



# 2016

## Wisconsin Credit Union

### Scorecard

**2.9 million members strong**

Golden Rule Community Credit Union	1st Class Express Credit Union	1st Community Credit Union	Advia Credit Union	Air Tech Credit Union
Alloy Employees Credit Union	Altra Federal Credit Union	AppleTree Credit Union	Arcadia Credit Union	Athens Area Credit Union
Aurora Credit Union	Avestar Credit Union	Badger Credit Union	Badger-Globe Credit Union	Baraboo Municipal Employees Credit Union
Bay Shore Credit Union	Blackhawk Community Credit Union	Brantwood Credit Union	Brewery Credit Union	Brokaw Credit Union
Brown County Employees Credit Union	Bull's Eye Credit Union	Capital Credit Union	Catholic Credit Union	Cloverbelt Credit Union
Community First Credit Union	Connexus Credit Union	Co-op Credit Union	Corporate Central Credit Union	County - City Credit Union
County Credit Union	CoVantage Credit Union	Dairyland Power Credit Union	Dane County Credit Union	Douglas County Credit Union
Educators Credit Union	Empower Credit Union	Enterprise Credit Union	Evergreen Credit Union	Fire Department Credit Union
Firefighters Credit Union	First Choice Credit Union	First Community Credit Union of Beloit	First Superior Credit Union Service Center	
FOCUS Credit Union	<p><b>More Wisconsinites than ever - 2.9 million to be exact - are turning to Wisconsin's credit unions to be their financial partner.</b></p> <p><b>It's easy to see why...</b></p> <p>Since the first credit union was chartered in Wisconsin more than 100 years ago, credit unions have been an essential component of Wisconsin's local economies - providing REAL Solutions® to the problems faced by members and the communities those members live and work in. While not mandated to do so, credit unions offer REAL Solutions because being member-owned allows them to put member needs first and go where other financial institutions can't or won't.</p> <p><b>That makes credit unions different: They put people before profit and provide solutions that benefit members, nearby schools, small businesses and other community organizations.</b></p> <p>We're proud of what we've accomplished and we're proud to be home to the movement's international and national trade associations, mutual insurer, national charitable foundation and independent think tank.</p> <p><b>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.</b></p> <p><b>We offer this Scorecard in support of Wisconsin's credit unions.</b></p> <p><b>Brett Thompson</b>  <b>President/CEO, Wisconsin Credit Union League</b></p>			Fond du Lac Credit Union
Fort Community Credit Union				Forward Financial Credit Union
Fox Communities Credit Union				Glacier Hills Credit Union
Governmental Employees Credit Union				Greater Galilee Baptist
Credit Union				Guardian Credit Union
Gundersen Credit Union				Harbor Credit Union
Hayward Community Credit Union				Health Care Credit Union
Heartland Credit Union				Heritage Credit Union
Hermantown Federal Credit Union				Holy Family Memorial
Credit Union				Holy Redeemer Community
Credit Union				Horizon Community Credit Union
Indianhead Credit Union				Iron County Community
Credit Union				Kenosha City Employees
Credit Union				Kenosha Police &
Firemen's Credit Union				Kohler Credit Union
La Crosse-Burlington Credit Union				Lake Superior Refinery
Credit Union				Lakewood Credit Union
Landmark Credit Union				LCO Federal Credit Union
M. E. Employees Credit Union				M. G. & E. Credit Union
Madison Credit Union	Madison Fire Department Credit Union	Marathon County Employees Credit Union	Marshfield Medical Center Credit Union	
MCU Financial Center Credit Union	Meadowland Credit Union	Members' Advantage Credit Union	Members First Credit Union	
N.E.W. Credit Union	Northern Paper Mills Credit Union	Northwestern Mutual Credit Union	Northwoods Community Credit Union	
Oakdale Credit Union	Oshkosh Community Credit Union	Oshkosh Postal Employees Credit Union	Oshkosh Truck Credit Union	
Park City Credit Union	PCM Credit Union	Peoples Choice Credit Union	Police Credit Union	Police Credit Union
Post Office Credit Union	Premier Financial Credit Union	Prime Financial Credit Union	Prospera Credit Union	Public Service Credit Union
Racine Municipal Employees Credit Union	Ripco Credit Union	Royal Credit Union	Schneider Community Credit Union	
School Employees Credit Union	Sentry Credit Union	Service Credit Union	Sheboygan Area Credit Union	Shipbuilders Credit Union



*Credit unions impact the lives, challenges and achievements of Wisconsinites. The impact goes beyond the numbers; it is in the individuals helped through each REAL Solution provided by their credit union, REAL Solutions that...*

## **Ignite Wisconsin's Economy 3**

Credit unions are a vital force in Wisconsin's economy. As a significant employer they contribute to the overall spending in the state.

