

**“THE CREDIT UNION
MOVEMENT... IT IS A GREAT
MOVEMENT, WORTHY OF
GREAT DEEDS, DESERVING
OF GREAT LOYALTY.”**

-Edward Filene



 **Wisconsin Credit Union
FOUNDATION**
Inc.

2020 Annual Report

TheLeague.coop/Foundation

(608) 640-4040 • (800) 242-0833

While 2020 was a year no one could have anticipated, The Wisconsin Credit Union Foundation persevered, providing over \$66,000 in scholarships and grants to improve financial literacy, promote credit union development, educate credit union staff and volunteers, and re-invest in the credit union system. Additionally, we were the first league Foundation to pivot NCUF's Exploring Why workshop to a virtual environment—an event that was met with great acclaim.

Now more than ever, we are thankful for the contributions of our generous donors, including the 200+ participants who joined us from afar in our first Foundation Fitness Fundraiser. You truly embody the credit union spirit of "People Helping People!"



KEVIN HAUSER, CHAIR
Westby Co-op Credit Union

YOUR BOARD

Kevin Hauser, Chair
Westby Co-op Credit Union

Chris Felton, Treasurer
Corporate Central Credit Union

Brett Thompson, Director
The League

Liza Edinger, Vice Chair
Ripco Credit Union

Val Mindak, Director
Park City Credit Union

Josh Roberts, League Liaison
The League

Lora Benrud, Secretary
WESTconsin Credit Union

Kim Sponem, Director
Summit Credit Union

2020 HIGHLIGHTS



\$1,500
given for credit union disaster aid



\$10,000
awarded in scholarships



\$56,000
awarded in grants



18
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**

\$902,157 in financial literacy initiatives*



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

\$281,631 in grants to 67 credit unions*



**EDUCATE
CREDIT UNION
STAFF & VOLUNTEERS**

\$99,829 in scholarships to 53 people*



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

\$27,750 in credit union disaster support*

FINANCIAL LITERACY



FiCEP

The Wisconsin Credit Union Foundation, in partnership with CUNA and CU Difference, facilitated the fifth year of FiCEP, which helped an additional 18 more participants earn their Certified Credit Union Financial Counselor designation. Including the latest class, that brings our five-year total to more than 215 statewide. The Foundation financially supports the FiCEP program and defrays the costs significantly for our credit unions.

By the Numbers...

18 new CCUFCs from

12 credit unions

28 recertified CCUFCs from

14 credit unions



BITE OF REALITY®

In 2020, the Wisconsin Credit Union Foundation contracted with the Richard Myles Johnson Foundation in California to offer Bite of Reality® to all of our member credit unions. Bite of Reality® is an app-based simulation for teens that teaches them about real life financial decisions. Students are given a fictional occupation, credit score, salary, debt, and family members. The students then need to make financial decisions such as housing expense, food expense, and so on. The simulation also includes a credit union to help guide them through their decisions.

The Foundation, along with support from CUNA Mutual Group, has covered the licensing expense of this program, so that all of Wisconsin's credit unions can partner with their local school districts to offer hosting Bite of Reality® for their students.

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 \$43,000 to seven recipients of this grant in 2020.

1st Class Express

1st Class Express Credit Union, \$9,600 grant for the installation of a drive-thru window.



Received a \$10,000 to fund the purchase of upgraded computers and an updated website.



Received a \$5,000 grant to defray the costs of upgrading the credit union's core processing system

LACROSSE BURLINGTON CREDIT UNION

Received a \$2,000 grant to help with the purchase of acrylic safety shields and security camera covers



Received a \$2,500 grant to help fund the credit union's back office support systems upgrade



Received a \$5,000 grant to help fund the credit union's debit card conversion

Oshkosh Postal Employees Credit Union

Received a \$9,200 grant to defray the costs of upgrading the credit union's computers, printers, and phone system.

REAL 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 \$10,000 was granted.



The chapter received \$3,400 to fund the Finance and Investment Bowl Scholarship for students in their area.

GUNDERSEN CREDIT UNION

Received a \$6,600 grant to assist in the creation of starting a lending program focused around victims of domestic violence.

