

Working together for  
**WISCONSIN CREDIT UNIONS,  
THEIR MEMBERS &  
THEIR COMMUNITIES**



## **2019 Annual Report**

**TheLeague.coop/Foundation**

**(608) 640-4040 • (800) 242-0833**

In 2019, The Wisconsin Credit Union Foundation continued to successfully expand its offerings to better serve its mission of improving financial literacy, promoting credit union development, educating credit union staff and volunteers, and re-investing in the credit union system.

Nearly \$70,000 was given out in scholarships and grants—the most awarded since the organization’s inception—and we were proud to unveil a new Emerging Markets Grant, focused on supporting Wisconsin credit union’s efforts to reach underserved populations.

As always, we remain grateful for the contributions of our generous donors—this would not be possible without your support.



CATHERINE TIERNEY, CHAIR  
Community First Credit Union

## 2019 HIGHLIGHTS



**\$2,000**

given for credit union disaster aid



**\$14,000**

awarded in scholarships



**\$55,000**

awarded in grants



**44**

new Certified Credit Union  
Financial Counselors credentialed

# 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.

“

The credit union story tells of do-it-yourself progress, of thrift and voluntary cooperation put to work for the good of America.

- Lyndon B. Johnson

”



IMPROVE  
**FINANCIAL  
LITERACY**  
ACROSS WISCONSIN

\$880,072 in financial literacy initiatives\*



PROMOTE  
**CREDIT UNION  
DEVELOPMENT**  
THROUGH  
INNOVATIVE REAL  
SOLUTIONS®

\$225,096 in grants to 57 credit unions\*



**EDUCATE**  
CREDIT UNION  
STAFF & VOLUNTEERS

\$89,829 in scholarships to 48 people\*



SUPPORT THE  
CREDIT UNION  
SYSTEM  
**IN TIMES OF NEED**

\$26,250 in credit union disaster support\*



# FINANCIAL LITERACY

25

Wisconsin  
credit unions  
participated  
in FiCEP

44

New  
Certified  
Credit Union  
Financial  
Counselors

## FiCEP

The Wisconsin Credit Union Foundation, along with CUNA and CU Difference, facilitated 44 more participants bringing our three-year total to more than 160 statewide. Funds from The Foundation cut the cost of participation by more than half, with yet another cost reduction planned for 2020.

FiCEP includes self-study materials, a series of webinars, and practice quizzes in addition to roundtable discussion and learning with guidance from CU Difference. Participants are 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.

# 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 gave over \$39,000 to seven recipients of this grant in 2019.



Received a \$7,638 grant for the setup fee for implementation of managed IT services



Received a \$4,331 grant to upgrade and replace outdated credit union office equipment and computer software



Received an \$8,000 grant to convert ATM/debit card processing from First Data to Shazam



Received a \$5,000 grant for mass reissue of chip enabled debit cards, LED lights, security cameras, and shredding services



Received a \$6,000 grant to create a website and add online banking and debit cards for members



Received a \$7,500 grant for the continuation of upgrades to member products and services



Received a \$1,500 grant to replace two outdated computers and one laser printer

# REAL<sup>®</sup> SOLUTIONS INITIATIVE GRANT

The REAL Solutions Program helps real consumers build financially strong, self-supporting families and communities. This initiative's grant is to support Wisconsin credit unions offering innovative services. This year, over \$10,000 was granted.



The chapter received \$3,000 to award higher education scholarships to the winners of their Finance and Investment Challenge Bowl



Received a \$4,400 grant to purchase and promote the Banzai Direct financial education tool



Received a \$3,000 grant to support the startup of their Credit Union at Work program to provide financial education

# EMERGING MARKETS GRANT

New in 2019, this grant helps credit unions continue their mission to serve the underserved populations. In 2019, \$3,000 was awarded.



Received a \$3,000 grant for identity validation software that will allow easy online account opening processes that are safe and efficient for the member. This will provide a solution for underbanked membership – Hispanic, Hmong, blue collar – that currently are unable to access traditional financial institution services. The software used will allow for memberships and loans to members without requiring them to step foot in a branch.