## **Keep Money in Members' Pockets 5**

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

## **Finance Main Street 7**

With small loans to local businesses and entrepreneurs, credit unions provide key access to capital to help them thrive.

## **Actively Engage in Financial Education 9**

Credit unions encourage savings and sound financial decision-making, by providing financial counseling and operating more than 100 school and youth-run branches.

## **Serve Communities 11**

While other financial institutions focus on generating profits, as not-for-profit cooperatives, credit unions prioritize doing what's best for members and their communities.

## **Exceed Expectations & Continue to Thrive 13**

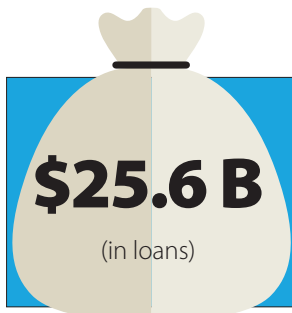
As member-owned cooperatives, credit unions put their members first. Their continued business success, allows them to better serve members and communities.

**Cover photos:** Courtesy of the Wisconsin Credit Union League's member credit unions, see [TheLeague.coop/Scorecard](http://TheLeague.coop/Scorecard) for a full listing of photo sources.

# Ignite Wisconsin's Economy

National and international groups including the Credit Union National Association, CUNA Mutual Group, the World Council of Credit Unions, the National Credit Union Foundation and Filene Research Institute - plus 143 credit unions - call Wisconsin home.

All together, the movement has a strong footprint in Wisconsin employing thousands and serving and supporting communities.



**MONEY FROM RESIDENTS WHO ARE SAVING AT AND BORROWING FROM WISCONSIN CREDIT UNIONS RATHER THAN REGIONAL OR NATIONAL BANKS STAYS IN THE STATE, BOOSTING THE STATE'S ECONOMY.**

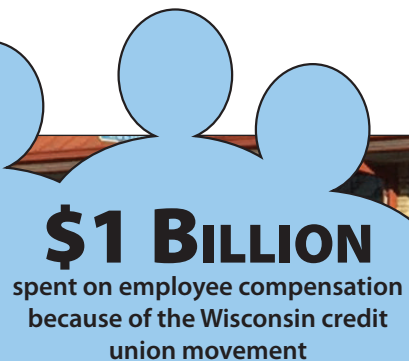
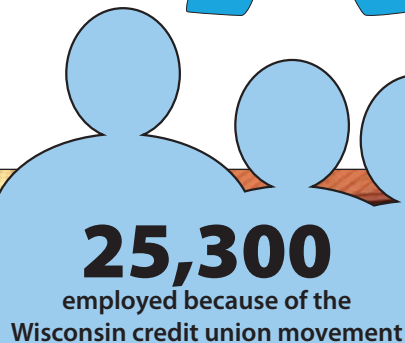


