

Credit Unions: A Strong  
History of Success

**Serving  
Wisconsin**

# The Credit Union Difference

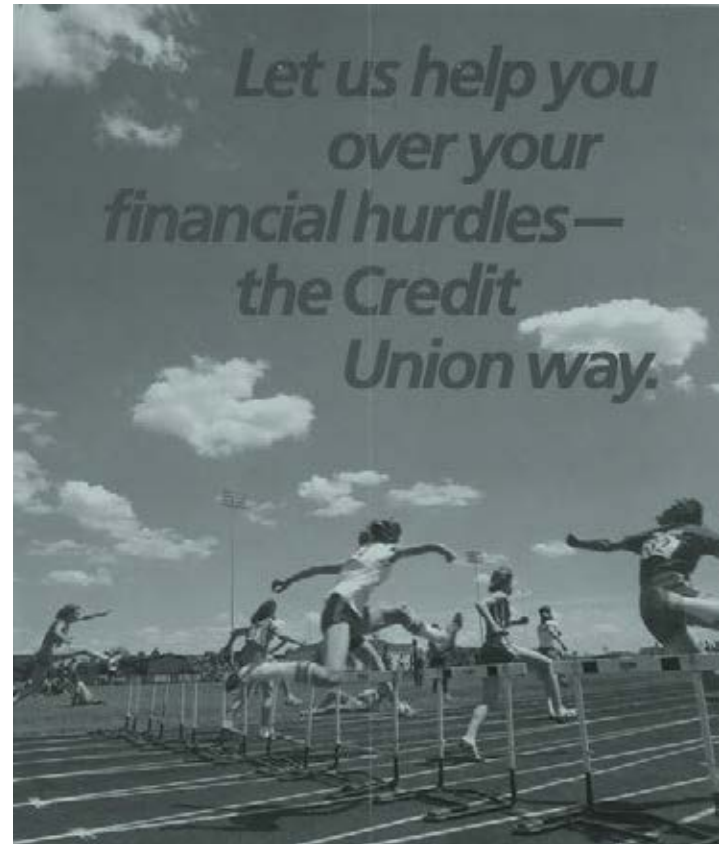
Though credit unions are often confused with banks, they are different—and those differences are what make them invaluable to Wisconsin's residents and communities.

- As not-for-profits, their decisions aren't driven solely by the need to make money.
- As cooperatives, member-owned and led by a board democratically elected from the membership, their decisions are innately driven by their members' interests.
- 98% of Wisconsin's credit unions are Wisconsin-chartered, and their statutory mission is solely to serve their members. Specifically to:

**"ENCOURAGE THRIFT AMONG ITS MEMBERS, CREATE A SOURCE OF 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).

When individuals need money fast, options are often limited or costly. With a statutory mission to improve the financial well being of their members, and without a need to drive profits for stockholders—credit unions can offer viable solutions. For instance, one Madison area credit union developed a program targeted at giving consumers an opportunity to avoid predatory lending.



When a Green Bay woman found herself recently homeless, she faced difficulties using traditional banks without an address. A local credit union was there to help. Working together, they opened a business savings account, which helped her start her own small boat detailing business and regain financial stability.

*Front cover historical photo courtesy of Altra Federal Credit Union. Back cover clockwise from top right: historical photo courtesy of Ripco Credit Union; historical photo courtesy of Royal Credit Union; historical photo courtesy of Alliant Credit Union. This page (above), historical photo courtesy of the Wisconsin Credit Union League.*

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By using not-for-profit credit unions, members have saved over \$2 billion since 2007. Bank customers save, too, with credit unions in the market place.

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Wisconsin credit unions are strong and growing, as consumers continue to choose them as their trusted financial partner.

For 100 years, credit unions have been an essential component of our local economies. Their continued success stems from 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 their structure, leadership and mission put members first.

That makes credit unions different: They put people before profit. They go where other financial institutions can't or won't, to the benefit of members, nearby schools, small businesses and other community organizations.

