



Impact Report



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A Message from the Chair



It's an exciting time for The Wisconsin Credit Union Foundation, and 2023 was no exception! Over the past year our impact has continued to grow; we distributed a chart-topping \$135,500 in grants, \$11,000 in scholarships, and launched our new Inclusion Fund Grant helping credit unions reach unserved and unrepresented communities in Wisconsin. As The Foundation begins its seventeenth year, it's also worth celebrating that we have now provided nearly \$1.8 million in financial education, grants, scholarships, and disaster assistance since our inception, including over 100 grants to promote the wellness of credit unions and the communities they serve—what a milestone!

I am honored to be your new Chair and am looking forward to what the future has in store for our continued mission. In 2024, we are already looking to expand our Exploring Why® program and add additional content to our Community Development & Financial Education Workshop—and that's just the start. As always, we are grateful for your support and commitment to The Foundation.

Lisa Palma

Board Chairperson

Wisconsin Credit Union Foundation

Board of Directors

Lisa Palma, Chairperson

*Blackhawk Community Credit Union
Janesville*

Shelly Mellenberger, Secretary

*PCM Credit Union
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Jami Olcott, Director

*Marathon County Employees Credit Union
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Muskego*

Brandon Riechers, Director

*Royal Credit Union
Eau Claire*

Josh Roberts, Foundation Liaison

*The Wisconsin Credit Union League
Madison*



The Foundation's Mission

\$990,422

Funds used to improve financial education across Wisconsin through financial literacy initiatives.

\$586,416

Over 100 recipients have been able to leverage grant funds to promote credit union development.

\$133,071

Scholarships have been awarded to more than 70 credit union professionals to advance their career in the Credit Union Movement.

\$53,184

The Foundation has provided disaster assistance to The Movement in times of need.

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.

\$1.76 million

The Foundation's investment in financial wellness across Wisconsin since inception in 2007.



Over \$31,000

The Foundation's investment in 2023 to support Financial Education throughout the state.

Financial Education



FiCEP

The Foundation, in partnership with America's Credit Unions and CU Difference, facilitated the eighth year of FiCEP, which helped an additional 23 participants earn their Certified Credit Union Financial Counselor (CCUFC) designation, and more than 23 recertified.

Over 250 credit union professionals, representing more than 50 credit unions, 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 to offer Bite of Reality® free for all of our member credit unions. This is an app-based, live simulation for teens that teaches them about real life financial decisions.

TruStage generously supports Bite of Reality® so that all Wisconsin's credit unions can provide this program to their local school districts, at no cost, and help to fulfill their financial education requirements.



Educational Programming



Over 200

Participants in Foundation-sponsored educational programming.

Financial Education & Community Development Workshop

This free two-day event brought together credit union professionals from around the state that are instrumental in developing programs to create financial well-being for their members and communities.

Exploring Why™ Workshop

For four years, The Foundation has proudly sponsored Exploring Why™ workshops for all of Wisconsin's credit unions. This full-day, experiential learning program was created by the National Credit Union Foundation to demonstrate to credit union employees and volunteers the Credit Union Difference and learn better ways to serve credit union members and the community.



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 extreme need.

The grants reach these areas with assistance from the National Credit Union Foundation through [CUAid](#). In 2023, \$2,500 was donated to CUAid by The Wisconsin Credit Union Foundation.

Over the last several years, relief has been sent to CUAid to assist with the crisis in Ukraine, wildfires in western United States, hurricanes in the southeastern United States, tornado relief in the Midwest, and much more.



More Than \$53,000

The Foundation's contribution to support The Movement since 2007 during times of disaster.

Credit Union Development Grants

Wisconsin credit unions in need of support for technology and operations related expenses, and upgrades to the credit union's operations that will measurably assist their ability to serve their members, are encouraged to apply for this grant. Preference given to credit unions under \$100 million in assets.