Photo courtesy of Fort Community Credit Union

# REAL Solution

## The Challenge

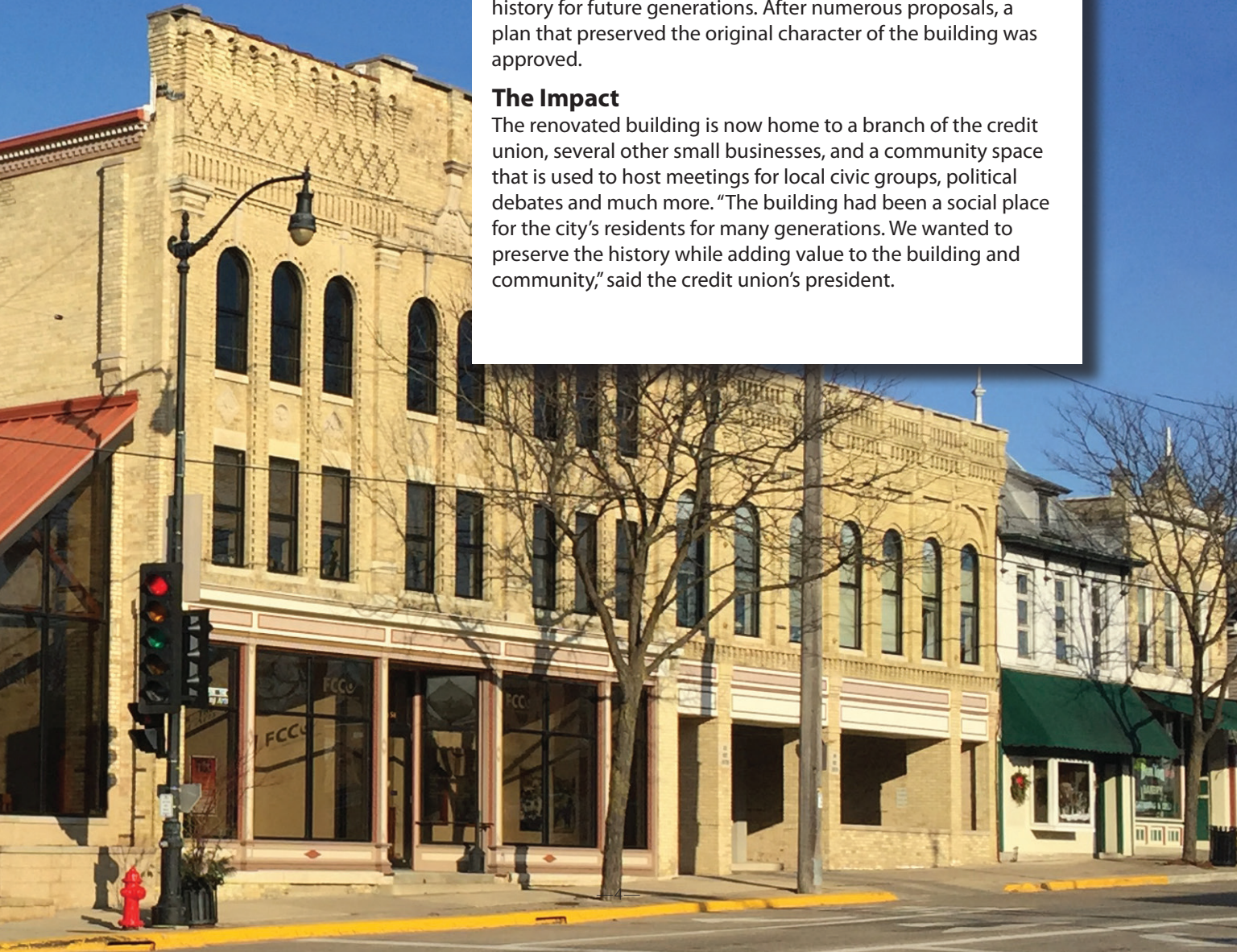
After a fire at a vacant historic building blighted a major intersection in a southern Wisconsin community, one local credit union thought of ways to renovate and rejuvenate the building. The building, built in 1864, was a showpiece of the neighborhood, once housing an opera house, dance hall and an ice cream factory.

## The REAL Solution

By partnering with the local Common Council, the credit union's leadership proposed ways to renovate the structure to make it more appealing to the community, offer modernized facilities for other businesses and preserve the building's history for future generations. After numerous proposals, a plan that preserved the original character of the building was approved.

## The Impact

The renovated building is now home to a branch of the credit union, several other small businesses, and a community space that is used to host meetings for local civic groups, political debates and much more. "The building had been a social place for the city's residents for many generations. We wanted to preserve the history while adding value to the building and community," said the credit union's president.



# Keep Money in Members' Pockets

Since the start of the recession in 2007, Wisconsin credit unions have kept more than **\$1.5 billion** in the pockets of their **2.9 million members**.



## WISCONSIN CREDIT UNION MEMBERS' 2016 SAVINGS\*

### LOWER INTEREST ON LOANS

**\$88,640,484**

### FEWER & LOWER FEES

**\$15,916,674**

### HIGHER INTEREST ON SAVINGS

**\$32,622,237**

### STATEWIDE TOTAL MEMBER SAVINGS

**\$137,179,395**

\*Preceding 12 months, ending September 2016



## REAL Solution

### The Challenge

Many college students and young people start their path to financial wellness with either a low or zero credit score. In order to build credit, they need to borrow. In order to borrow, they need a credit score.

### The REAL Solution

In southwestern Wisconsin, a local credit union launched a program for college students to finance a bicycle purchase. The credit union offers loans to applicants at a low interest rate of 3.99%. The average loan is \$750 and covers necessary safety items such as helmets and lights. When the students repay the loans, they build their credit history, which in turn improves their credit score.

