



THE FOUNDATION'S  
**2024**  
IMPACT REPORT

Wisconsin Credit Union  
**FOUNDATION**  
Inc.

[www.TheLeague.coop/Foundation](http://www.TheLeague.coop/Foundation)



# **A Message from the Chair**

The Wisconsin Credit Union Foundation has continued to increase its dedication to financial education, credit union development, credit union staff development, and disaster aid, and in 2024, The Foundation has made more impact than ever before! Over the past year our impact has continued to grow; we distributed a chart-topping \$147,000 in grants, \$20,000 in scholarships, and launched Legends of the Movement - a way for credit unions to honor the trailblazers that have dedicated their careers to The Movement in Wisconsin.

As The Foundation begins its eighteenth year, it's also worth celebrating that we have now provided over \$1.95 million in financial education, grants, scholarships, and disaster assistance since our inception, including over 115 grants to promote the wellness of credit unions and the communities they serve. This is a huge milestone!

I am honored to serve as Chair and I am looking forward to 2025! We are already expanding our Exploring Why™ and Bite of Reality® programs, add even more content to our Community Development & Financial Education Workshop, and honor even more Legends of the Movement—and that's just the start. We are grateful for your support and commitment to The Foundation!

Lisa Palma  
Board Chairperson  
*The Wisconsin Credit Union Foundation*

## **2024 Board of Directors**

**Lisa Palma, Chairperson**

Blackhawk Community Credit Union  
*Janesville*

**Jami Olcott, Secretary**

Marathon County Employees Credit Union  
*Wausau*

**Chris Moczynski, Director**

Prime Financial Credit Union  
*Cudahy*

**Brett Thompson, Director**

The Wisconsin Credit Union League  
*Madison*

**Shelly Mellenberger, Vice-Chairperson**

PCM Credit Union  
*Green Bay*

**Chris Felton, Treasurer**

Corporate Central Credit Union  
*Muskego*

**Brandon Riechers, Director**

Royal Credit Union  
*Eau Claire*

**Josh Roberts, Foundation Liaison**

The Wisconsin Credit Union League  
*Madison*

# The Foundation's Mission

**\$1.95 million**

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

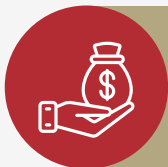
*Established in 2007, The Wisconsin Credit Union Foundation (The Foundation) is a 501(c)(3) non-profit organization that promotes the wellness of credit unions and the communities they serve.*

*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.*



**\$1,013,657**

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



**\$727,826**

Over 115 recipients have been able to leverage grant funds to promote credit union development.



**\$155,571**

Scholarships have been awarded to more than 75 credit union professionals to advance their career in the Credit Union Movement.



**\$60,684**

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

# Financial Education



## FiCEP

The Foundation, in partnership with America's Credit Unions and CU Difference, facilitated the ninth year of FiCEP, which helped an additional 21 participants earn their Certified Credit Union Financial Counselor (CCUFC) designation, and more than 23 recertified.

Over 290 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. In 2024, more than 275 students participated in this program.

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.

*"Financial capability is an essential skill that empowers individuals to make informed decisions about money management."*

*Whitney Townsend, Fort Community Credit Union*

# 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.

*"Thanks for what you do, and fueling the fire within all participants yesterday. I hope you saw the amount of energy that left the room was FAR greater than what came in."*

*Rachel Ojala Dumke, Summit Credit Union*

# Disaster Relief

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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 2024, \$7,500 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.



***"As climate-related events accelerate, we can expect  
outsized impact on our most vulnerable people and  
communities."***

*Cathie Mahon, Inclusion*

# Grant Programs

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## **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 two years, 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.

