygan Area Credit Union | Shoreline Credit Union | Taylor Credit Union  
University of Wisconsin Credit Union | Carol Adler | Lora Benrud | Robert Carmichael | Dennis Degenhardt  
Ron Eide | Tom Knabel | Paul Kundert | Tom Liebe | Patrick Lowney | Dave Petit | Tom Pinnow | Lori Pook  
Karen Raether | Carol Robinson | Jim Schrimpf | Mary Schultz | Michele & Ed Spanbauer | Judy Stoikes  
Jerry Tiedt | Bonnie Timm | Sharon Tome | Les Van Ornum | Carla Watson | Cliff Williams | Sue Winters  
Dan Wollin | Kevin Yaeger | Kimberly Youngblood

### additional donors

A M Community Credit Union | CitizensFirst Credit Union | Evergreen Credit Union  
La Crosse Area Postal Credit Union | Madison Area Chapter of Credit Unions  
Northwestern Mutual Credit Union | St. Mary's & Affiliates Credit Union | Valley Communities Credit Union



# 2016 annual fund donor society

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## ■ *philanthropists*

*Credit unions donating over \$5,000, credit union partners donating over \$2,500 and individuals donating over \$500.*

Corporate Central Credit Union | PCM Credit Union | Madison Area Chapter of Credit Unions | John Engel  
David Hall | Brett Thompson

## ■ *patrons*

*Credit unions donating \$2,500-\$4,999, credit union partners donating \$1,000-\$2,499 and individuals donating \$300-\$499.*

Kohler Credit Union | WISCUB Service Center | Mary Bliss | Cari Thompson | Dan Wollin

## ■ *partners*

*Credit unions donating \$1,000-\$2,499, credit union partners donating \$500-\$999, and individuals donating \$200-\$299.*

Altra Federal Credit Union | Blackhawk Community Credit Union | Bull's Eye Credit Union | Co-op Credit Union  
Fox Communities Credit Union | Glacier Hills Credit Union | Heartland Credit Union | Park City Credit Union  
Simplicity Credit Union | Summit Credit Union | Unison Credit Union | Westby Co-op Credit Union  
WESTconsin Credit Union | Dennis Degenhardt | Nan Dorwaldt | Jay Fahl | Kevin Hauser | Julie Jennerjohn | Tom Liebe  
Bonnie Timm | James Wookey

## ■ *supporters*

*Credit unions donating \$500-\$999, credit union partners donating \$300-\$499 and individuals donating \$100-\$199.*

CoVantage Credit Union | Evergreen Credit Union | Governmental Employees Credit Union | Fond du Lac Credit Union  
Indianhead Credit Union | Post Office Credit Union | Sentry Credit Union | Taylor Credit Union | Teachers Credit Union  
Valley Communities Credit Union | Phillip Hellmuth | Christine Henzig | Kim Hoppe | Tara Krejcarek | Mark Mathias  
Karen Raether | Josh Roberts | Sarah Wainscott

## ■ *friends*

*Credit unions donating \$100-\$499, credit union partners donating \$100-\$299 and individuals donating \$50-\$99.*

Badger-Globe Credit Union | Bay Shore Credit Union | Brantwood Credit Union | Capital Credit Union  
"Golden Rule" Credit Union | Heritage Credit Union | Lakewood Credit Union | Marathon County Employees Credit Union  
Northern Paper Mills Credit Union | Oshkosh Truck Credit Union | Ripco Credit Union | Tomah Area Credit Union  
Digital Benefits Advisers | Marketplace Home Mortgage | Lisa Alery | Cathy Becks | Julie & Lambert Binversie  
Paul Guttormsson | Daniel Ige | Angela Klaves | Robert Rynning Lynn Schaufenbuel | Mary Wichman

## ■ *donors*

*Credit unions donating less than \$100, credit union partners donating less than \$100 and individuals donating less than \$50.*

Arcadia Credit Union | Hayward Community Credit Union | M. G. & E. Credit Union | Oshkosh Postal Credit Union  
Jeff Bonk | Zak deWindt | Jennifer Esser | Linda Hale | Wade Kutchera | Vong Lee | Katie Liedtke | Robin Marohn



# how you can help our mission

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## ■ *annual fund donor society*

Make a personal or corporate gift and be part of our Annual Fund Donor Society.

## ■ *fundraisers*

Throughout the year we have a number of fundraising opportunities such as:

- Ca\$h Calendar raffle in December
- Bucket raffle during The League's annual convention
- The League Invitational Golf Outing in the Fall

## ■ *memorials & tributes*

What better way to connect the "People Helping People" philosophy to your colleagues and friends than through a gift to the charitable organization dedicated to helping Wisconsin credit unions help others.

## ■ *community investment fund (CIF)*

The CIF is an investment vehicle allowing credit unions to support the National Credit Union Foundation and state foundations, including ours in Wisconsin. The CIF provides almost two-thirds of the funding for key programs benefiting credit unions, their members and the communities they serve.

Credit unions investing in the CIF receive 50% of the dividend of their investment. The remaining 50% is shared equally between the state and national credit union foundations.

## ■ *sponsorships*

System/business partners can sponsor Foundation fundraisers to boost their impact, and gain visibility on event materials, during events and as part of our communications. Or, just make a contribution and we'll add you to our prestigious Annual Donor Fund Society. Major sponsors in 2016 were:

- CUNA Mutual Group
- W.C.U.L. Services Corp.
- AmeriCU Mortgage
- Corporate Central Credit Union
- Federal Home Loan Bank
- La Macchia Group
- OneDigital
- SHAZAM

## ■ *apply for a grant or scholarship, use financial ed resources*

Remember to take advantage of the scholarships and grants available to you and your credit union. Also make sure that your financial education program is using The Foundation's resources to help make it a success. These resources are here for you.

## ■ *spread the word*

We rely on fundraising efforts from credit unions on behalf of The Foundation. If you're holding an event or activity, please consider having a portion of the proceeds benefit The Foundation. Some ideas are:

- Casual day at work
- Bake sale
- Car wash

If someone you know could benefit from The Foundation's services, please urge them to get in touch.

*contact us for more information or how to get involved*

**(800) 242-0833 | [TheLeague.coop/Foundation](http://TheLeague.coop/Foundation)**





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*thank you*

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N25W23131 Paul Road, Suite 500  
Pewaukee, WI 53072-5779  
(800) 242-0833 | [TheLeague.coop/Foundation](http://TheLeague.coop/Foundation)