

# 2021 ANNUAL REPORT

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Wisconsin Credit Union  
**FOUNDATION**  
Inc.

# ABOUT THE FOUNDATION

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Established in 2007, The Wisconsin Credit Union Foundation (The Foundation) is a 501(c)(3) non-profit organization that promotes the wellness of credit unions and the communities they serve.

The Foundation's resources are used to promote credit union development, help educate credit union staff and volunteers, support programming to enhance financial literacy, and assist the credit union system in times of need.

*To learn more, visit [www.TheLeague.coop/Foundation](http://www.TheLeague.coop/Foundation)*

# CHAIRPERSON'S MESSAGE

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While we continued to grapple with the effects of the pandemic in 2021, enthusiasm for The Foundation's mission remained strong! Thanks to our generous donors and sponsors, we awarded a record-setting \$82,000 in grants over the past year and provided \$13,395 in scholarships. Additionally, we were proud to sponsor The League's second annual DEI Summit, which was attended by more than 50 credit union professionals. And that's just to name a few ways your donations truly made The Difference in 2021. The Foundation is also nearing a milestone of having provided \$1.5 million since 2007 to improve financial education across Wisconsin, promote credit union development, educate staff and volunteers, and support the credit union system in times of need—what an achievement! We remain grateful for your commitment to the wellness of Wisconsin's credit unions and the communities they serve.

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

# 2021 BOARD OF DIRECTORS

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

Lisa Palma, Vice-Chairperson  
*Blackhawk Community Credit Union,  
Janesville*

Lora Benrud, Secretary  
*WESTconsin Credit Union, Menomonie*

Chris Felton, Treasurer  
*Corporate Central Credit Union, Muskego*

Kim Sponem, Director  
*Summit Credit Union, Cottage Grove*

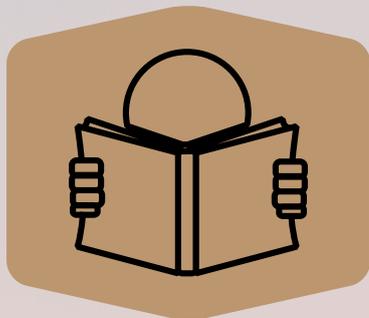
Brandon Riechers, Director  
*Royal Credit Union, Eau Claire*

Brett Thompson, Director  
*Wisconsin Credit Union League, Madison*

Josh Roberts, Staff Liaison  
*Wisconsin Credit Union League, Madison*

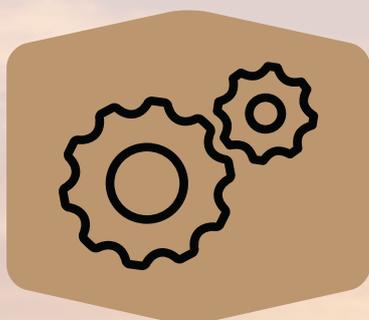
# OUR MISSION

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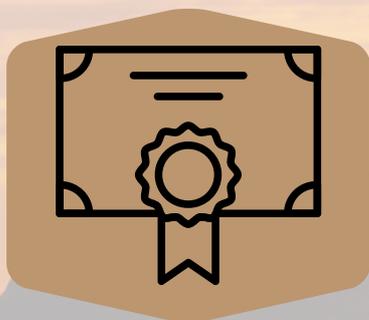
## IMPROVE FINANCIAL EDUCATION ACROSS WISCONSIN

\$924,402 in financial literacy initiatives \*



## PROMOTE CREDIT UNION DEVELOPMENT THROUGH GRANTS

\$363,846 in grants to 81 credit unions \*



## EDUCATE CREDIT UNION STAFF AND VOLUNTEERS

\$113,224 in scholarships to 60 people \*



## SUPPORT THE CREDIT UNION SYSTEM IN TIMES OF NEED

\$32,784 in credit union disaster support \*

*\*-since the inception of the Foundation in 2007.*

# FINANCIAL EDUCATION

27 new CCUFCs from  
17 credit unions  
23 recertifications from  
20 credit unions

## FiCEP

The Wisconsin Credit Union Foundation, in partnership with CUNA and CU Difference, facilitated the sixth year of FiCEP, which helped an additional 27 participants earn their Certified Credit Union Financial Counselor (CCUFC) designation. Including the latest class, that brings our five-year total to more than 240 statewide. The Foundation financially supports the FiCEP program and defrays the costs significantly for our credit unions.

