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F O U N D A T I O N



**Annual Report**  
**2012**

N25W23131 Paul Road, Suite 500, Pewaukee, WI 53072  
(262) 549-0200 • (800) 242-0833 • [www.theleague.coop/foundation](http://www.theleague.coop/foundation)

## Our Message

*... truly describes Wisconsin credit unions. And it is something they're accomplishing—improving credit unions as well as the quality of life in local communities—through the Wisconsin Credit Union Foundation.*

*Our Annual Donor Fund Society—which recognizes donors at all levels—has given generously this past year to 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



## 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 - **Tammy Williams** - Best Advantage Credit Union

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

**Jennifer Schilling** - Empower Credit Union

**Brett Thompson** - The Wisconsin Credit Union 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.

## It offers donors tax deductibility for contributions that:

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

## 1 Improve Financial Literacy

### The brass|STUDENT PROGRAM

This classroom resource - provided free to any Wisconsin public high school that requests 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 2012:

**41,330**

Copies of the personal finance publication distributed to students

**309**

Wisconsin high schools benefiting from the program

**382**

Teachers asking to receive copies of the publication to aid class instruction



**97%** of Wisconsin teachers would recommend the brass|STUDENT PROGRAM

*“Credit unions are...giving students a ‘cool read’ that can inspire them to save regularly, use credit wisely, and recognize money as a tool that can help them build the kind of future they envision.”*

— Governor’s Proclamation

## 2 Promote Credit Union Development

### REAL Solutions® Initiative Grants

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

- **Save**
- **Increase** their financial savvy
- **Improve** their creditworthiness
- **Build** wealth

REAL Solutions® and its programs have received seven top awards in seven years for exemplary social responsibility. The Foundation's grants allow credit unions the creativity to bring REAL Solutions® in financial education where it is needed most.

### REAL Solutions® Programs supported in 2012:

- **Credit Rebuilding:** The credit rebuilder program certified new credit union credit counselors who taught members how to lower their loan rates by building a budget and making consistent on-time payments.
- **Peer-to-Peer Financial Literacy:** Six Financial Literacy Student Ambassadors were trained to lead financial literacy programs for K-12 students using newly purchased iPads. It is estimated that the program will reach 540 students in the first year.

## 3 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 2012:

- **Hurricane Sandy**
- **Colorado Fires**

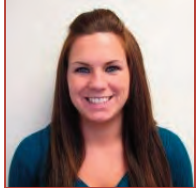


# 4 Educate Credit Union Staff & Volunteers

## 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 credit union movement.

### Recipients in 2012:



*"DE was a life changer. I am more compassionate towards others, and wake up every day thinking about how I can help make someone else successful. DE is a wake up call to your values, and to the reason why you live every day. I am so honored to have received the 2012 DE Scholarship through the Foundation. I believe the DE experience has made me a better person, both personally and professionally."*

#### **Chelsie Zima, St. Mary's & Affiliates Credit Union**

She 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.



*"The different backgrounds of the people who attended helped to diversify my outlook. I was able to apply this to our credit union. The scholarship helped me to attend because we don't have a large budget for training."*

#### **Dawn Johnson, RiverWood-Maritime Credit Union**

She attended CUNA Management School, an intensive management program that meets for three consecutive summers. It helps attendees learn and implement principles that make them a more effective manager and leader.



*"I learned how to deal with people from a management perspective as well as what low-income members really deal with on a daily basis. I'm full of excitement, knowledge and new ideas."*

#### **Nicole Christensen, Racine Municipal Employees Credit Union**

She also attended CUNA Management School, completing her second year of the three-year program.



*"The scholarship helps my credit union take part in an important development opportunity that would otherwise be cost prohibitive for a credit union of our size. This education helps ensure that management remains sensitive to the financial and growth needs of my credit union and the movement as a whole."*

#### **Josh Roberts, Enterprise Credit Union**

He will attend CUNA Management School, beginning in 2013.

