

A United Movement



 Wisconsin Credit Union
FOUNDATION^{Inc.}
2017 Annual Report

TheLeague.coop/Foundation
(608) 240-4040 • (800) 242-0833

our message

The Foundation's mission is improving financial literacy, promoting credit union development, educating credit union staff and volunteers and re-investing in the credit union system. In 2017, your Foundation Board expanded on this vision. During the year – the Foundation's 10th anniversary - we:

- Provided more than ever (\$6,000) for CU-system disaster aid. Read more on page 6.
- Offered an additional scholarship. Under the umbrella of Professional Development Scholarships we now grant awards to Young Professionals and others regardless of age. See p. 5.
- Awarded \$40,800 in grants and scholarships – the largest amount ever.
- Sponsored a first-ever Community Development Workshop that challenged and equipped credit unions to extend their service and outreach.
- Graduated the second-year group of 57 Certified Credit Union Financial Counselors, for a total of 120 statewide since 2016. See p. 3.
- Surpassed the \$1 million mark for the Foundation's impact since 2007. See p. 3.

This would not have been possible without our Annual Donor Fund Society, see page 7. These generous donors know that the Foundation magnifies the impact of Wisconsin's not-for-profit credit unions statewide. As we cultivate credit unions and improve their outreach, we improve the lives of our 3 million members.

Thank you for entrusting me with Foundation leadership. Let's continue to help Wisconsin credit unions Unite for Good through the Foundation!

With deep appreciation,

Kevin R. Hauser

your board



Kevin Hauser, Chair
Westby Co-op Credit Union



Catherine Tierney, Vice Chair
Community First Credit Union



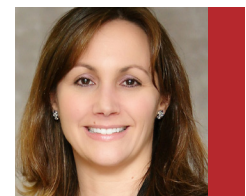
Chris Felton, Treasurer
Corporate Central Credit Union



Anita Rauch, Secretary
Heritage Credit Union



Kim Youngblood, Director
FOCUS Credit Union



Liza Edinger, Director
Ripco 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:

- \$57,829 in scholarships to 32 people
- \$131,819 in grants to 38 credit unions
- \$824,267 in financial literacy initiatives
- \$21,250 in credit union disaster support

Over \$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 credentialed 57 more Certified Credit Union Financial Counselors (CCUFCs) in credit unions in October, bringing our two-year total to more than 120 statewide. Funds from the Wisconsin Foundation cut the cost of participation by more than half, with yet another cost reduction planned for 2018.

While credit unions in our state have provided their members free financial counseling for years – 678,000 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.

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 FiCEP graduate

“ **57 new certified credit union
Financial Counselors**

**27 Wisconsin credit unions
participated in 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 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

Inmate Financial Education

The Madison Area Chapter of Credit Unions used grant funding of \$1,000 to develop a financial education program for soon-to-be released inmates at the Oakhill Correctional Institution. Staff from credit unions in the chapter will collaborate to provide instruction.

Youth Financial Education

STAR Credit Union – a youth-chartered credit union serving a Madison-area Boys & Girls Club - will use grant funds of \$3,800 to offer its Youth Entrepreneurship Society program. The program uses BizKids lesson plans and videos to teach teens how to own and run a business. In the first six months, the students participate in job shadowing and training and meet with local business owners. Over the final six months, the students create a business plan that includes a budget and proposal for investors. They pitch their ideas to a panel and receive an investment based on their proposal.

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 \$24,000 to the following credit unions:

Mobile banking

Badger-Globe Credit Union received a \$5,000 grant to offset start-up costs.



Operational projects

LaCrosse Burlington Credit Union received a \$2,000 grant for various operational upgrades.



Computer equipment

Northern Paper Mills Credit Union received a \$2,000 grant to update its office technology.



ATM processing

Oshkosh Community Credit Union received a \$5,000 grant to convert from batch to online ATM processing.



Phones

Sheboygan Area Credit Union received a \$5,000 grant to assist in their purchase of a new phone system.



Shared Branching

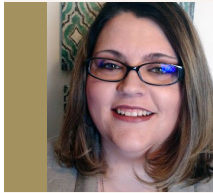
Southern Lakes Credit Union Received a \$5,000 grant to help fund their quest to become a shared branching acquirer.



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.



2017 CUNA Management School Scholarship Recipient

"The first year of CUNA Management School has changed my life. I've gained confidence, excitement and a vision of what my credit union can be. I can't wait to see what two more years of CUNA Management School will do for me."

Jennifer Kutz

Members First Credit Union

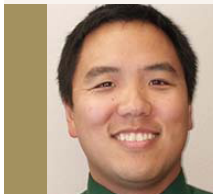


2017 Professional Development Scholarship Recipients

"This scholarship would allow me to attend a phenomenal training experience that would provide additional skills that can be brought back and utilized immediately in my leadership position."

