



IMPACT REPORT



2022

ABOUT US



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.

OUR MISSION



Improve Financial Education Across Wisconsin

*\$958,953 in financial literacy initiatives **

Promote Credit Union Development Through Grants

*\$450,886 in grants to 91 credit unions **



Educate Credit Union Staff and Volunteers

*\$121,576 in scholarships to 65 people **

Support the Credit Union System In Times of Need

*\$50,684 in credit union disaster support **



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

BOARD OF DIRECTORS



Kevin Hauser, Chairperson

Westby Co-op Credit Union, Westby

Lora Benrud, Vice-Chairperson

WESTconsin Credit Union, Menomonie

Kim Sponem, Secretary

Summit Credit Union, Cottage Grove

Chris Felton, Treasurer

Corporate Central Credit Union, Muskego

Lisa Palma, Director

Blackhawk Community Credit Union, Janesville

Brandon Riechers, Director

Royal Credit Union, Eau Claire

Brett Thompson, Director

Wisconsin Credit Union League, Madison

Josh Roberts, Foundation Liaison

Wisconsin Credit Union League, Madison

MESSAGE FROM OUR CHAIR

2022 was another banner year for promoting the wellness of credit unions and the communities they serve through The Wisconsin Credit Union Foundation! Amid record donation levels, the Foundation was able to distribute nearly \$90,000 in grants, \$8,300 in scholarships, and boosted its support of disaster relief efforts, reaching more than \$50,000 raised for CUAid since 2008.

With 96 cents of every dollar invested in The Foundation's mission, your generous donations in the past year have supported everything from upgrades to member communication systems, a new program to combat fraud, the return of our in-person community development roundtable, instant issue debit cards, management training, relief aid for Ukraine, aid to southern states for hurricane relief and the western United States for wildfire relief, and so much more. We could not make this impact without you—thank you!

Kevin Hauser
Board Chairperson
Wisconsin Credit Union Foundation

FINANCIAL EDUCATION

FiCEP

The Foundation, in partnership with CUNA and CU Difference, facilitated the seventh year of FiCEP, which helped an additional 12 participants earn their Certified Credit Union Financial Counselor (CCUFC) designation, and more than 40 recertified. Over 250 credit union professionals have participated in FiCEP to date. The Foundation financially supports the FiCEP program and significantly defrays the cost of this program for our credit unions.

Bite of Reality®

The Foundation has partnered with the Richard Myles Johnson Foundation Bite of Reality® for all of our member credit unions. Bite of Reality® is an app-based simulation for teens that teaches them about real life financial decisions.

Along with support from CUNA Mutual Group, The Foundation offers this program for free, so that all of Wisconsin's credit unions can partner with their local school districts to offer hosting Bite of Reality® for their students.



In 2022, 12 credit union professionals earned their CCUFC, and more than 40 recertified their designation.

EDUCATIONAL PROGRAMMING

Community Development Roundtable

In 2022, The Foundation was able to bring back the in-person Community Development Roundtable. This two-day event brought together credit union professionals from around the state that are instrumental in developing programs to create financial wellness for their members and communities.

The Foundation was able to offer this program for free. More than 40 credit union professionals from around Wisconsin joined us for the Community Development Roundtable.

Exploring Why™ Workshop

The Foundation is proud to have sponsored Exploring Why™ workshops for all of Wisconsin's credit unions for the third year. This experiential learning program has been created by the National Credit Union Foundation to better demonstrate to credit union employees and volunteers the credit union difference and learn about better ways to serve credit union members and the community.

The two in-person sessions that were held in 2022 were co-facilitated by the National Credit Union Foundation and the Wisconsin Credit Union Foundation. Over 80 credit union professionals and volunteers from around the state participated in the Exploring Why™ workshops.



Foundation in-person events were attended by over 110 credit union professionals.

CREDIT UNION GRANT PROGRAMS

Credit Union Development Grants

These grants are offered to fund the technology and operations-related expenses that measurably assist the credit union serving its members. Preference is given to credit unions with assets of \$100 million or less. In 2022, the Foundation funded over \$70,000 in these grants.

The Difference Grants

The Difference Grant supports Wisconsin credit unions to help real consumers build financially strong, self-supporting families and communities. The programs credit union create offer:

- Affordable alternatives to high-cost financial products and services
- Reduced dependency on predatory financial providers;
- Increased financial literacy
- Improved personal financial management
- Greater saving and wealth-building;
- Stronger creditworthiness
- An avenue to personal financial stability
- Improved financial and economic well-being of Wisconsin communities.



A total of \$87,680 in grants were awarded to Wisconsin credit unions in 2022.

