

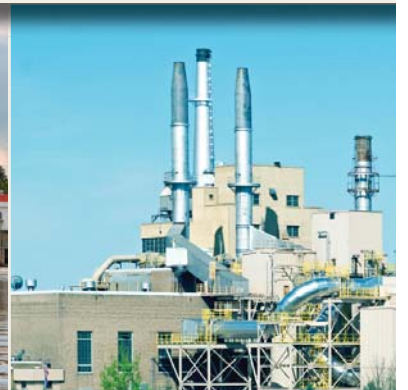
2015 Wisconsin Credit Union Scorecard

Credit Unions

United for Good



SOCIALLY RESPONSIBLE AND DELIVERING VALUE TO COMMUNITIES & 2.7 MILLION MEMBERS



Since 2007, Wisconsin credit unions have kept more than \$1 billion in the pockets of our state's citizens.

Credit Unions United for

This annual Scorecard provides a snapshot of the affordable and socially responsible services Wisconsin credit unions provide to their 2.7 million members, nearby schools, small businesses and other community organizations.

These offerings - referred to as REAL Solutions - put people before profit. There is no state or federal mandate requiring credit unions to offer REAL Solutions. They do so because they are member-owned, cooperative businesses, which allows them to put member needs first and go where other financial institutions can't or won't.



We're proud to say Wisconsin's credit unions are thriving and are national leaders in all facets of their operations including loan, asset, deposit and membership growth.

Whether it's facing the financial challenges of today or planning for tomorrow, credit unions will continue to evolve to meet the needs of their members and support Wisconsin's working families and communities.

Brett Thompson
President/CEO, Wisconsin Credit Union League



TheLeague.coop/Scorecard

Wisconsin Credit Unions:



HELPING MAIN STREET PROSPER

Wisconsin credit unions offer small loans to start and grow local businesses, support entrepreneurs and employ thousands within the state.



KEEPING MONEY IN MEMBERS' POCKETS

Wisconsin credit union members save millions annually thanks to better rates, fewer and lower fees and a cooperative business model that puts people before profit.



LEADING IN FINANCIAL EDUCATION

Credit unions encourage savings and sound financial decision-making by offering financial counseling, more than 100 school and youth-run branches and innovative education programs.



SERVING COMMUNITIES

Other financial institutions focus on driving profit. Since they were established, credit unions have prioritized doing what's best for people and Wisconsin's communities.



Helping Main Street Prosper

Wisconsin credit unions are committed to strengthening local economies in a safe and sound manner.

BUSINESS LENDING

**\$3 BILLION IN
SMALL BUSINESS LOANS**

The first credit unions chartered in Wisconsin provided business loans and 81 credit unions continue to do so today.



AVERAGE CREDIT UNION BUSINESS LOAN: \$184,850

While many banks shun loans of smaller amounts, credit unions are ready, willing and able to help small businesses expand, hire and grow.

**WISCONSIN
CREDIT UNION
BUSINESS LOANS(\$)**

INCREASED

98%
SINCE THE START
OF THE RECESSION

**BUSINESSES
COUNT ON
CREDIT UNIONS IN
TOUGH TIMES**

Here's the REAL Solution

The Challenge

A self-employed over-the-road trucker in western Wisconsin faced financial uncertainty when his truck needed a complete engine repair. Even though he owns his truck and earns a steady income to support his family, the repair bill for \$35,000 was more than he could afford. The dealership offered to finance the repair at 18% APR.

*According to FDIC, bank business lending is down nearly 16% since 2008.**

The REAL Solution

Looking for a more affordable business loan, he approached his credit union. After going over the details of the costs for the repair and the amount he was looking to finance, the business lending manager was able to provide him with the loan at only 4.25% APR.

The Impact

The credit union was able to save the member more than \$10,000 in interest over the term of the loan and, more importantly, help him in his time of need. Small-dollar business loans, like this one, allow existing businesses to thrive and help jump-start new ones. Since the first credit unions were chartered in Wisconsin, the industry has provided safe and sound lending to small businesses and entrepreneurs of all sizes.