EMERGING MARKETS GRANT

In its second year, this grant helps credit unions continue their mission to serve the underserved populations. In 2020, \$1,500 was awarded.



Received a \$1,500 grant to partner with Power of Perception, a local mentorship program for 6th-12th grade African American and biracial students, and provide four incentivized virtual financial education sessions.

SCHOLARSHIPS

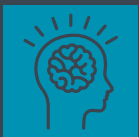


CUNA MANAGEMENT SCHOOL

Stacy Blahnik,
Consumer Loan Manager
UnitedOne Credit Union

Christopher Rollins,
Director of Operations
St. Mary's & Affiliates Credit Union

Amy Ketterhagen,
President
Lakewood Credit Union



PROFESSIONAL DEVELOPMENT

Sara Cardinal, Assistant VP/ Loan Dept. Manager
Premier Financial Credit Union
attending 2021 CUNA Management School

John Lyon, Chief Operation Officer
Southern Lakes Credit Union
attending 2021 CUNA Management School



EDUCATIONAL PROGRAMMING



CAMERAS FOR VIRTUAL LEARNING

The COVID-19 global pandemic exposed the difficulty some of our small credit unions had in being able to participate in the virtual world, particularly with web-based video conference solutions. The League and The Foundation moved to an entirely virtual format and found that many credit union folks were unable to join the conversation because of a lack of reliable webcams.

The Foundation offered credit unions under \$50 million in assets the opportunity to receive two webcams so that they could not only engage in virtual learning, but also serve their members in a different way. A total of 34 credit unions received 58 cameras as part of this program.



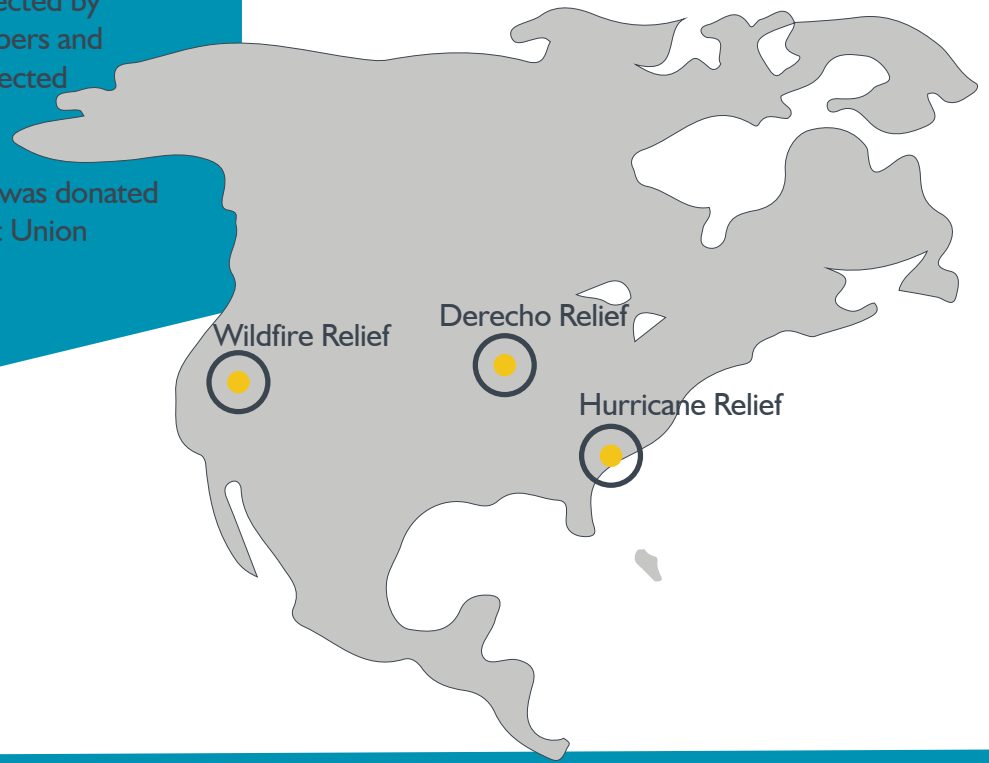
EXPLORING WHY™

The Foundation introduced Exploring Why™ workshops to all of Wisconsin's credit unions for the first time in 2020. This experiential learning program has been created by the National Credit Union Foundation to better connect credit union employees and volunteers with the credit union difference and learn about better ways to serve credit union members and the community.