2022 GRANT RECIPIENTS

2022 Development Grants



Brantwood Credit Union, Brantwood

\$10,500 for upgrades to the credit union HVAC system.



Brokaw Credit Union, Weston

\$11,000 for upgrades to the credit union security system.



Evergreen Credit Union, Neenah

\$3,600 for upgrades to member communication systems.



Holy Redeemer Community Credit Union, Milwaukee

\$5,000 for improvements to marketing & website design.



La Crosse-Burlington Credit Union, La Crosse

\$6,680 for improvements to website & security improvements.



Racine Municipal Employees Credit Union, Racine

\$15,000 for adding instant issue debit cards.



Sheboygan Area Credit Union, Sheboygan

\$10,000 for improvements to the credit union website.



Wisconsin Medical Credit Union, Green Bay

\$8,400 for creation of targeted marketing program.

2022 The Difference Grants



Glacier Hills Credit Union, West Bend

\$7,500 for A New Path, their credit improvement/financial wellness program aimed at assisting members who are struggling to get their monthly cash flow moving in a positive direction.



Verve, a Credit Union, Oshkosh

\$10,000 for Fraud Squad, a partnership with local law enforcement and creative partners to curb the devastating effects fraud and scams can have in communities.

SCHOLARSHIP PROGRAMS

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 premier, executive-level career educational program.

Pat Wesenberg Development Educators (DE) Scholarship

A scholarship is provided to attend the National Credit Union Foundation's Development Educators (DE) 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 Scholarship

This scholarship allows an applicant to use scholarship funds to attend an educational event of their choosing from various credit union-related organizations.



Over \$8,300 in scholarships were awarded to credit union professionals in 2022.

2022 SCHOLARSHIP RECIPIENTS

2022 Professional Development Scholarship



Jason Kivela, President
Brantwood Credit Union, Brantwood

Received two scholarships to attend CUNA Frontline Compliance eSchool & CUNA Introduction to Compliance eSchool



Ashley Brereton, Accounting Analyst
Ripco Credit Union, Rhinelander

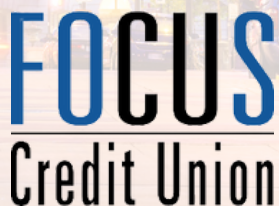
Received a scholarship to attend CUNA Financial Management School



Lois Pluff, Vice President Lending & Operations
Sheboygan Area Credit Union, Sheboygan

Received a scholarship to attend year 3 of CUNA Management School

2022 CUNA Management School Scholarship



Nilsa Gebert, Assistant Vice President
FOCUS Credit Union, Menomonee Falls

Received a scholarship to attend year 2 of CUNA Management School.

DISASTER RELIEF

The Foundation is proud to support the movement with disaster relief funds, so credit unions can continue to serve their members and communities in their time of need.

The grants reach these areas with assistance from the National Credit Union Foundation through CUAid. In 2022, \$17,900 was donated to CUAid by the Wisconsin Credit Union Foundation.

Relief was sent to CUAid in to assist with the crisis in Ukraine, damages caused by the wildfires throughout the western United States, and hurricane relief in the southeastern United States.

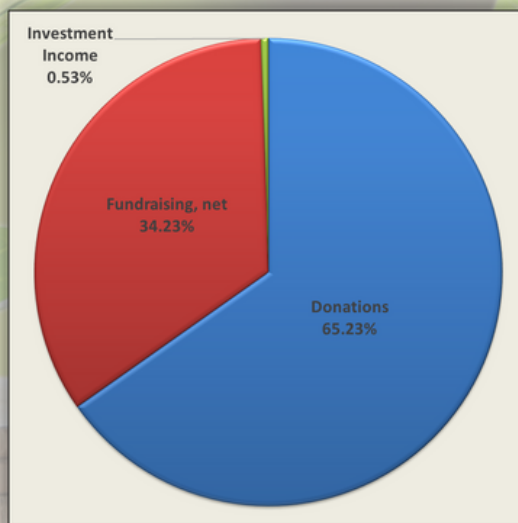


Since 2008, The Foundation has donated over \$50,000 to CUAid for disaster relief.