Dawn Grohskopf

UnitedOne Credit Union



"As a young professional with aspirations of running a credit union someday, I am always looking for opportunities for professional and personal development."

David Murphy

Marshfield Medical Center Credit Union



"I am applying for this scholarship to help pay for CUCU accreditation. My credit union is small in comparison to others and we need to be very conscious of the member's money we spend. This scholarship will help make this accreditation possible for me."

Sarah Perl

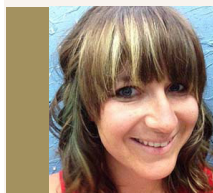
Premier Financial Credit Union



"I know this conference would be excellent for me to develop a marketing plan that is based on credit union philosophy while enhancing my ability to portray this vision to our CEO."

Shelley Mell

Hayward Community Credit Union



2017 Development Education Scholarship Recipient

"The most powerful aspect of working for a credit union is the cooperative mentality that seeps into every facet of the work day. Being part of the larger credit union movement drives a stronger work ethic and a passion to further the movement. Day-to-day tasks aren't just about completing a goal, but about furthering a mission and bettering a community. This motivation is why the CUDE training is important to me and my work at STAR Credit Union."

Kristel Renn

STAR Credit Union



support the credit union system

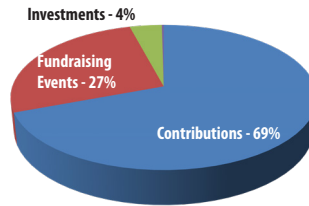
Emergency Relief Grants

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 additional system partners. A total of \$6,000 was disbursed to the National Credit Union Foundation (NCUF) to help credit unions affected by:

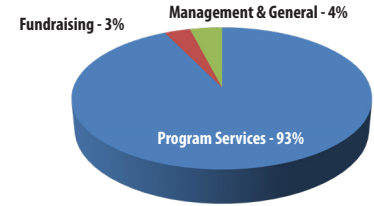
- Tropical Storm Harvey
- Hurricanes Irma & Maria
- California Wildfires

financial summary

The Foundation had a total revenue of \$127,341 in 2017. Total expenses were \$87,824. Through careful management and generous contributions, the Foundation was able to fulfill its mission to serve credit unions through eight grants, six scholarships and funding of FiCEP.



2017 Revenue



2017 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



2017 annual fund donor society

■ *philanthropists*

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

Blackhawk Community Credit Union | Community First Credit Union | Corporate Central Credit Union
PCM Credit Union | CU'MAGO | 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.

Mary Bliss | Nan Dorwaldt | 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 | Bull's Eye Credit Union | Co-op Credit Union | Cloverbelt Credit Union
Fox Communities Credit Union | Heritage Credit Union | Simplicity Credit Union | Unison Credit Union
WESTconsin Credit Union | Louisiana Credit Union League Young Professionals | Jay Fahl | Kevin Hauser
Josh Roberts | James Wookey

■ *supporters*

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

1st Community Credit Union | Capital Credit Union | Governmental Employees Credit Union | Indianhead Credit Union
Members First Credit Union | Park City Credit Union | Post Office Credit Union | Premier Financial Credit Union
Sentry Credit Union | Teachers Credit Union | Valley Communities Credit Union | Westby Co-op Credit Union
Phillip Hellmuth | Kim Hoppe | Karen Raether | 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 | Brewery Credit Union
Fond du Lac Credit Union | "Golden Rule" Community Credit Union | Lakewood Credit Union
Marathon County Employees Credit Union | Oshkosh Truck Credit Union | Ripco Credit Union | Experian on behalf
of Carrie O'Connors | Reach Business Lenders, LLC | Lisa Alery | Julie Binversie | Jackson Burgau | Paul Guttormsson
Angela Klaves | Wade Kutchera | Mary Wichman

■ *donors*

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

M. G. & E. Credit Union | Summit Credit Union | The Rate Experts | Sally Bjork | Missy Dickson | Linda Hale
Christine Henzig | Tara Krejcarek | Katie Liedtke



how you can help our mission

■ *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 2017 were:

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

■ *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 (like a casual day at work, bake sale or car wash), please consider having a portion of the proceeds benefit The Foundation.

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

■ *shop using amazon.smile.com*

Designate The Wisconsin Credit Union Foundation as your charity of choice, bookmark the site and use it each time you shop; it's giving made easy!

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You shop. Amazon gives.

contact us for more information or how to get involved

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Support
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Development
Continuing Ed
REAL Solutions
Financial Ed
FiCEP
Young Professionals
In-School Branches

thank you

for working together to achieve so much



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