* *Wall Street Journal*, Nov. 26, 2015



Keeping Money in Members' Pockets

WISCONSIN CREDIT UNION MEMBERS' 2015 SAVINGS*

LOWER INTEREST ON LOANS

\$78,061,973

FEWER AND LOWER FEES

\$13,452,135

HIGHER INTEREST ON SAVINGS

\$29,886,927

**STATEWIDE TOTAL
MEMBER SAVINGS**

\$121,401,035

WISCONSINITES HAVE **\$11.5 BILLION REASONS** TO CHOOSE
CREDIT UNIONS FOR SAFE, AFFORDABLE MORTGAGES

**81% OF WISCONSIN CREDIT UNIONS OFFERING MORTGAGES
HELPED MEMBERS AVOID FORECLOSURE BY REFINANCING OR
TAKING OTHER STEPS**



* Preceding 12 months, ending September 2015

Here's the REAL Solution

The Challenge

As a single mother, a Madison area woman found it hard to save for her future and support her family. Saddled by a large amount of student and credit card debt, she needed to hold two full-time jobs in order to cover her expenses. Having a 12 year-old son meant that she often grabbed essential items at convenience stores and gas stations, which needlessly increased her costs. Even though she works as a case manager to assist homeless families with their financial hardships, she still struggled with her own. "I talk to families about managing their money and budgeting... but it is something I struggle with regularly."

*A college graduate in 2015 faces an average of \$35,051 in outstanding student loan debt.**

The REAL Solution

An area credit union offers an annual competition encouraging wise financial decision making and increasing savings while reducing debt. For seven months, a financial coach teaches participants ways to change their spending habits, pay down high cost debt and save for the future. The results are showcased through social media, blog posts, videos and coverage on local television stations.

The Impact

By participating in the credit union's program, the single mother was able to reduce her debt by \$6,455.50, increase her savings by \$6,217.27, create a budget and feel more confident about her financial future. "I'm in a position where my future looks really bright," she said. "I want to be able to take what I learn as a participant... and share it not only with the families I work with on a daily basis, but also my coworkers, my friends and my family."

* MarketWatch.com 05/09/2015



Leading in Financial Education

CREDIT UNION YOUTH-RUN BRANCHES THAT TEACH SAVING

Abbotsford

Abbotsford Elementary School

Amery

Amery High School

Antigo

Antigo Middle School

Appleton

Appleton East High School
Appleton North High School
Appleton West High School
Badger Elementary School
Roosevelt Middle School

Balsam Lake

Unity Elementary School
Unity Middle School
Unity High School

Beaver Dam

Beaver Dam High School

Black River Falls

Black River Falls High School

Brillion

Brillion High School

Chippewa Falls

Chippewa Falls Middle School
Halmstad Elementary
Hillcrest School
Parkview School
Southview Elementary School

Clintonville

Clintonville High School

Colby

Colby Elementary School
Colby High School
Colby Middle School

Crandon

Crandon High/Middle School

Crystal Falls, MI

Forest Park Middle School

Eau Claire

Flynn Elementary School
Locust Lane School
Meadowview School
Memorial High School
North High School
Northstar Middle School
Putnam Heights Elementary
Robbins Elementary School
Roosevelt Elementary School
Sherman Elementary School

Eden Prairie, MN

Eden Prairie High School

Grantsburg

Grantsburg High School

Green Bay

Northeast Wisconsin Technical
College
Preble High School
West High School

Hayward

Hayward High School

Holmen

Holmen High School

Howard

Bay Port High School

Howards Grove

Howards Grove High School

Hudson

Hudson High School

Iron River, MI

West Iron Middle School

Janesville

Craig High School
Parker High School

Kaukauna

Kaukauna High School

Kenosha

Bradford High School
Temper High School

Kimberly

Kimberly High School

La Crosse

Central High School

Little Chute

Little Chute High School

Madison

East High School
La Follette High School
Memorial High School

Manitowoc

Jefferson Elementary School
Lincoln High School
Monroe Elementary School
Washington Junior High School

Marinette

Marinette High School

Marshfield

Marshfield High School
Nasonville Elementary School

Medford

Holy Rosary School
Immanuel Lutheran Christian
Day School

Mellen

Mellen Elementary School

Menomonie

Menomonie High School

Milwaukee

Hamilton High School
South Division High School

Mosinee

Mosinee Middle School

New Holstein

New Holstein High School

New Richmond

New Richmond High School

Oconto

Oconto High School

Oconto Falls

Oconto Falls High School

Racine

J I Case High School

Rhineland

Rhineland High School

Rice Lake

Hilltop Elementary School
Jefferson Elementary School

River Falls

River Falls High School
Rocky Branch Elementary
School

St. Croix Falls

St. Croix Falls Elementary
St. Croix Falls Middle/High
School

Shawano

Shawano Community Middle
School

Sheboygan

Central High School
North High School
South High School

Sheboygan Falls

Sheboygan Falls High School

Sparta

Sparta High School

Spooner

Spooner Middle School
Spooner Senior High School

Stevens Point

Stevens Point Area Senior High
School

Superior

Bryant Elementary School
Lake Superior Elementary
Northern Lights Elementary
School
Superior High School
Superior Middle School