### The Impact

Borrowers improve their credit score and set themselves on a path of financial wellness, which leads to more opportunity to purchase cars and homes in the future. The low rate also deters borrowers from seeking high cost loans at payday lenders. According to one of the credit union's loan officers, "we aren't making these loans to make money; in fact we lose money on these loans. We make these loans because it's the right thing to do for our members."

# Finance Main Street

Starting with the first credit union in Wisconsin, the movement has always been a reliable and affordable source of credit for main street businesses.

While others shun making small loans, credit unions are ready, willing and able to help entrepreneurs and small businesses expand, hire and grow.

**\$3.2 B**

in outstanding loans to  
businesses

**\$187,971**

average credit union  
business loan

**82%**

Wisconsinites believe credit unions' business  
lending should not be limited.



## REAL Solution

### The Challenge

Two women in Wisconsin's Chippewa Valley had a dream of opening their own coffee shop and restaurant. The two women prepared their business plan in hopes of securing financing for the restaurant. Unfortunately, their local bank turned them down.

### The REAL Solution

The two attended a local women's business conference and met one of the featured speakers, a member business

lender from a local credit union. Not only was the lender experienced in making business loans, but he also had experience in the restaurant industry. They applied again, this time to the credit union, and the loan was approved.

### The Impact

The local credit union was able to provide the funding needed to help these two women create their dream business. The business now employs fourteen including baristas and food

service professionals. According to one of the business owners, "we were so happy to do our loan with the credit union. We are going to work to do whatever we can to be successful, and we get the same dedication from them."

# Actively Engage in Financial Education

Credit unions have always invested in meaningful financial education. This value stems from their mission to provide opportunities for members to improve their economic and social condition. For nearly two decades credit unions have

offered in-school student-run branches, going straight to the source to teach regular saving and responsible borrowing.

Today, there are **over 100 student-run branches** across the state.

## 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

## Barron

Riverview Middle 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 School  
Hillcrest Elementary School  
Parkview Elementary School  
Southview Elementary School

## Clintonville

Clintonville High School

## Colby

Colby Elementary School  
Colby Middle School  
Colby High School

## Crandon

Crandon High/Middle School

## Crystal Falls, MI

Forest Park Middle School

## Eau Claire

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

## 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

## Kimberly

Kimberly High School

## La Crosse

Central High School  
Logan High School

# REAL Solution

## The Challenge

A high school special education teacher working with autistic students faced a challenge. The teacher wanted the students to learn life skills for managing and saving money and at the same time, give them the opportunity to interact with the public.

## The REAL Solution

A northern Wisconsin credit union came to the rescue and offered

the students financial lessons including: Identity theft, how loans work, managing and saving money, shopping wisely and managing a checking account.

The students were also bused to the credit union where they learned how to fill out deposit and withdrawal tickets, read receipts and review monthly statements.

## The Impact

The students' parents were thrilled the children were given the opportunity to learn basic financial skills.

The program is now in its second year. Four students work in the credit union's in-school branch where they have tasks appropriate for their skill set, feel a part of the team and gain valuable work experience.

### 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

### Menasha

Menasha High School

### Menomonie

Menomonie High School

### Milwaukee

Hamilton High School

### Mosinee

Mosinee Middle School

### Neenah

Neenah High 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  
Tainter Elementary School

### River Falls

River Falls High School  
Rocky Branch Elementary School

### Shawano

Shawano Community Middle School

### Sheboygan

Central High School  
North High School  
South High School

### Sparta

Sparta High School

### Spooner

Spooner Middle School  
Spooner Senior High School

### St. Croix Falls

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

### Stevens Point

Stevens Point Area Senior High School

### Superior

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

### Suring

Suring High School

### Tomah

Tomah High School

### Two Rivers

Washington High School

### Wausau

John Muir Middle School

### Weston

DC Everest High School  
DC Everest Junior High School

# Serve Communities

As cooperatives owned locally by their members, credit unions understand the needs of the community. As not-for-profits, they can put those needs first and offer solutions other financial institutions can't or won't.

Credit unions are the third largest branch network in the US.

**30,000**

no fee ATMs

**5,400**

shared branches

Credit unions are mission-driven to provide members with an opportunity to improve their economic and social condition.

**500,000+**

hours of free financial counseling annually

Credit unions also support the communities their 2.9 million members live and work in.

