



Annual Report

2011

Our Message

Collaboration has long been the hallmark of credit unions' success.

So I like to think of the Wisconsin Credit Union Foundation – which leverages support from credit unions and individuals statewide – as one of our best collaborations.

With generous support from our Annual Fund Donor Society – which recognizes donors at all levels – we provide management training for credit unions, promote credit union development through innovative new services, deliver financial education and support the credit union system in times of need.

*Your continued generous support improves the quality of life for so many!
For that I thank you most sincerely.*

Gratefully,



Carol Adler, Chair
Marshfield Medical Center CU

Annual Fund Donor Society

The following table summarizes the contribution and recognition levels for the Wisconsin Credit Union Foundation Annual Campaign. Campaign season runs from January 1 to December 31 each year.

Recognition Level	Credit Unions	CU Partners	Individuals
Philanthropist	\$5,000 +	\$2,500 +	\$500+
Patron	\$2,500-\$4,999	\$1,000-\$2,499	\$300-\$499
Partner	\$1,000-\$2,499	\$500-\$999	\$200-\$299
Supporter	\$500-\$999	\$300-\$499	\$100-\$199
Friend	\$100-\$499	\$100-\$299	\$50-\$99
Donor	Less than \$100	Less than \$100	Less than \$50

Members of the Society will be recognized in many ways: on plaques at the League offices, on the Foundation website, in publications, and at The League Annual Convention. ***Thank you for your support of the Foundation!***

Wisconsin Credit Union Foundation Board

Chair of Foundation

Carol Adler

Marshfield Medical Center Credit Union

Vice Chair

Catherine Tierney

Community First Credit Union

Secretary

Debra Woods

Taylor Credit Union

Treasurer

Paul Kundert

University of Wisconsin Credit Union

Tammy Williams

Best Advantage Credit Union

Kevin Hauser

Westby Co-op Credit Union

Brett Thompson

The Wisconsin Credit Union League

“No person was ever honored for what he received.

Honor has been the reward for what he gave.”

— Calvin Coolidge



Memorials & Tributes

Remember someone in a profound and lasting way by making a gift in their name to the Foundation. In 2011, this fund was established through a gift from Carol Adler in memory of: **Merle Bartsch**

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.

It offers donors tax deductibility for contributions that:

- **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

Improve Financial Literacy

The brass|STUDENT PROGRAM

This classroom resource - provided free to any Wisconsin public high school that requested it - teaches teens about personal finance. A lifestyle money magazine called the brass|STUDENT EDITION, as well as online resources for teachers and students, support state teaching standards. The program was honored with the state's top financial literacy award.

Impact in 2011:

- **49,700** copies of the personal finance publication distributed to students
- **350** Wisconsin high schools benefiting from the program
- **405** teachers asking to receive copies of the publication to aid class instruction

98% of Wisconsin teachers surveyed want their school to continue participation in the brass|STUDENT PROGRAM.

“Credit unions are...

*giving public high school teachers statewide a free,
effective tool to help students achieve state standards
for personal financial literacy.”*

— Governor's Proclamation

Promote Credit Union Development

REAL Solutions® Grants

These support credit unions' efforts to help people of all ages and incomes save, increase their financial savvy, improve their creditworthiness and build wealth. These grants allow credit unions to be creative in bringing financial education to wherever it is needed and by whatever channels are deemed effective: through the credit union, in classrooms or other community settings. REAL Solutions® and its programs have received the state's top financial literacy award six times in six years.

Programs supported in 2011:

- **“The “Great Pay Down,”** an intensive year-long financial education and counseling program for credit union members.
- **Financial education marketing,** an effort to improve the delivery of financial education materials to credit union members.
- **A “Stock Market Club,”** a program that offers teens knowledge as well as hands-on experience about investing.
- **A “Student Saver Club,”** which educates high school students on the importance of saving.

REAL Solutions® strengthens Wisconsin communities and the state economy because it provides the knowledge and skills for individuals and families to be financially self-sufficient.

Support the CU System in Times of Need

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.

Relief Efforts Assisted in 2011:

- **Southern United States Tornado Relief**
- **Tornado Relief, Joplin, Missouri**
- **Flood Relief, North Dakota**
- **Hurricane Irene Relief Effort**

Educate Credit Union Staff & Volunteers

Professional Development Scholarships

Available only to smaller credit unions – those under \$50 million in assets – 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 credit union movement.