Suring

Suring High School

Tomah

Tomah High School

West Bend

West Bend High School

Weston

DC Everest High School
DC Everest Junior High School

Here's the REAL Solution

The Challenge

In addition to traditional reading, writing and arithmetic, students need to be better prepared for their financial future.

*One in five millennials have four or more credit cards, & 52% are engaged in potentially expensive credit card behaviors.**

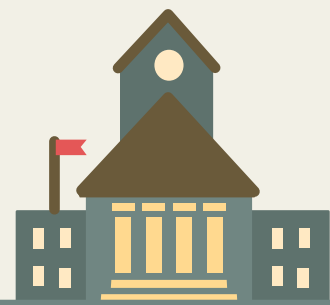
The REAL Solution

A credit union in the Fox Valley teamed up with a local school district to open an in-school branch and create a financial education program. Students are interviewed and hired by the credit union to be employees at the branch in their high school. The student employees learn skills to better manage their money and improve their own financial well-being. They also gain work experience in financial management, marketing and member service. Student members learn a regular habit of saving.

The Impact

A recent U.S. Treasury study** shows that students with access to in-school savings accounts and financial education retain financial knowledge. They also develop positive attitudes about saving and are more likely to have and use an account regularly than students lacking access. Wisconsin's over 100 in-school credit union branches contribute to these positive results. The hands-on experience of working in a credit union has even led students to career opportunities beyond high school. This type of training and job experience encourages students to stay in their communities, help grow locally-operated credit unions and pass on the importance of good money management.

**MORE THAN
100
SCHOOL AND
YOUTH-RUN
CREDIT UNION BRANCHES**



* Filene Research Institute, 2015

** U.S. Treasury study, 2014, conducted by the Corporation for Enterprise Development (CFED) & the Center for Financial Security (CFS) at the University of Wisconsin-Madison



Serving Communities

Credit unions are vested in their communities and make significant contributions through volunteering, fundraising and charitable giving to keep those communities strong and healthy. The personal ambition and spirit of Wisconsin credit union employees and members help to drive these socially responsible efforts.

IN 2015, WISCONSIN CREDIT UNIONS GAVE BACK BY:

**OFFERING
30,000
NO FEE
ATMS AND
5,300
NO FEE
BRANCHES**

making credit unions
the third largest
branching network
in the United States.

**PROVIDING
MORE THAN
500,000
HOURS OF
FINANCIAL
COUNSELING**



**VOLUNTEERING
MORE THAN
64,000
HOURS
AND RAISING
MORE THAN
\$1 MILLION**

for local charities,
communities, civic
groups and Children's
Miracle Network
Hospitals.

Here's the REAL Solution

The Challenge

Community partners in one Chippewa Valley area county jail realized that incarcerated women do not have the skills necessary to make well-informed financial choices once released from jail.

The REAL Solution

A local credit union teamed up with volunteer groups to create three, four-week courses that provide financial education to the women and help increase their financial awareness. The program helps a class of 22 women build a budget, manage a checking account, understand lending and set financial goals. One volunteer educator said, "we created a financial education program for correctional facilities because every individual should have access to the knowledge and information they need to succeed."

*Of the 600,000 prisoners released in the U.S. each year, many return to neighborhoods where income levels are low, jobs are scarce and crime rates are high.**

The Impact

Program participants earn a certificate of completion for attending all four courses and more importantly, use their learning experiences to make better financial choices upon their release. "I didn't get here by making good choices," said one program participant. "I've had several checking accounts and I've messed them up. This class is helping me learn how to make better financial decisions."

* Science News, University of Arkansas-Little Rock Study 06/18/2014



REAL Solutions in Action



Rebuilding Together Fox Valley works with employees from an Appleton credit union on a service project.



A credit union in Hayward hosted Mad City Money, an event for simulating real life money management to students at Drummond School.



In Eau Claire, women at the county jail receive financial education from an area credit union.