**131,000+**

volunteer hours &

**millions**

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



## REAL Solution

### The Challenge

Hundreds of people across Wisconsin are on waiting lists to receive treatment for drug addiction.

### The REAL Solution

An eastern Wisconsin credit union met with a family looking to open a local rehab facility. Banks turned them away, in part because of the risk associated with a start-up without immediate cash flow. The credit union, on the other hand, researched the local need and decided the rehab facility was sorely needed. Additionally, the credit union knew the family well and believed they would make good on the loan even though the business plan projected a first-year loss.

### The Impact

Today the facility is full and has a waiting list. It's helping dozens in the community break free from addiction, improving the quality of life locally.

Credit unions can and do make small loans that don't appeal to banks, and Wisconsin is stronger for it. Wisconsin businesses and communities depend on the \$3 billion in credit provided by credit unions regardless of profit so stories like this can play out in local communities - including yours.

# Exceed Expectations



## A Day in the Life

Credit unions across the state host several reality days for students of all ages. These experiential learning events demonstrate real world scenarios and how to successfully navigate life's surprises. Students are given occupations, budgets and scenarios that may arise in their day-to-day lives. Participants are taught how to overcome obstacles that arise, how to budget, obtain credit and save for the future.



## Smarter College Loans

Wisconsin credit unions are helping students finance higher education, in part by refinancing student loans at lower rates and by offering more than a half million hours of free financial counseling a year. Credit union student loans have outperformed other types of student loans precisely because they work to ensure families understand – and can manage – their total debt obligation. Governor Scott Walker's administration created a new state website ([lookforwardwi.gov](http://lookforwardwi.gov)) recognizes credit unions as a resource for better student borrowing.



## LEED(ing) Credit Union

A Fox Valley credit union was awarded Business of the Year for creating an environmentally-sustainable business. By installing 196 solar panels and other energy-reducing efforts, they were able to meet 80-85% of their electricity needs and become LEED certified. These green practices are passed to the members through solar energy loan programs, reduced rates on hybrid and electric cars and using green space at the credit union to grow food for local pantries.



## Staff-funded Scholarships

In the Milwaukee area, a credit union provides scholarships to students through a program that is funded 100% by the staff. Employees voluntarily contribute \$5.00 each payday to the scholarship fund, and in return earn a casual dress day at the office. So far, 22 scholarships totaling more than \$26,000 have been awarded.

# Continue to Thrive

Wisconsin led the nation by creating one of the first state laws authorizing the formation of credit unions. Every one of Wisconsin state-chartered credit unions is charged to:

*"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)

## It turns out doing good is good business too

Our state's credit unions continue to lead the nation - now in performance. Wisconsin consistently outperforms the national averages on key performance measurements.