## Bite of Reality®

For the second year, The Foundation has 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 GRANT PROGRAMS

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The Wisconsin Credit Union Foundation is pleased to offer three different grant programs for credit unions:

Credit Union Development Grants are offered to fund the technology and operations-related expenses that measurably assist the credit union serving its members. In 2021, the Foundation funded over \$65,000 in these grants.

REAL Solutions® Grants helps real consumers build financially strong, self-supporting families and communities. This initiative's grant is to support Wisconsin credit unions offering innovative services. More than \$15,000 was granted in 2021.

Emerging Markets Grant, now in its third year, helps credit unions continue their mission in serving underrepresented and underserved populations. In 2021, \$1,500 was awarded.

*More than  
\$82,000  
in grants were  
awarded to  
credit unions  
in 2021.*

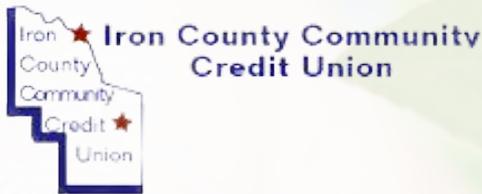
# 2021 CREDIT UNION DEVELOPMENT GRANTS



Received \$10,000 for the adoption of remote deposit capture, upgrades to mobile banking, and addition of business debit cards.



Received \$5,500 to fund the purchase of ALM software for the credit union.



Received \$8,000 to assist with upgrades to credit union technology.



Received \$4,000 for offsetting costs to upgrade the credit union's facility.



Received \$4,814 for upgrades to the credit union's equipment.



Received \$10,000 to fund the adoption of electronic signature.



Received \$10,000 to defray the costs of having the credit union's roof replaced.



Received \$5,200 to fund the adoption of paperless receipts and signature pads.



Received \$7,950 to assist with the redesign of the credit union's website.

# 2021 CREDIT UNION REAL SOLUTIONS® GRANTS



The chapter received \$2,000 to help fund the Finance and Investment Bowl Scholarship for students in their area.



Received \$5,000 to help create a lending program for victims of domestic violence.



Received \$6,250 to fund the creation of FinU, a virtual finance education program for young adults.



Received \$2,000 to adopt ZOGO, a financial education program.

# 2021 CREDIT UNION EMERGING MARKETS GRANTS



Received a grant for \$1,500 to assist with bringing financial education programming to justice-involved individuals at three local county jails. The program educates participants in how to avoid predatory lending, different ways to pay down debt, understanding credit and more.

# STAFF & VOLUNTEER SCHOLARSHIP PROGRAMS

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Because of the generosity of its donors, The Foundation is able to offer three scholarship opportunities to credit union staff and volunteers:

CUNA Management School scholarships are offered to credit union professionals looking to participate in CUNA's executive-level career educational program.

Pat Wesenberg Development Educators (DE) Scholarship provides a scholarship to attend the National Credit Union Foundation's Development Educators program. This scholarship is named for credit union pioneer Pat Wesenberg who served as president of Simplicity Credit Union and sadly passed away in 2021.

Professional Development Scholarships allow applicants to use scholarship funds to attend an educational event of their choosing from credit union-related organizations.