The two virtual sessions that were held in 2020 were co-facilitated by the National Credit Union Foundation and the Wisconsin Credit Union Foundation. Over 70 credit union professionals from around the state participated in the Exploring Why™ workshops.

EMERGENCY RELIEF GRANTS

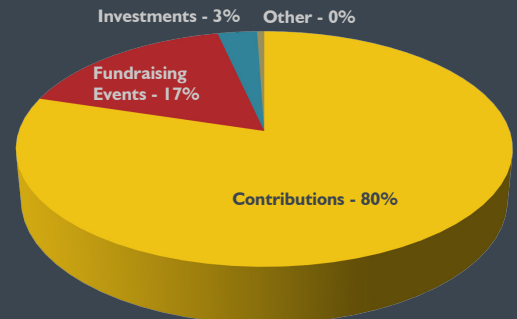
These funds help credit unions affected by a natural disaster assist their members and communities. The grants reach affected areas with assistance from the National Credit Union Foundation through CUAid. A total of \$1,500 was donated to CUAid by the Wisconsin Credit Union Foundation in 2020.



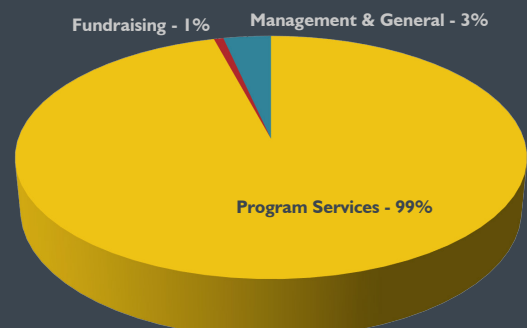
FINANCIAL SUMMARY

The Foundation had a total revenue of \$145,867 in 2020. Total expenses were \$99,096.

Through careful management and generous contributions, the Foundation was able to fulfill its mission to serve credit unions through 10 grants, five scholarships, funding of financial literacy and educational programming.