The Difference Grants

The Difference Grants are used to help credit unions of all sizes in the creation of innovative services and programs that could offer affordable alternatives to high-cost financial products and services, reduce dependency on predatory financial providers, increase financial literacy and empowerment, improve personal financial management, create avenues to personal financial stability, and improve financial and economic well-being of Wisconsin communities.

Inclusion Fund Grants

For the first time, in 2023, The Foundation is proud to support credit unions in their mission to reach unserved and unrepresented communities in Wisconsin that struggle to be served by traditional financial services.

This grant was introduced to connect credit unions with the resources that are offered by [Coopera Consulting](#) to implement programs and services for multi-cultural markets and is targeted toward midsize credit unions in Wisconsin.



\$135,000+

The Foundation awarded the most grants ever to credit unions in 2023.

Grant Recipients

2023

The Difference Grants



Superior Choice Credit Union
Superior



Verve, a Credit Union
Oshkosh

2023

Inclusion Fund Grants



Co-op Credit Union
Black River Falls



Fort Community Credit Union
Fort Atkinson



Prospera Credit Union
Appleton



Southern Lakes Credit Union
Kenosha

2023

Development Grants



Badger-Globe Credit Union
Neenah



County - City Credit Union
Jefferson



Enterprise Credit Union
Brookfield



Northwoods Community Credit Union
Park Falls

Credit Union Management School Scholarship

Formerly known as CUNA Management School, The Foundation provides scholarships up to \$2,500 for credit union professionals looking to participate in Credit Union Management School, America's Credit Unions premier, executive-level career educational program.

Pat Wesenberg DE Scholarship

Funds from this scholarship, up to \$2,500, are 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 proceeds to attend an educational event of their choosing from various credit union-related organizations. Awards are granted to young professionals and applicants regardless of age, up to \$2,500.



2023 CUNA Management School Scholarship

Nilsa Gebert
FOCUS Credit Union
Menomonee Falls

2023 Pat Wesenberg DE Scholarship

David Murphy
Marshfield Medical Center Credit Union
Marshfield

Over \$11,000

The Foundation awarded six scholarships to credit unions professionals in 2023.

Scholarship Recipients



2023 Professional Development Scholarships

Dani Sherman
Fort Community Credit Union
Fort Atkinson
Scholarship used for attending CUNA GAC

Brannan Hood
MCU Financial Center Credit Union
Mount Pleasant
Scholarships used for attending CUNA Management School

Jodi Price
Ripco Credit Union
Rhineland
Scholarship used for attending CUNA Financial Management School

Lisa Sment
Shoreline Credit Union
Manitowoc
Scholarship used for attending CUNA Credit Union Internal Auditor School



2023 Annual Donor Fund

We are able to fulfill our mission because of the generosity of Annual Donor Fund contributors for their sustained support. Thank you!

Philanthropists

Altra Federal Credit Union
Blackhawk Community Credit Union
Community First Credit Union
Connexus Credit Union
Corporate Central Credit Union
PCM Credit Union
Summit Credit Union
Josh Roberts
Steve Swenson
Brett Thompson
Sarah Wainscott

Patrons

Heartland Credit Union
Kohler Credit Union
WESTconsin Credit Union

Foundation Donor Recognition Levels

Philanthropists: CUs over \$5,000; CU Partners over \$2,500; Individuals over \$500

Patrons: CUs \$2,500-\$4,999; CU Partners \$1,000-\$2,499; Individuals \$300-\$499

Partners: CUs \$1,000-\$2,499; CU Partners \$500-\$999; Individuals \$200-\$399

Supporters: CUs \$500-\$999; CU Partners \$300-\$499; Individuals \$100-\$199

Friends: CUs \$100-\$499; CU Partners \$100-\$299; Individuals \$50-\$99

Partners

Brewery Credit Union
Cloverbelt Credit Union
IH Mississippi Valley Credit Union
Oakdale Credit Union
Park City Credit Union
Prime Financial Credit Union
Ripco Credit Union
Sentry Credit Union
Simplicity Credit Union
Southern Lakes Credit Union
Unison Credit Union
Valley Communities Credit Union
Mary Bliss
John Engel
Paul Guttormsson
Julie Jennerjohn
Jenny Klamm
Ashley Schultz