Recipients in 2011:



"The knowledge gained in the first year alone has helped me to be a more prepared professional to run our credit union. Without the Foundation's scholarship it wouldn't have been possible for me to attend. One word: priceless!"

Carl Mundth

President, Badger Campus Credit Union

He graduated from CUNA Management School, an intensive management program that helps attendees learn and implement principles that make them a more effective manager and leader.



"This experience gave me a renewed enthusiasm for the credit union movement. It helped me to fully understand how a cooperative operates for the benefits of its membership and the community it serves. This education combined with the network of professionals I developed ensures that I continue to effectively communicate the credit union message as I move forward in my career."

Daniel G. Winters, CCUE, CUDE

Vice President - Operations, Co-Operative Credit Union

He earned certification as a Credit Union Development Educator (CUDE) as part of the National Credit Union Foundation's Development Education Program. This training teaches graduates to improve the lives of members and communities by applying credit union philosophy in the face of challenging circumstances.

Statement of Financial Position

(In USD thousands)

ASSETS

	2010	2011
Current Assets		
Cash	\$ 14	\$ 12
Receivables & Prepaid Expenses	2	10
Other Assets		
Investments	420	408
TOTAL ASSETS	\$ 436	\$ 430

LIABILITIES & NET ASSETS

Liabilities		
Accounts Payables & Accrued Expenses	\$ 2	\$ 6
Total Liabilities	\$ 2	\$ 6
Net Assets		
Unrestricted	\$ 420	\$ 420
Temporarily Restricted	14	4
Total Net Assets	\$ 434	\$ 424
TOTAL LIABILITIES & NET ASSETS	\$ 436	\$ 430

Statement of Activities

(In USD thousands)

CHANGE IN UNRESTRICTED ASSETS

	2010	2011
Revenues		
Contributions		
Founder's Circle	\$ - 0%	\$ - 0%
Annual Fund Drive	149 88%	145 86%
Other	- 0%	- 0%
“Fundraising, net”	17 10%	19 11%
Investment Income	3 2%	4 2%
Other	- 0%	- 0%
Total Revenues	\$ 169 100%	\$ 168 100%
Expenses		
brassMEDIA	\$ 175 104%	\$ 148 88%
Scholarships & Grants	12 7%	14 8%
CUAid Donations	3 2%	2 1%
Administration	6 4%	6 4%
Total Expenses	\$ 196 116%	\$ 170 101%
CHANGE IN UNRESTRICTED ASSETS	\$ (27)	\$ (2)

CHANGE IN TEMPORARILY RESTRICTED ASSETS

Revenues		
Contributions		
Money Mission®	14 8%	\$ 7 4%
Community Investment Fund	1 1%	1 1%
Expenses		
Money Mission®	- 0%	16 10%
Total Revenues	\$ - 0%	\$ 16 10%
CHANGE IN TEMPORARILY RESTRICTED ASSETS	\$ 15	\$ (8)
CHANGE IN NET ASSETS	\$ (12)	\$ (10)

2011 Wisconsin Credit Union Foundation Donors

Generous support from the 2011 Annual Fund Donor Society helped the Wisconsin Credit Union Foundation provide management training for credit unions, promote credit union development through innovative new services, deliver financial education and support the credit union system in times of need. Thank you to our many 2011 donors!

2011 Annual Fund Donor Society

Donors

Credit Unions

Corporate Central Credit Union	Philanthropist
Marshfield Medical Center Credit Union	Patron
Summit Credit Union	Patron
University of Wisconsin Credit Union	Patron
Central City Credit Union	Partner
Lakeview Credit Union	Partner
PCM Credit Union	Partner
Taylor Credit Union	Partner
Unison Credit Union	Partner
Westby Co-op Credit Union	Partner
WESTconsin Credit Union	Partner
CoVantage Credit Union	Supporter
First Choice Credit Union	Supporter
First Community Credit Union of Beloit	Supporter
Fond du Lac Credit Union	Supporter
Forward Financial Credit Union	Supporter
Members Advantage Credit Union	Supporter
Northwoods Community Credit Union	Supporter
Post Office Credit Union	Supporter
Sentry Credit Union	Supporter
Valley Communities Credit Union	Supporter
Badger Globe Credit Union	Friend
Bay Shore Credit Union	Friend
Co-op Credit Union	Friend
County-City Credit Union	Friend
"Golden Rule" Community Credit Union	Friend
Hayward Community Credit Union	Friend
Horizon Community Credit Union	Friend
N.E.W. Credit Union	Friend
Premier Financial Credit Union	Friend
Ripco Credit Union	Friend
St. Mary's & Affiliates Credit Union	Friend
St. Agnes Employees Credit Union	Donor