# Financial Statements

## Statement of Financial Position

(In USD thousands)

### ASSETS

	2011	2012
Current Assets		
Cash	\$ 12	\$ 5
Receivables & Prepaid Expenses	10	103
Other Assets		
Investments	408	367
<b>TOTAL ASSETS</b>	<b>\$ 430</b>	<b>\$ 475</b>
<b>LIABILITIES &amp; NET ASSETS</b>		
Liabilities		
Accounts Payables & Accrued Expenses	\$ 6	\$ 2
<b>Total Liabilities</b>	<b>\$ 6</b>	<b>\$ 2</b>
Net Assets		
Unrestricted	\$ 420	\$ 463
Temporarily Restricted	4	10
<b>Total Net Assets</b>	<b>\$ 424</b>	<b>\$ 473</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$ 430</b>	<b>\$ 475</b>

## Statement of Activities

(In USD thousands)

### CHANGE IN UNRESTRICTED ASSETS

	2011	2012
<b>Revenues</b>		
Contributions		
Annual Fund Drive	\$ 145 86%	\$ 163 85%
Other	- 0%	- 0%
Fundraising, Net	19 11%	25 13%
Investment Income	4 2%	3 2%
Other	1 1%	1 1%
<b>Total Revenues</b>	<b>\$ 169 100%</b>	<b>\$ 192 100%</b>
<b>Expenses</b>		
brassMEDIA	\$ 148 88%	\$ 120 63%
Scholarships & Grants	14 8%	17 9%
CUAid Donations	2 1%	2 1%
Administration	6 4%	10 5%
<b>Total Expenses</b>	<b>\$ 170 101%</b>	<b>\$ 149 78%</b>
<b>CHANGE IN UNRESTRICTED ASSETS</b>	<b>\$ (1)</b>	<b>\$ 43</b>

### CHANGE IN TEMPORARILY RESTRICTED ASSETS

<b>Revenues</b>		
Contributions		
Money Mission®	7 4%	\$ 10 5%
<b>Expenses</b>		
Money Mission®	16 9%	4 2%
<b>CHANGE IN TEMPORARILY RESTRICTED ASSETS</b>	<b>\$ (9)</b>	<b>\$ 6</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$ (10)</b>	<b>\$ 49</b>

# 2012 Annual Donor Fund Society

## 2012 Annual Donor Fund Society

### Donors

#### Credit Unions

Community First Credit Union	Philanthropist
University of Wisconsin Credit Union	Philanthropist
Fox Communities Credit Union	Patron
Summit Credit Union	Patron
Blackhawk Community Credit Union	Partner
Central City Credit Union	Partner
Co-op Credit Union	Partner
Heartland Credit Union	Partner
Lakeview Credit Union	Partner
Marshfield Medical Center Credit Union	Partner
PCM Credit Union	Partner
Royal Credit Union	Partner
Superior Choice Credit Union	Partner
Unison Credit Union	Partner
Altra Federal Credit Union	Supporter
Best Advantage Credit Union	Supporter
Fond du Lac Credit Union	Supporter
Northwoods Community Credit Union	Supporter
Post Office Credit Union	Supporter
Sentry Credit Union	Supporter
Taylor Credit Union	Supporter
Valley Communities Credit Union	Supporter
Westby Co-op Credit Union	Supporter
Badger-Globe Credit Union	Friend
Bay Shore Credit Union	Friend
Dodge Central Credit Union	Friend
Hayward Community Credit Union	Friend
Horizon Community Credit Union	Friend
Indianhead Credit Union	Friend
Northwestern Mutual Credit Union	Friend
Oshkosh Truck Credit Union	Friend
Premier Financial Credit Union	Friend
Ripeo Credit Union	Friend
St. Mary's & Affiliates Credit Union	Friend
Brantwood Credit Union	Donor
Madison Credit Union	Donor

### Giving Level

#### Credit Union Partners

The Wisconsin Credit Union League	Philanthropist
Madison Credit Union Chapter	Patron
Felt & Lukes, LLC	Partner
Frett Barrington Limited	Supporter
Brown County Chapter of Credit Unions	Friend
Northeastern Chapter of Credit Unions	Friend

### Giving Level

#### Individuals

Patrick Lowney	Philanthropist
Brett Thompson	Philanthropist
Jo Whiting	Philanthropist
Carol Adler	Patron
Mary Bliss	Patron
Jim Drogue	Patron
Cari Thompson	Patron
Kevin Hauser	Partner
Stacy Picard	Partner
David Hall	Supporter
Chad Helminak	Supporter
John Engel	Supporter
Karen Raether	Supporter
Lynn Schaufenbuel	Supporter
Dustin Stone	Supporter
Bonnie Timm	Supporter
Lisa Alery	Friend
Kim Hoppe	Friend
Josh Roberts	Friend
Paul Guttormsson	Donor
Matt Hollenbeck	Donor
Patrick Lonergan	Donor

Members of the Society are 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!***

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

## Memorials & Tributes

Remember someone in a profound and lasting way by making a gift in their name to the Foundation! Contact Mary Bliss at (262) 408-6002 or [mbliss@theleague.coop](mailto:mbliss@theleague.coop).