Wisconsin is home to credit unions' international and national trade associations, mutual insurer, national charitable foundation and independent think tank, making it clear that credit unions' success is Wisconsin's success.

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

We offer this Scorecard in support of Wisconsin's credit unions.



Brett Thompson  
President/CEO, Wisconsin Credit Union League



[theleague.coop/scorecard](http://theleague.coop/scorecard)

# Fueling Wisconsin's Economy



*Credit unions are cooperatives owned by their members and led by a board of directors that is democratically elected from the membership. This structure and leadership ensures credit unions put members' interests first and priorities remain local. Photo of a credit union annual meeting courtesy of Winnebago Community Credit Union.*

Wisconsin Credit Unions' footprint:

**\$30.3  
Billion**  
in deposits

**\$28.4  
Billion**  
in loans

**9,296**  
credit union  
**EMPLOYEES**

**3+ Million Memberships**

Americans paid  
\$17 billion in  
overdraft and  
non-sufficient  
funds (NSF) fees  
in 2015\*

## Real Solutions In Wisconsin KEEPING MONEY IN MEMBERS' POCKETS

### The Challenge

Wisconsin consumers, like many nationwide, are emptying their pockets to pay an increasing onslaught of fees and upward-moving interest rates.

### The REAL Solution:

One Wisconsin credit union set a five-year goal to save its members \$60 million, compared to the cost they'd incur had they used a bank. They exceeded their goal two years early, saving their members more than \$62 million in just three years. The savings come from consistently lower-than-bank rates on loans, lower fees, and higher dividends on deposit accounts. In just one year, the credit union returned \$2 million to members as part of a cash payback based on the amount they saved and borrowed.



### The Impact:

As not-for-profits—without stockholders to drive profits for—credit unions can provide rates and programs that keep money in their members' pockets. That money can be saved or spent at local businesses, charities, and in ways that members' choose to achieve their dreams. Offering preferable rates and fewer or lower fees is one way credit unions meet their statutory charge to work to improve members' economic and social conditions.

\* Source: Rebecca Borné, Peter Smith, and Rachel Anderson, Center for Responsible Lending, *How Overdraft Fees Harm Consumers and Discourage Responsible Bank Products*, May 2016. ([http://www.responsiblelending.org/sites/default/files/nodes/files/research-publication/crl\\_broken\\_banking\\_may2016.pdf](http://www.responsiblelending.org/sites/default/files/nodes/files/research-publication/crl_broken_banking_may2016.pdf)).



# Members' Best Financial Partner



*Credit unions across the state offer free counseling or programing, like this home buyers' seminar offered by 1st Community Credit Union.*

Just by using a credit union in 2017, **members' saved:**

**\$205M+**

from  
**Loan rates**

**\$20M+**

from  
**Interest Rates**

**\$15M+**

in  
**Banking Fees**

**\$240M+** **Member Savings in 2017**

47 percent  
of Americans  
cannot afford  
an emergency  
expense of  
\$400.\*

## Real Solutions In Wisconsin HELPING FAMILIES OUT OF FINANCIAL CRISIS

### The Challenge

Financial setbacks can happen to anyone. But for one family, it was

one setback after another. They experienced job loss, underemployment, major health concerns, a death, two cars in disrepair and staggering day care costs.



### The REAL Solution:

Rather than the “quick fix” of bankruptcy or a short sale, the family chose the long road to recovery. A Troubled Debt Restructuring (TDR) would subject the credit union to special scrutiny by regulators, but the credit union’s board was willing to stay the course to serve a fellow member. The family made payments faithfully, and the credit union restructured the debt to give the family an additional leg-up and the hope to forge ahead. The family has preserved their credit-worthiness and forged even stronger ties with a financial institution willing to work with them and stand by them.

### The Impact:

Wisconsin credit unions offer upwards of a half million hours of free financial counseling to members every year. Additionally, in just two years more than 120 credit union employees voluntarily pursued financial counseling certification to enhance their ability to serve members facing financial crisis. By providing free counseling, credit unions help to improve the economic and social conditions of their members.