*A total of \$13,395 in scholarships were awarded to credit union professionals in 2021.*

# 2021 CUNA MANAGEMENT SCHOOL SCHOLARSHIPS

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Nilsa Gebert

Operations Manager

FOCUS Credit Union, Menomonee Falls

Lois Pluff

Vice-President - Lending & Operations

Sheboygan Area Credit Union, Sheboygan

Chris Trost

Director of Lending

Glacier Hills Credit Union, West Bend

# 2021 PAT WESENBERG DEVELOPMENT EDUCATION SCHOLARSHIP

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Cassie Thom

Vice-President of Finance

Members First Credit Union, Madison

# 2021 PROFESSIONAL DEVELOPMENT SCHOLARSHIPS

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John Lyon

President/CEO

Southern Lakes Credit Union, Kenosha

*Attending CUNA Management School*

Lois Pluff

Vice-President - Lending & Operations

Sheboygan Area Credit Union, Sheboygan

*Attending CUNA Management School*

Jonathan Roepke

President/CEO

Holy Family Memorial Credit Union, Manitowoc

*Attending CUNA Investment Certification eSchool*

# EDUCATIONAL PROGRAMMING

*More than 120 credit union professionals & volunteers benefited from Foundation-sponsored educational events in 2021.*

## 2021 DEI Summit

In 2021, The Foundation helped support the Wisconsin Credit Union League's annual DEI Summit. Now in its second year, this virtual event highlighted organizational changes, intersectionality, a panel discussion from DEI thought leaders, and much more.

Because of the support from The Foundation, this program was offered at a reduced cost. More than 50 credit union professionals and volunteers from around the state participated in the 2021 DEI Summit.

## Exploring Why™ Workshop

The Foundation is proud to have sponsored Exploring Why™ workshops to all of Wisconsin's credit unions for the second year. This experiential learning program has been created by the National Credit Union Foundation to better demonstrate with credit union employees and volunteers 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 2021 were co-facilitated by the National Credit Union Foundation and the Wisconsin Credit Union Foundation. Over 70 credit union professionals and volunteers from around the state participated in the Exploring Why™ workshops.

# EMERGENCY RELIEF GRANTS

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*Since 2008,  
over \$32,000  
has been  
granted to  
CUAid for  
disaster relief.*

The Foundation is proud to support the movement with funds to 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 \$5,000 was donated to CUAid by the Wisconsin Credit Union Foundation in 2021.

Grants were sent to CUAid in 2021 to assist with the damages caused by the wildfires throughout the western United States, hurricane relief in Mississippi and Louisiana, and tornado assistance in Kentucky and Tennessee.

# FINANCIAL SUMMARY

Through careful management and generous contributions, The Foundation was able to fulfill its mission to serve credit unions through fourteen grants, seven scholarships, funding of financial literacy, and educational programming. In 2021, The Foundation had a total revenue of \$167,435 and total expenses were \$126,381.

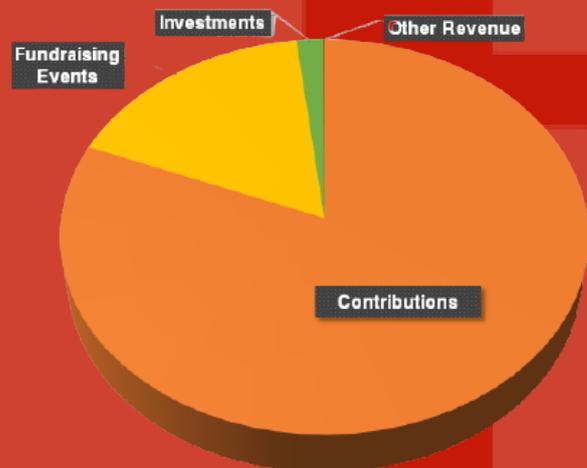
## Expenses

98% Program Services  
1% Administrative  
1% Fundraising



## Revenues

81% Contributions  
17% Fundraising Events  
2% Investments  
<1% Other Revenue



*Audited financial statements are available upon request.*

# 2021 ANNUAL FUND DONOR SOCIETY

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## PHILANTHROPISTS

CUs over \$5,000, CU partners over \$2,500, Individuals over \$500

Altra Federal Credit Union | Community First Credit Union | Corporate Central Credit Union  
CoVantage Credit Union | PCM Credit Union | Pentagon Federal Credit Union  
Royal Credit Union | Summit Credit Union | John Engel | Josh Roberts | Sarah Wainscott  
Debra Woods