# Founder's Circle Donors

*Special thank you to all of our initial supporters  
who make up our Founder's Circle.*

## Founder's Circle

Donors	Giving Level		Giving Level
<b>Credit Unions</b>			
Capital Credit Union	Filene	Cathy Becks	Bergengren
Connexus Credit Union	Filene	Kenneth Beine	Bergengren
Corporate Central Credit Union	Filene	Mary & Scott Bliss	Bergengren
FOCUS Credit Union	Filene	Chris Butler	Bergengren
Fox Communities Credit Union	Filene	Jim Drogue	Bergengren
Lakeview Credit Union	Filene	John & Debra Engel	Bergengren
Summit Credit Union	Filene	Jay & Leslie Fahl	Bergengren
Aveststar Credit Union	Bergengren	Kevin & Shari Hauser	Bergengren
Central City Credit Union	Bergengren	Gregory Lentz	Bergengren
Co-op Credit Union	Bergengren	Michael Mallow	Bergengren
Marshfield Medical Center Credit Union	Bergengren	Jill G. Nordstrom	Bergengren
Members First Credit Union	Bergengren	Jennifer Schilling	Bergengren
New VISION Credit Union	Bergengren	Carol Adler	Hyland
PCM Credit Union	Bergengren	Lora Benrud	Hyland
WESTconsin Credit Union	Bergengren	Bob Carmichael	Hyland
Badger-Globe Credit Union	Hyland	Dennis Degenhardt	Hyland
Blackhawk Community Credit Union	Hyland	Ron Eide	Hyland
Bull's Eye Credit Union	Hyland	Tom Knabel	Hyland
Co-operative Credit Union	Hyland	Paul Kundert	Hyland
County-City Credit Union	Hyland	Tom Liebe	Hyland
Empower Credit Union	Hyland	Patrick Lowney	Hyland
Enterprise Credit Union	Hyland	David Petit	Hyland
First Community CU of Beloit	Hyland	Tom Pinnow	Hyland
Fond du Lac Credit Union	Hyland	Lori Pook	Hyland
Fort Community Credit Union	Hyland	Karen Raether	Hyland
Marathon County Empls. Credit Union	Hyland	Carol Robinson	Hyland
N.E.W. Credit Union	Hyland	James Schrimpf	Hyland
Post Office Credit Union	Hyland	Mary Schultz	Hyland
Sheboygan Area Credit Union	Hyland	Michele & Ed Spanbauer	Hyland
Shoreline Credit Union	Hyland	Judy Stoikes	Hyland
Taylor Credit Union	Hyland	Jerry Tiedt	Hyland
University of Wisconsin Credit Union	Hyland	Bonnie Timm	Hyland
		Sharon Tome	Hyland
		Les Van Ornum	Hyland
<b>Credit Union Partners</b>			
The Wisconsin Credit Union League	Filene	Carla Watson	Hyland
W.C.U.L. Services Corp.	Filene	Cliff Williams	Hyland
WISCUB, Inc.	Filene	Susan Winters	Hyland
		Dan Wollin	Hyland
		Kevin Yaeger	Hyland
		Kimberly Youngblood	Hyland
<b>Individuals</b>			
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		

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

***"We make a living by what we get.  
We make a life by what we give."***

**— Winston Churchill**

Recognition Level	CU Assets \$500 Million & Over	CU Assets \$100 - \$500 Million	CU Assets \$20 - \$100 Million	CU Assets Under \$20 Million	CU Partner	Individual
Filene	\$25,000 & Over	\$15,000 & Over	\$7,500 & Over	\$2,500 & Over	\$20,000 & Over	\$1,000 & Over
Bergengren	\$20,000	\$10,000	\$5,000	\$1,000	\$15,000	\$500
Hyland	\$15,000	\$7,500	\$2,500	\$500	\$10,000	\$250