2020 Revenue



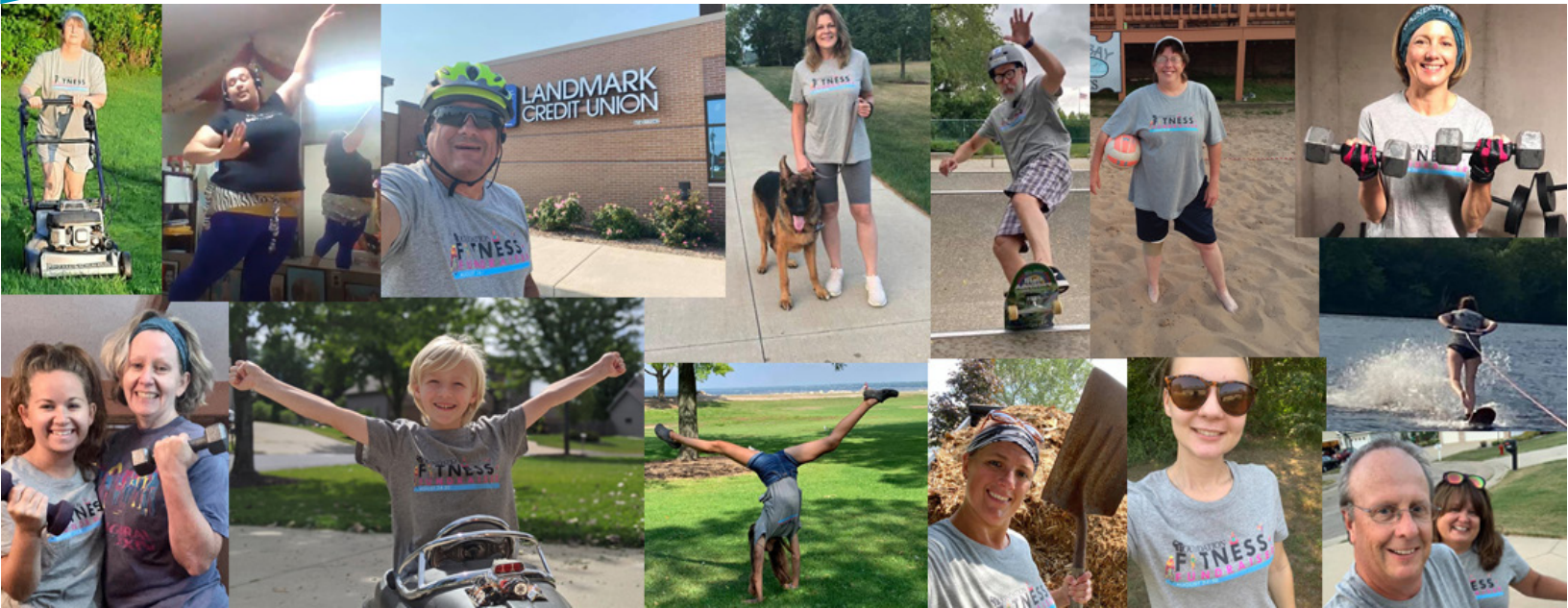
2020 Expenses

FOUNDATION FITNESS FUNDRAISER

They biked, they kayaked, they lifted, they walked, they skateboarded, they ran, they mowed, they bellydanced, they water skied, they zumba'd...and they did all of this (and more) for The Wisconsin Credit Union Foundation's first Fitness Fundraiser!

\$8,000

was raised to help Wisconsin's credit unions better serve their members and communities.



220

participants from across the state moved it for The Credit Union Movement. The virtual socially-distanced fundraiser was the first of its kind for The Foundation, keeping member safety in mind amidst the pandemic.



2020 ANNUAL FUND DONOR SOCIETY

Thank you to all of our 2020 contributors. Your support makes our mission possible.



PHILANTHROPISTS CUs over \$5,000, CU partners over \$2,500 & individuals over \$500
Connexus Credit Union | Corporate Central Credit Union | Fox Communities Credit Union
PCM Credit Union | John Engel | Josh Roberts | Brett Thompson | Sarah Wainscott



PATRONS Credit Unions: \$2,500-\$4,999; Credit Union Partners: \$1,000-\$2,499; Individuals: \$300-499
Altra Federal Credit Union | Heartland Credit Union | Kohler Credit Union | Simplicity Credit Union
WESTconsin Credit Union | Madison Area Chapter of Credit Unions | Mary Bliss | Dan Wollin



PARTNERS Credit Unions: \$1,000-\$2,499; Credit Union Partners: \$500-\$999; Individuals \$200-\$299
Brewery Credit Union | Blackhawk Community Credit Union | Cloverbelt Credit Union
Dane County Credit Union | Northwoods Community Credit Union | Oakdale Credit Union
Southern Lakes Credit Union | Unison Credit Union | Valley Communities Credit Union | Paul Guttormsson
Kevin Hauser | Jenny Klamm | James Wookey



SUPPORTERS Credit Unions: \$500-\$999; Credit Union Partners: \$300-\$499; Individuals: over \$100-\$199
"Golden Rule" Community Credit Union | Governmental Employees Credit Union | Members First Credit Union
N.E.W. Credit Union | Park City Credit Union | Premier Financial Credit Union | Ripco Credit Union
Sentry Credit Union | Taylor Credit Union | Teachers Credit Union | Westby Co-op Credit Union
Beth Ellis | Tara Krejcarek | Susan Prell | Jennifer Stepniak | Laura Wainscott | Debra Woods



FRIENDS Credit Unions: \$100-\$499; Credit Union Partners: \$100-\$299; Individuals: over \$50-\$99
Badger-Globe Credit Union | Bay Shore Credit Union | Brantwood Credit Union | Capital Credit Union
M.E. Employees Credit Union | Marathon County Employees Credit Union
Oshkosh Postal Employees Credit Union | Post Office Credit Union | WEA Credit Union
Wisconsin Medical Credit Union | Jennifer Esser | Wade Kutchera



DONORS All Other Givers
Lisa Alery | Missy Dickson | Tina Eul | Kim Hoppe | Julie Jennerjohn | Mark Volz

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