## PATRONS

CUs \$2,500-\$4,999, CU partners \$1,000-\$2,499, Individuals \$300-\$499

Heartland Credit Union | WESTconsin Credit Union

## PARTNERS

CUs \$1,000-\$2,499, CU partners \$500-\$999, Individuals \$200-\$299

Blackhawk Community Credit Union | Brewery Credit Union | Dane County Credit Union  
Governmental Employees Credit Union | Heritage Credit Union | Oakdale Credit Union  
Park City Credit Union | Southern Lakes Credit Union | Unison Credit Union  
Valley Communities Credit Union | Mary Bliss | Paul Guttormsson | Kevin & Shari Hauser  
Jenny Klamm | Shay Santos

## SUPPORTERS

CUs \$500-\$999, CU partners \$300-\$499, Individuals \$100-\$199

Avestar Credit Union | FOCUS 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 | Westby Co-op Credit Union | Rod Cory | Beth Ellis  
Jennifer Haydon | Angela Klaves | Susan Streifel | Carla Watson

## FRIENDS

CUs \$100-\$499, CU partners \$100-\$299, Individuals \$50-\$99

Badger-Globe Credit Union | Bay Shore Credit Union | Brantwood Credit Union  
Co-op Credit Union | Dairyland Power Credit Union | "Golden Rule" Community Credit Union  
Health Care Credit Union | M.E. Employees Credit Union  
Marathon County Employees Credit Union | Post Office Credit Union | WEA Credit Union  
Bluegrass Chapter of Credit Unions | Jennifer Esser | Julie Jennerjohn | Ashley Schultz

## DONORS

M.G.&E. Credit Union | Oshkosh Postal Employees Credit Union | Allen Bower | Missy Dickson  
Tina Eul | Kim Hoppe | Erik Julson | Lisa Krautkramer | Wade Kutchera | Diane LaPlant  
Shauna Zant

## THANK YOU!

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# FOUNDER'S CIRCLE

## THE FOUNDATION'S INITIAL SUPPORTERS



### 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

## THANK YOU!

# FOUNDATION PARTNER SPONSORSHIPS

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**CUNA  
MUTUAL  
GROUP**



**Corporate  
Central  
Credit Union**



**FHLBank  
Chicago**

**LaMACCHIA  
GROUP**



**fiserv.**



**PSCU**  
Forward.

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Thanks to the generosity of Annual Donor Fund contributors for their sustained support, our Founder's Circle members who established The Foundation, and our credit union system partners for their sponsorship of The Foundation, we are able to fulfill our mission.

**THANK YOU!**

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# GET INVOLVED



## Annual Donor Fund Society

Make a personal or corporate gift and be part of our Annual Donor Fund Society.



## Fundraisers

Annually, The Foundation has a number of fundraising opportunities, such as Ca\$h Calendar in December, Fitness Fundraisers in winter, The Foundation Invitational in fall, and at the League's Annual Convention.



## Memorials & Tributes

There is 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.



## 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 CIF receive 50% of the dividend of their investment. The remaining 50% is shared equally between the state and national credit union foundations.



## Shop with AmazonSmile

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



## Grants, Scholarships, & FiCEP

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



## Spread the Word!

We rely on fundraising efforts from credit unions on behalf of The Foundation. If you're holding an event or activity, please consider having a portion of the proceeds benefit The Foundation, and share with others the importance of what The Foundation does.

To learn more, visit [www.TheLeague.coop/Foundation](http://www.TheLeague.coop/Foundation)



Make your one-time gift or create sustaining support for the Wisconsin Credit Union Foundation today.



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(800) 242-8033 | [foundation@theleague.coop](mailto:foundation@theleague.coop)  
[www.TheLeague.coop/Foundation](http://www.TheLeague.coop/Foundation)