Supporters

Arcadia Credit Union
FOCUS Credit Union
Fond du Lac Credit Union
Governmental Employees Credit Union
Premier Financial Credit Union
Sheboygan Area Credit Union
Taylor Credit Union
Teachers Credit Union
Westby Co-op Credit Union
Rod Cory
Beth Ellis
Mike Mallow
Shelby Schmudlach

Friends

Badger-Globe 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
Members First Credit Union
Racine Municipal Employees Credit Union
Wisconsin Medical Credit Union
Rena Clark
Stephen Lederer
Melinda Mejer
Laura Nelson
Caroline Redmann
Shay Santos

Our credit union system partners play a vital role in sponsoring and supporting The Foundation's events. Thank you!

Foundation Partners



FHLBank
Chicago

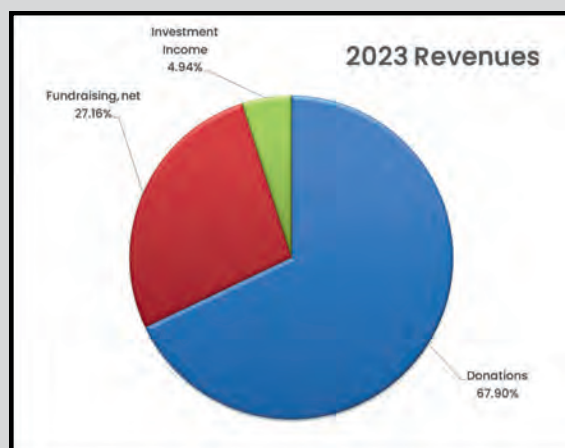


Founder's Circle members helped to establish The Foundation in 2007. We are forever grateful of their support. The list of Founder's Circle members can be found on our website.



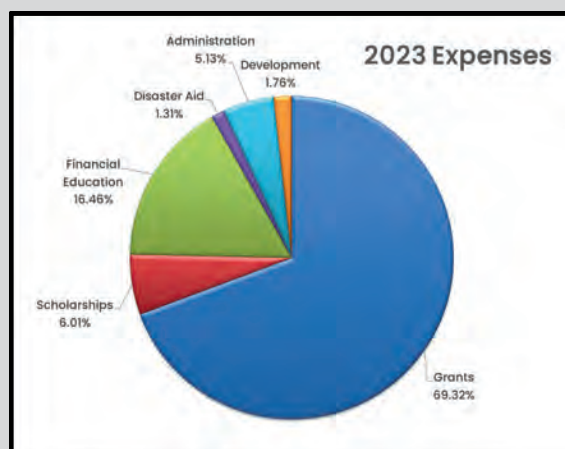
Financial Performance

Through careful fiscal management and generous contributions, The Foundation was able to fulfill its mission to serve credit unions throughout Wisconsin. Due to plentiful reserves, The Foundation was able to support programming in excess of its 2023 revenues.



2023 Revenues*

Donations to the Foundation	\$127,322
Fundraising, net	\$50,927
Investment Income	\$9,258
Total	\$187,507



2023 Expenses*

Grants	\$132,517
Scholarships	\$11,495
Financial Education	\$31,469
Disaster Relief	\$2,500
Development	\$3,359
Administration	\$9,814
Total	\$191,155

*Unaudited financial statements

Participating in one or more of these major events is the easiest way for you and your credit union to support The Foundation's mission of promoting the Credit Union Difference, supporting financial education, and encouraging financial well-being for all.

Get Involved



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 Trapper's Turn in Wisconsin Dells on August 29, 2024.



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! Attendees gather at American Family Field to root for the Milwaukee Brewers to support The Foundation and the National Credit Union Foundation.



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 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.



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

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www.TheLeague.coop/Foundation**