*"HFMCU is grateful and honored to be selected as a grant recipient. This support goes a long way in making a difference in our member's financial wellness and overall health."*

*Joel Strozewski, Holy Family Memorial Credit Union*

# Grant Recipients



## **Credit Union Development Grants**

Badger-Globe Credit Union, *Neenah*  
Brantwood Credit Union, *Brantwood*  
Brokaw Credit Union, *Weston*  
Evergreen Credit Union, *Neenah*  
FOCUS Credit Union, *Menomonee Falls*  
Iron County Community Credit Union, *Hurley*  
Lakewood Credit Union, *Rib Lake*  
Oshkosh Postal Employees Credit Union, *Oshkosh*  
Public Service Credit Union, *Wausau*  
Service Credit Union, *Green Bay*  
Sheboygan Area Credit Union, *Sheboygan*  
WEA Credit Union, *Madison*

## **The Difference Grants**

Co-op Credit Union, *Black River Falls*  
FOCUS Credit Union, *Menomonee Falls*  
Fort Community Credit Union, *Fort Atkinson*  
Fox Communities Credit Union, *Appleton*  
Park City Credit Union, *Merrill*  
University of Wisconsin Credit Union, *Madison*

## **Inclusion Fund Grant**

Guardian Credit Union, *Oak Creek*

*The largest disbursement of grants ever was in 2024, with more than \$147,000 awarded to 18 credit unions.*



# Scholarship Programs



## **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.

A horizontal row of various colored pencils, including shades of blue, green, pink, yellow, orange, and grey, arranged in a slightly overlapping manner.

*"Without your assistance, I do not think I would have had the resources to attend. Thank you again for this opportunity."*