# SCHOLARSHIPS



## CUNA MANAGEMENT SCHOOL

John Lyon, Chief Operations Officer  
Southern Lakes Credit Union

*"It was truly an experience that I will treasure forever! I look forward to sharing the knowledge I gained with others in my credit union and in other credit unions and applying the knowledge to ensure the further success of my credit union."*

Jonathan Roepke, Loan Officer  
Peoples Choice Credit Union Credit Union

*"The networking opportunities are endless at CMS. You truly are surrounded by self-motivated and incredibly smart individuals everywhere you look. I strongly recommend to anyone who is on the fence about going to CMS, if you have the means and the opportunity, just go."*



## PROFESSIONAL DEVELOPMENT

Derek Groth, President/CEO  
Health Care Credit Union  
*attending 2021 CUNA Management School*

Jonathan Roepke, Loan Officer  
Peoples Choice Credit Union  
*attending 2021 CUNA Management School*

Brad Bartels, Senior Accountant  
Shoreline Credit Union  
*attending 2020 CUNA Investment Certification School*



## CREDIT UNION DEVELOPMENT EDUCATOR (DE)\*

Jenny Kutz, Interim President  
Members First Credit Union



# FUNDING EDUCATIONAL PROGRAMMING

The Foundation fully funded the 2019 Youth Financial Education Roundtable and Community Outreach Workshop allowing 52 credit union professionals to receive this training free of charge.



## 22

attended the Youth Financial Education Roundtable with sessions on school partnerships and best practices.

## 30

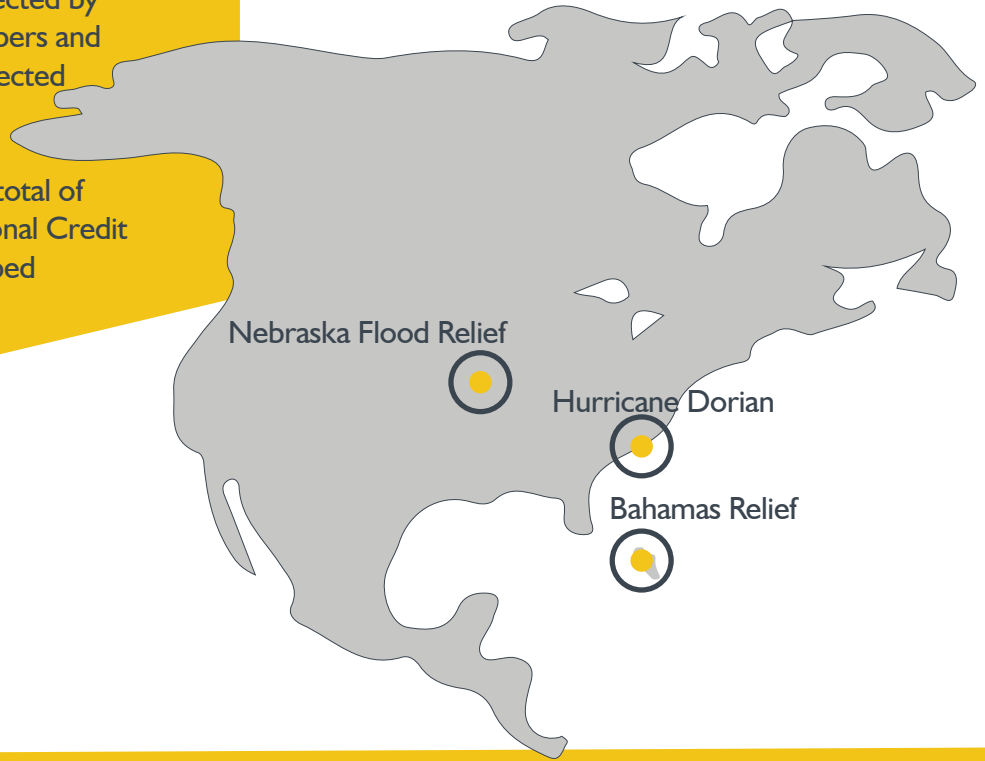
attended the Community Development Workshop with sessions on diversity, equality and inclusion; the ROI of community outreach; and how to problem-solve community issues.





# EMERGENCY RELIEF GRANTS

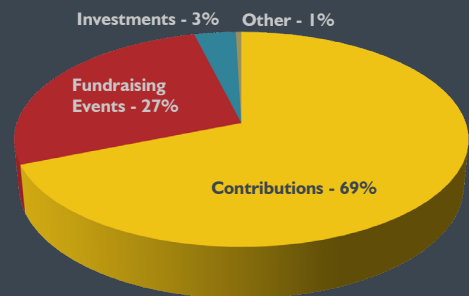
These funds help credit unions affected by a natural disaster assist their members and communities. The grants reach affected areas with assistance from the National Credit Union Foundation and additional system partners. A total of \$2,000 was disbursed to the National Credit Union Foundation (NCUF) to help credit unions.