\* Source: <https://www.federalreserve.gov/econresdata/2014-report-economic-well-being-us-households-201505.pdf>

# Supporting Wisconsin's Businesses



*Since credit unions were first chartered in Wisconsin over 100 years ago, they have been reliable partners for main street businesses, like the realty company pictured.  
Photo courtesy of Peoples Choice Credit Union.*

The average  
credit union  
business loan  
is just  
**\$210k**

**\$4B**  
in outstanding  
loans to  
businesses

Credit unions  
have provided  
member business  
loans for  
**DECADES**



99.4% of Wisconsin businesses are small businesses. They employ over 1.2 million people.\*

## Real Solutions In Wisconsin

# ONE SIZE DOESN'T FIT ALL BUSINESSES

### The Challenge

Not all businesses require big loans to get off the ground or expand.



### The REAL Solution:

One northern Wisconsin credit union established a business loan program, offering loans less than \$15,000 for startup, working capital or other needs. Loans have been used by a local real estate company to cover the costs of furniture, rent and computer expenses, by a trucking company to meet working capital needs, and by a local photographer to purchase equipment. A member who gratefully seized on the financing said he didn't know what he would have done, having recently been laughed out of another financial institution.

### The Impact:

Entrepreneurs have a partner in credit unions. Their not-for-profit structure allows credit unions to make these smaller loans solely because it's in the best interest of the member and the community. While the average member business loan is still just \$210,000, credit unions make loans for far less every day.

\* Source: [sba.gov/sites/default/files/advocacy/Wisconsin\\_1.pdf](https://sba.gov/sites/default/files/advocacy/Wisconsin_1.pdf)

# Leading In Financial Education

Fort Community Credit Union at Fort Atkinson Middle School's "Reality Fair."

## Credit union student-run branches

### 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  
Kaleidoscope Academy

### BALSAM LAKE

Unity Elementary School  
Unity Middle School  
Unity High School

### BARRON

Riverview Middle 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 High School  
Colby 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

### KENOSHA

Bradford High School

### KIMBERLY

Kimberly High School

### LA CROSSE

Central High School  
Logan High School

### MADISON

Boys & Girls Club of Dane County  
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

Immanuel Lutheran Christian Day School  
Holy Rosary School

### MELLEN

Mellen Elementary School

### MENOMONIE

Menomonie High School

### MEQUON

Homestead High School

### MIDDLETON

Middleton High School

### MILWAUKEE

Hamilton 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

### RHINELANDER

Rhineland High School

### RICE LAKE

Hilltop Elementary School  
Tainter Elementary School

### RIVER FALLS

River Falls High School  
Rocky Branch Elementary School

### ST. CROIX FALLS

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

### STEVENS POINT

Stevens Point Area Senior High School

### SUPERIOR

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

### SURING

Suring High School

### TOMAH

Tomah High School

### WAUSAU

John Muir Middle School

### WESTON

DC Everest Junior High School

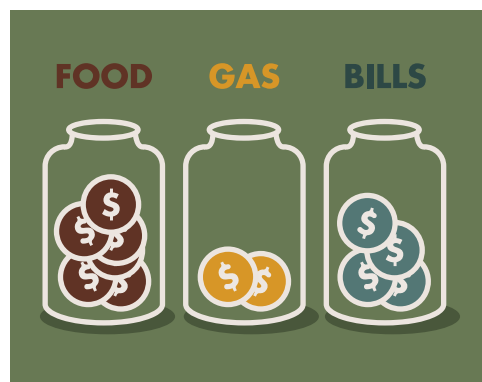
**69% of credit unions**  
reported working  
directly with a school or  
school district in 2017

## Real Solutions In Wisconsin

# PREPARING STUDENTS FOR REALITY

### The Challenge

Students are entering the workforce feeling unprepared. When asked what high school course would benefit them the most, 54% chose a money management course. But it can be hard for teachers to prepare students for real world money management.\*



### The REAL Solution:

Across Wisconsin, credit unions host and staff reality fairs; interactive events that engage students in real-life budgeting and spending. It's eye-opening for teens who, for the first time, realize the true costs of housing, transportation, insurance, food, health care, technology, child care and more. Students who run out of money during the simulation—due to unexpected expenses or bad choices—can seek help from credit union staff, who help members with challenging situations daily. Credit unions even developed apps and realistic career profiles to enhance the experience.