*Brannan Hood, MCU Financial Center Credit Union*

# Scholarship Recipients



## Credit Union Management School Scholarship

Kelly Culver, Shoreline Credit Union, *Manitowoc*

Dawn Grohskopf, UnitedOne Credit Union, *Manitowoc*

Travis Livingood, Glacier Hills Credit Union, *West Bend*

## Pat Wesenberg DE Scholarship

Sara Bauer, Shoreline Credit Union, *Manitowoc*

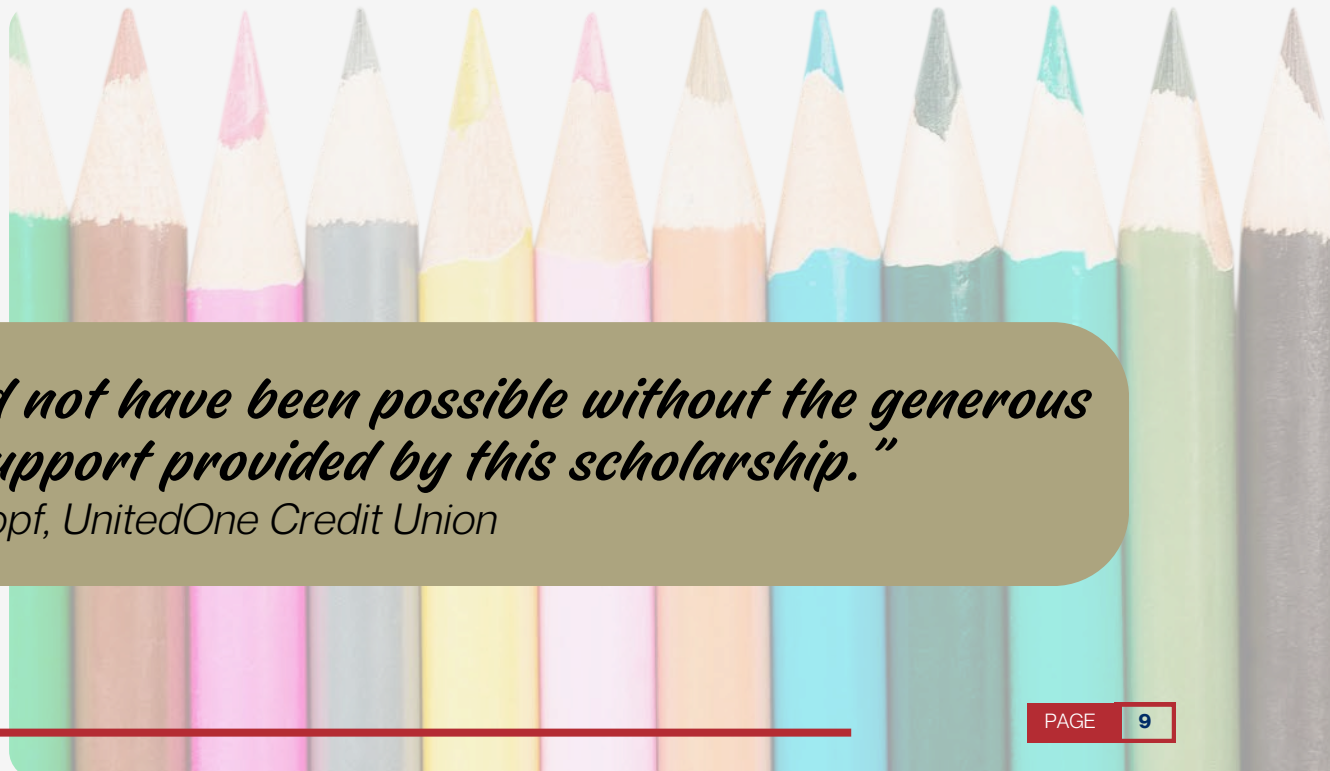
## Professional Development Scholarship

Theresa Huser, Fort Community Credit Union, *Fort Atkinson*

Daisy Ortiz, Ripco Credit Union, *Rhineland*

Sarah Ruiz-Harrison, Sheboygan Area Credit Union, *Sheboygan*

Cesar Valadez, Fort Community Credit Union, *Fort Atkinson*



*"This would not have been possible without the generous financial support provided by this scholarship."*

*Dawn Grohskopf, UnitedOne Credit Union*

# 2024 Annual Fund Donor Society



## **Philanthropists**

Corporate Central Credit Union | PCM Credit Union | Teachers Credit Union  
Oshkosh Postal Employees Credit Union | FOCUS Credit Union | Sentry Credit  
Union | Heartland Credit Union | Community First Credit Union | Wisconsin CUES  
Council | Josh Roberts | Brett Thompson | Sarah Wainscott

## **Patrons**

Simplicity Credit Union | Blackhawk Community Credit Union | Southern Lakes Credit  
Union | Dairyland Power Credit Union | M.E. Employees Credit Union | Public Service  
Credit Union | "Golden Rule" Credit Union | Brokaw Credit Union | Holy Family  
Memorial Credit Union | Oakdale Credit Union | Unison Credit Union Brewery Credit  
Union | Sheboygan Area Credit Union | Ripple Credit Union | Marathon County  
Employees Credit Union | Badger-Globe Credit Union | Carol Adler | Mary Bliss | Eric  
Chrisinger | Charles Grossklaus | Mary Lunenburg | Dave Maves | Mark Schroeder |  
Kim Sponem | Pat Wesenberg | Dan Wollin

## **Partners**

Fond du Lac Credit Union | Summit Credit Union | Valley Communities Credit Union  
TruStage | Julie Jennerjohn | Jenny Klamm | James Wookey | Kimberly Youngblood

## **Supporters**

Kohler Credit Union | Prime Financial Credit Union | Rod Cory | Beth Ellis | Meghan Murphy  
Sheila Schinke | Ashley Schultz

## **Friends**

Arcadia Credit Union | Taylor Credit Union | Cloverbelt Credit Union | Premier Financial Credit  
Union | Glacier Hills Credit Union | Fort Community Credit Union | Governmental Employees  
Credit Union | WESTconsin Credit Union | Park City Credit Union | Westby Co-op Credit Union  
Royal Credit Union | CoVantage Credit Union | Jennifer Esser | Kim Hoppe | Wade Kutchera  
Nancy Morgan | Gretchen Pommerening

### **Foundation Donor Recognition Levels**

Philanthropists: CUs over 105% of request\*; CU Partners over \$2,500; Individuals over \$500

Patrons: CUs 95% - 105% of request\*; CU Partners \$1,000-\$2,499; Individuals \$300-\$499

Partners: CUs 80% - 95% of request\*; CU Partners \$500-\$999; Individuals \$200-\$399

Supporters: CUs 65% to 80% of request\*; CU Partners \$300-\$499; Individuals \$100-\$199

Friends: CUs under 65% of request\*, CU Partners \$100-\$299; Individuals \$50-\$99

\* - Credit unions receive a request to donate to The Foundation equal to \$0.12/member, in 2024.