In Madison, a credit union employee teaches a fifth grader important money skills at a local Boys and Girls Club.



A credit union in Mauston hosted a fundraiser for Sea of Change, an organization that provides education, advocacy and support for community members in need.



A Marshfield credit union sponsors a scholarship for youth to attend Kamp Kenwood, a summer camp focused on cooperatives, sustainability, leadership, conservation and more.

Photos courtesy of: (clockwise p. 11) Prospera Credit Union | Royal Credit Union | Hayward Community Credit Union (clockwise p. 12) STAR Credit Union | Central City Credit Union | Oakdale Credit Union

Credit Unions:

- ▶ Are cooperative financial institutions
- ▶ Are owned by their members, who share equally in governance (1 vote per member)
- ▶ Do not have stockholders
- ▶ Are not-for-profit
- ▶ Exist to serve all members and their communities
- ▶ Return earnings to members via more competitive rates of return on accounts, lower interest on loans, lower or fewer fees and improved services
- ▶ Have federal deposit insurance like banks (accounts insured to \$250,000 by the NCUA, a federal agency)

CREDIT UNIONS ARE THRIVING

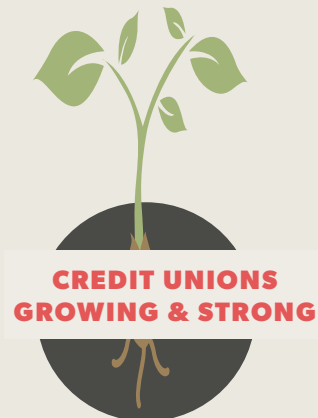
Wisconsin credit unions consistently rank high nationally for key growth performance indicators, making them a smart choice for consumers.

INCREASED

LOANS

MEMBERSHIP

NET WORTH



Visit [aSmarterChoice.org](https://www.aSmarterChoice.org) to
find a credit union in your community.

Wisconsin led the nation
 by creating one of the first state
 laws allowing the formation of
 credit unions. The need for a strong
 credit union industry continues to be
 reflected in the law today.

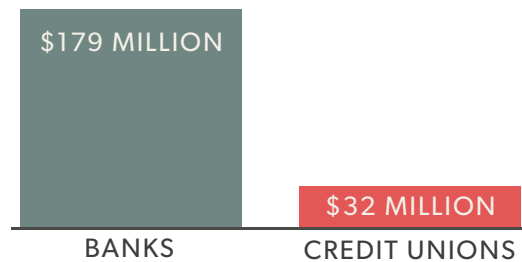
Encourage thrift among its
 members, create a source of fair
 credit at a fair and reasonable cost,
 and provide an opportunity for its
 members to improve their economic
 and social conditions.

—Wis. Stats. § 186.01(2)

WISCONSIN CREDIT UNIONS
 ACCOUNT FOR MORE THAN
ONE-FIFTH
 OF THE ASSETS OF ALL
 STATE-BASED FINANCIAL INSTITUTIONS

MEDIAN SIZE OF WISCONSIN-BASED INSTITUTIONS

Mid-Year 2015



2.7
 MILLION
 MEMBERS

154
 CREDIT UNIONS
 IN WISCONSIN

\$29.5
 BILLION
 (in assets)

Sources: Wisconsin Credit Union League Member Survey, 2015 | Credit Union National Association (CUNA) Econ & Stats Dept. | National Credit Union Administration (NCUA) 5300 Report data, Q4, 2007; Q3 2015 | Federal Deposit Insurance Corporation (FDIC) Call Report Q3 2015 | Wisconsin Department of Financial Institutions-Office of Credit Unions, Third Quarter Bulletin 2015; End of Year Bulletin 2010-2014 | Wisconsin Credit Union Benefit of Membership Report, CUNA, September 2015 | Credit Union Member Business Lending Overview, CUNA, December 2014 | Wisconsin Department of Financial Institutions-Office of Credit Unions

WISCONSIN CREDIT UNIONS DRIVE ECONOMIC GROWTH

JOBS

Credit unions and system partners in Wisconsin employ close to 10,000 full- and part-time employees with an estimated annual payroll of more than \$400 million.

LOCAL SPENDING

In 2015, Wisconsin credit unions spent \$653 million locally, in addition to making \$3 billion in loans to small businesses across the state.

TAX REVENUE

Credit unions continue to pay millions in taxes each year, including payroll, property, personal property and state sales taxes.



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