FINANCIAL SUMMARY

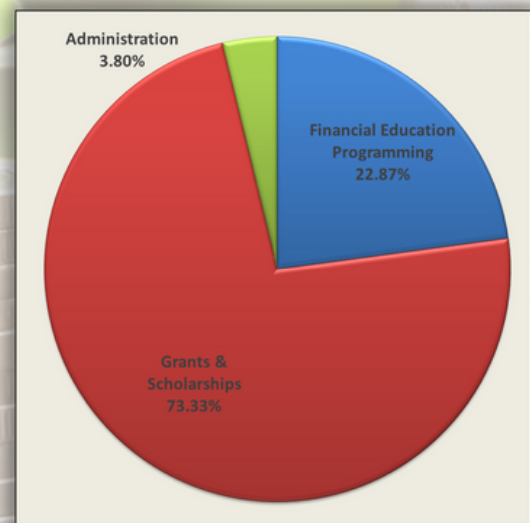
Through careful fiscal management and generous contributions, The Foundation was able to fulfill its mission to serve credit unions through ten grants, five scholarships, funding of financial literacy, educational programming, and disaster assistance. In 2022, The Foundation had a total revenue of \$187,769 and total expenses were \$154,592.

Revenues



Donations 65.23%
Fundraising 34.23%
Investment Income 0.53%

Expenses



Financial Education 22.87%
Grants & Scholarships 73.33%
Administration 3.80%



For every \$1.00 spent, The Foundation invests more than 96¢ in programs directly tied to our mission.

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

THANK YOU!



2022 ANNUAL DONOR FUND SOCIETY

PHILANTHROPISTS

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

Blackhawk Community Credit Union | Community First Credit Union | Connexus Credit Union
Corporate Central Credit Union | PCM Credit Union | Royal Credit Union | Summit Credit Union
John Engel | Josh Roberts | Brett Thompson | Sarah Wainscott

PATRONS

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

Altra Federal Credit Union | Heartland Credit Union | Kohler Credit Union | Simplicity Credit Union
WESTconsin Credit Union

PARTNERS

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

Brewery Credit Union | Cloverbelt Credit Union | Co-op Credit Union | Glacier Hills Credit Union
Oakdale Credit Union | Unison Credit Union | Valley Communities Credit Union
Westby Co-op Credit Union | Mary Bliss | Paul Guttormsson | Jenny Klamm

SUPPORTERS

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

Arcadia Credit Union | FOCUS Credit Union | Governmental Employees Credit Union
Members First Credit Union | Premier Financial Credit Union | Park City Credit Union | Ripco Credit Union
Sentry Credit Union | Taylor Credit Union | Teachers Credit Union | Rod Cory | Missy Dickson | Beth Ellis
Jennifer Haydon | Julie Jennerjohn | Ashley Schultz

FRIENDS

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

Badger-Globe Credit Union | Dairyland Power Credit Union | Golden Rule Community Credit Union
Hayward Community Credit Union | Health Care Credit Union | M.E. Employees Credit Union
Marathon County Employees Credit Union | Oshkosh Postal Employees Credit Union
Tri-County Credit Union | Wisconsin Medical Credit Union | Kim Hoppe | Leah Murphy | Laura Nelson
Rachel Raygo | Wade Kutchera

DONORS

Terri Crisp | Ryan Donovan | Lora Dura | Tina Eul | Tom Harrington | Erik Julson | Carmen Lee
Katie Liedtke | Melinda Mejer

THANK YOU!

FOUNDATION PARTNER SPONSORSHIPS



**CUNA
MUTUAL
GROUP**



**Corporate
Central**
Credit Union



**FHLBank
Chicago**

**LaMACCHIA
GROUP**



fiserv.



J|M|F|A



OpenLending

We are able to fulfill our mission because of 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 events.

THE FOUNDATION IN ACTION



SIGNATURE FUNDRAISERS

The Foundation is proud to offer several signature events to raise funds to support our mission. Not only do these events support The Foundation, but also bring together credit union professionals, volunteers, members, and families from around Wisconsin.



Annual Foundation Frozen Fitness Fundraiser

Don't let winter get you down! Get moving with the Foundation! This fundraiser brings together credit union employees, members, families and friends to get active for a good cause. Participants choose their own fitness fun right in their own backyard and send in photos to be eligible for great prizes.



Annual Foundation Invitational

This premier golfing event supports The Foundation's mission and gathers credit union professionals and volunteers from around Wisconsin. Join us at University Ridge in Madison on August 23, 2023.



Biennial Credit Union Day at the Ballpark

Held in July of even-numbered years, this is one of the largest gatherings of credit union folks and their families in the state! Held at American Family Field in Milwaukee, attendees root for the Milwaukee Brewers and generously support The Foundation and the National Credit Union Foundation.



Annual Ca\$h Calendar Sweepstakes

Ca\$h Calendar is The Foundation's annual fundraising calendar sweepstakes. A maximum of 2,000 calendars are available to credit union employees, volunteers and community members. Drawings for cash are held each League work day in December.

GET INVOLVED



Annual Donor Fund Society

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



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.



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.



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



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