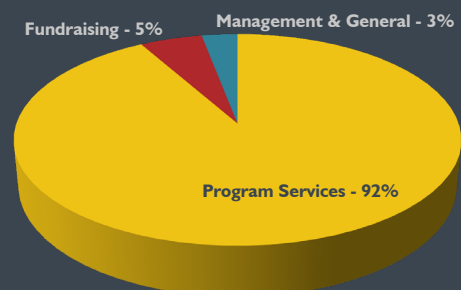
## FINANCIAL SUMMARY

The Foundation had a total revenue of \$132,238 in 2019. Total expenses were \$87,309.

Through careful management and generous contributions, the Foundation was able to fulfill its mission to serve credit unions through 11 grants, six scholarships, funding of FiCEP, the Community Development Workshop, and Youth Financial Education Roundtable.



2019 Revenue



2019 Expenses

# 2019 ANNUAL FUND DONOR SOCIETY

Thank you to all of our 2019 contributors. Your support makes our mission possible.



**PHILANTHROPISTS** CUs over \$5,000, CU partners over \$2,500 & individuals over \$500  
Community First Credit Union | Connexus Credit Union | Corporate Central Credit Union  
Kohler Credit Union | PCM Credit Union | John Engel | Brett Thompson  
The Wisconsin Credit Union League



**PATRONS** Credit Unions: \$2,500-\$4,999; Credit Union Partners: \$1,000-\$2,499; Individuals: \$300-499  
Fox Communities Credit Union | Simplicity Credit Union | Unison Credit Union | Mary Bliss | Sally Dischler  
David Hall | Kevin Hauser | Josh Roberts | Cari Thompson | Sarah Wainscott | Dan & Kathy Wollin



**PARTNERS** Credit Unions: \$1,000-\$2,499; Credit Union Partners: \$500-\$999; Individuals \$200-\$299  
Blackhawk Community Credit Union | Glacier Hills Credit Union | Heartland Credit Union  
Heritage Credit Union | Oakdale Credit Union | Southern Lakes Credit Union | Summit Credit Union  
Valley Communities Credit Union | Nan Dorwaldt



**SUPPORTERS** Credit Unions: \$500-\$999; Credit Union Partners: \$300-\$499; Individuals: over \$100-\$199  
“Golden Rule” Community Credit Union | Brewery Credit Union | Fond du Lac Credit Union  
Governmental Employees Credit Union | Indianhead Credit Union | Members First Credit Union  
Park City Credit Union | Premier Financial Credit Union | Ripco Credit Union | Sentry Credit Union  
Teachers Credit Union | Westby Co-op Credit Union | Jim Drogue | Beth Ellis | Paul Guttormsson | Tara Krejcarek



**FRIENDS** Credit Unions: \$100-\$499; Credit Union Partners: \$100-\$299; Individuals: over \$50-\$99  
Avestar Credit Union | Badger-Globe Credit Union | Bay Shore Credit Union | Brantwood Credit Union  
Dairyland Power Credit Union | Marathon County Employees Credit Union | M.E. Employees Credit Union  
Northern Paper Mills Credit Union | Oshkosh Postal Employees Credit Union | Post Office Credit Union  
Racine Municipal Employees Credit Union | Jennifer Esser



**DONORS** All Other Givers  
CONE Credit Union | M. G. & E. Credit Union | Missy Dickson | Kim Hoppe | Chris Hytinen  
Julie Jennerjohn | Wade Kutchera

# 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 & 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

# GET INVOLVED



## ANNUAL DONOR FUND 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 the Ca\$h Calendar raffle in December, fundraisers during The League's annual convention, and The Foundation Invitational in the fall.



## MEMORIALS & TRIBUTES

There's no better way to convey 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.



## GRANTS, SCHOLARSHIPS & FICEP

Remember to take advantage of the scholarships and grants available to your and your credit union. Also consider becoming or encouraging others to become a Certified Credit Union Financial Counselor.



## SHOP WITH 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!



## 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. Or, just make a contribution and we'll add you to our prestigious Annual Donor Fund Society. Major sponsors in 2019 were:

CUNA Mutual Group | W.C.U.L. Services Corp.  
Federal Home Loan Bank of Chicago  
Corporate Central Credit Union | LSC | La Macchia Group | The Kammer Group, LLC | SHAZAM



## 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.

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