# Foundation Partners



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.



*Our Annual Fund Donor Society contributors, credit union system partners, and Founder's Circle donors play a vital role in sponsoring and supporting The Foundation's mission. Thank you!*

# Legends of the Movement

*The Legends of the Movement, created by The Wisconsin Credit Union Foundation in 2024, recognizes trailblazers, visionaries, and dedicated individuals who have made extraordinary and lasting contributions to The Credit Union Movement in Wisconsin, and beyond. Inductees embody the cooperative spirit and exemplify a lifelong commitment to the credit union philosophy of "People Helping People."*



## 2024 Inductees to The Foundation's Legends of the Movement

Carol Adler, Marshfield Medical Center Credit Union, *Marshfield*  
Mary Bliss, The Wisconsin Credit Union League, *Madison*  
Eric Chrisinger, Co-op Credit Union, *Black River Falls*  
Charles M. Grossklaus, Royal Credit Union, *Eau Claire*  
Mary Lueneburg, Educators Credit Union, *Mount Pleasant*  
Dave Maves, WESTconsin Credit Union, *Menomonie*  
Mark Schroeder, Corporate Central Credit Union, *Muskego*  
Kim Sponem, Summit Credit Union, *Cottage Grove*  
Pat Wesenberg, Simplicity Credit Union, *Marshfield*  
Dan Wollin, PCM Credit Union, *Green Bay*

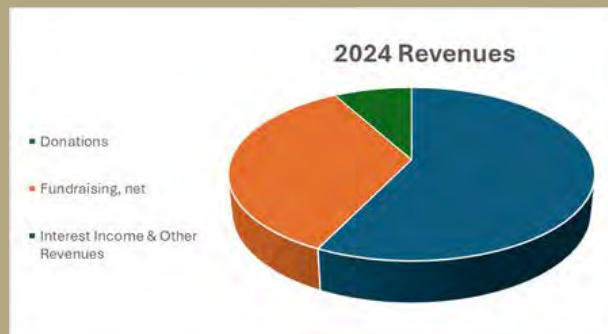
# Financial Performance



Through careful fiscal management and generous contributions, The Foundation was able to fulfill its mission to serve credit unions throughout Wisconsin.

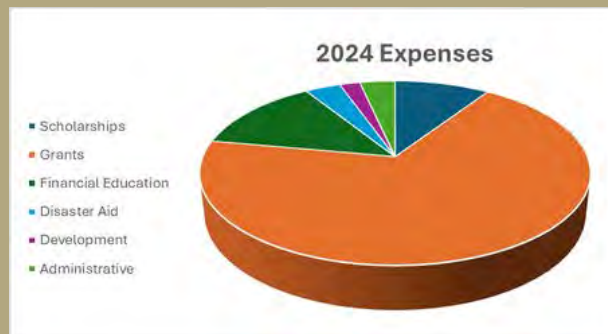
## 2024 Revenues\*

Donations to the Foundation	\$157,679
Fundraising, net	95,508
Investment Income	22,201
<b>Total</b>	<b>\$275,388</b>



## 2024 Expenses\*

Grants	\$147,399
Scholarships	20,000
Financial Education	28,348
Disaster Aid	7,500
Development	4,259
Administrative	7,445
<b>Total</b>	<b>\$214,951</b>



\*Unaudited financial statements.

# 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.

## **Legends of the Movement**

The Legends of the Movement, created by The Wisconsin Credit Union Foundation in 2024, recognizes trailblazers, visionaries, and dedicated individuals who have made extraordinary and lasting contributions to The Credit Union Movement in Wisconsin, and beyond. Inductees embody the cooperative spirit and exemplify a lifelong commitment to the credit union philosophy of "People Helping People."

## **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.



**The Wisconsin Credit Union Foundation  
1 E. Main St., Ste. 101 Madison, WI 53703**

**[www.TheLeague.coop/Foundation](http://www.TheLeague.coop/Foundation)**

**[foundation@TheLeague.coop](mailto:foundation@TheLeague.coop)**

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