Credit Union Partners

Madison Chapter of Credit Unions	Philanthropist
RP3 Program	Friend

Individuals

Jim Drogue	Philanthropist
Brett Thompson	Philanthropist
Jo Whiting	Philanthropist
Mary Bliss	Patron
Dennis Degenhardt	Partner
Kevin Hauser	Partner
Stacy Picard	Partner
Karen Raether	Partner
Cari Thompson	Partner
Chad Helminak	Supporter
Daniel Ige	Supporter
Joshua Roberts	Supporter
Keith Peterson	Donor
Paul Guttormsson	Donor

Founder's Circle

Donors

Credit Unions

Capital Credit Union	Friend
Connexus Credit Union	Friend
Corporate Central Credit Union	Friend
FOCUS Credit Union	Friend
Fox Communities Credit Union	Friend
Lakeview Credit Union	Friend
Summit Credit Union	Friend
Avestar Credit Union	Bergengren
Central City Credit Union	Bergengren
Co-op Credit Union	Bergengren
Marshfield Medical Center Credit Union	Bergengren
Members First Credit Union	Bergengren
NewVISION Credit Union	Bergengren

Giving Level

PCM Credit Union	Bergengren
WESTconsin Credit Union	Bergengren
Badger-Globe Credit Union	Hyland
Blackhawk Community Credit Union	Hyland
Bull's Eye Credit Union	Hyland
Co-operative Credit Union	Hyland
County-City Credit Union	Hyland
Empower Credit Union	Hyland
Enterprise Credit Union	Hyland
First Community Credit Union of Beloit	Hyland
Fond du Lac Credit Union	Hyland
Fort Community Credit Union	Hyland
Marathon County Employees Credit Union	Hyland
N.E.W. Credit Union	Hyland
Post Office Credit Union	Hyland
Sheboygan Area Credit Union	Hyland
Shoreline Credit Union	Hyland
Taylor Credit Union	Hyland
University of Wisconsin Credit Union	Hyland

Credit Union Partners

The Wisconsin Credit Union League	Filene
W.C.U.L. Services Corp.	Filene
WISCUB, Inc.	Filene

Individuals

J. David & Gretchen Christenson	Filene
Michael DeGrand	Filene
Jim Goebel in Memoriam	Filene
Ralph & Mary Lou La Macchia	Filene
Lee Rogers in Memoriam	Filene
Brett Thompson	Filene
Jo Whiting	Filene
Cathy Becks	Bergengren
Kenneth Beine	Bergengren
Mary & Scott Bliss	Bergengren
Chris Butler	Bergengren
Jim Drogue	Bergengren
John & Debra Engel	Bergengren
Jay & Leslie Fahl	Bergengren
Kevin & Shari Hauser	Bergengren
Gregory Lentz	Bergengren
Michael Mallow	Bergengren
Jill G. Nordstrom	Bergengren
Jennifer Schilling	Bergengren
Carol Adler	Hyland
Lora Benrud	Hyland
Bob Carmichael	Hyland
Dennis Degenhardt	Hyland
Ron Eide	Hyland
Tom Knabel	Hyland
Paul Kundert	Hyland
Tom Liebe	Hyland
Patrick Lowney	Hyland
David Petit	Hyland
Tom Pinnow	Hyland
Lori Pook	Hyland
Karen Raether	Hyland
Carol Robinson	Hyland
James Schrimpf	Hyland
Mary Schultz	Hyland
Michele & Ed Spanbauer	Hyland
Judy Stoikes	Hyland
Jerry Tiedt	Hyland
Bonnie Timm	Hyland
Sharon Tome	Hyland
Les Van Ornum	Hyland
Carla Watson	Hyland
Cliff Williams	Hyland
Susan Winters	Hyland
Dan Wollin	Hyland
Kevin Yaeger	Hyland
Kimberly Youngblood	Hyland

Filene, Bergengren and Hyland levels named for credit union pioneers.