**7%      11%      11%**

2016 membership growth

2016 loan growth

2016 deposit growth

**TEN YEAR  
CREDIT UNION  
MEMBERSHIP  
GROWTH**

INCREASED

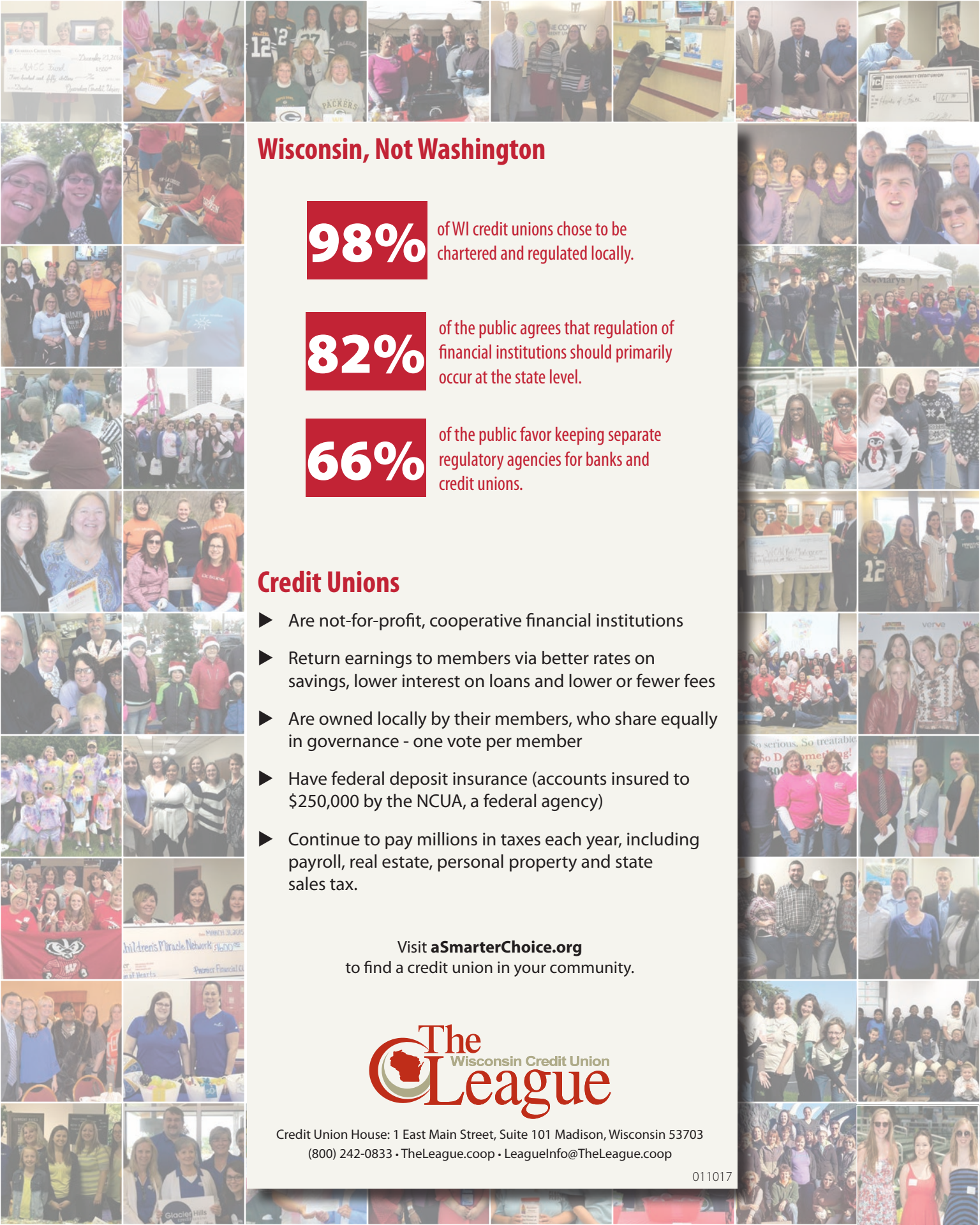
**TEN YEAR  
CREDIT UNION  
LOAN  
GROWTH**

INCREASED

**TEN YEAR  
CREDIT UNION  
DEPOSIT  
GROWTH**

INCREASED

Sources: CO-OP Financial Services, ATM & Shared Branch Data, 2016 | Credit Union National Association (CUNA) Economics & Statistics, Wisconsin Credit Union Profile, Third Quarter 2016 | CUNA Estimates of Credit Unions' Economic Contributions by State, Credit Union National Association, December 2016 | CUNA, Member Business Lending Overview, Wisconsin, September 2015 | CUNA, Wisconsin's Credit Unions, Q2 2016 | National Credit Union Association, 5300 Report, December 2007 - September 2016 | Wisconsin Office of Credit Unions, School Branch Listing, 2016 | Wisconsin Office of Credit Unions, Credit Union Bulletin, Third Quarter 2016 | Wisconsin Credit Union League, Member Scorecard Survey, October 2016 | Wisconsin Credit Union League, Public Opinion Survey, Fall 2016



## Wisconsin, Not Washington

**98%**

of WI credit unions chose to be chartered and regulated locally.

**82%**

of the public agrees that regulation of financial institutions should primarily occur at the state level.

**66%**

of the public favor keeping separate regulatory agencies for banks and credit unions.

## Credit Unions

- ▶ Are not-for-profit, cooperative financial institutions
- ▶ Return earnings to members via better rates on savings, lower interest on loans and lower or fewer fees
- ▶ Are owned locally by their members, who share equally in governance - one vote per member
- ▶ Have federal deposit insurance (accounts insured to \$250,000 by the NCUA, a federal agency)
- ▶ Continue to pay millions in taxes each year, including payroll, real estate, personal property and state sales tax.

Visit **aSmarterChoice.org**  
to find a credit union in your community.



Credit Union House: 1 East Main Street, Suite 101 Madison, Wisconsin 53703  
(800) 242-0833 • TheLeague.coop • LeagueInfo@TheLeague.coop