### The Impact:

In one day, students learn the value of savings and gain experience to face challenging financial decisions. Wisconsin has a long history of valuable partnerships between credit unions and schools. Credit unions often absorb the investment it would take for a school or community group to offer financial education and provide age or topic appropriate resources. Credit unions can go where other financial institutions can't or won't to provide such benefits to communities, because their structure and mission ensure people come before profit.

**A 2017 law requires financial education standards. Call on your credit union!**

\* Source: <https://www.financialeducatorsCouncil.org/financial-literacy-subject-survey/>

# Putting Members and Communities First



*Credit unions are proud to be a Movement of "people helping people." Photos clockwise from top left, courtesy of: CoVantage Credit Union, Bull's Eye Credit Union, Hayward Community Credit Union, Marathon County Employees Credit Union, Altra Federal Credit Union, Community First Credit Union.*

**30,000**  
NO fee ATMs and  
**5,600**  
NO fee branches  
for members through  
cooperative, nationwide shared  
branching networks

**678k+**  
hours of  
**FREE**  
financial  
counseling

**101k+**  
volunteer hours and  
**\$2.7**  
**million**  
raised for local charities,  
communities and hospitals

For roughly  
392,000  
Wisconsin  
residents,  
English is not  
their primary  
language.\*

## Real Solutions In Wisconsin BREAKING THE LANGUAGE BARRIER

### The Challenge

The number of Hispanic households is growing.

Financial decisions and avoiding predatory financial services are difficult as is, but even more complicated with cultural and language barriers.



### The REAL Solution:

Credit unions go beyond translators to develop strategic objectives that bring Hispanics into the financial mainstream. One credit union established a Hispanic Advisory Team to help Hispanic members achieve longer-term financial goals. The credit union fully embraced their changing community by creating signage and a website in Spanish, and by collaborating with vendors to ensure that their products and services were accessible for members with an ITIN (Individual Tax Identification Number). Bilingual staff are available to answer questions and help deepen relationships with the credit union's Hispanic members.

### The Impact:

Meeting the needs of the Hispanic community not only helps families improve their economic situation, but strengthens communities as well. This credit union chose to invest money and resources in unique services for members, regardless of whether it will drive a profit. By prioritizing members' needs over profits, credit unions make decisions that other financial institutions can't or won't.

\* Source: <https://statisticalatlas.com/state/Wisconsin/Languages>. Based on 2010 U.S. Census data.



# Thriving and Poised for Future Success



*For over 100 years, and counting, credit unions have grown and evolved with one goal: to meet their members' needs. Photos from left to right, courtesy of Dane County Credit Union and PCM Credit Union.*

Credit unions are a reliable partner even when times are tough like during the recent recession. Since then credit unions have seen:

Loans increase  
**106%**  
with record low  
delinquency rate

Federally insured  
deposits increase  
**111%**  
to meet loan demand

Assets increase  
**110%**  
safely and  
soundly

Preserving  
historic buildings  
protects taxpayers'  
investments in  
communities  
across  
Wisconsin.\*

## Real Solutions In Wisconsin PARTNERING FOR SUCCESS

### The Challenge

A former railroad company building, used as residential and commercial space, was falling into disrepair. Its condition put continued occupancy and local property values at risk.



### The REAL Solution:

A northern Wisconsin credit union sponsored the local housing authority's grant application to the Federal Home Loan Bank for funds to repair and revitalize the property. The nearby technical college and a local agency additionally offered services to residents as a component of the grant. The collaboration paid off; the partnership was awarded a half a million dollar grant. A new roof, siding and windows, along with mechanical improvements will ensure the property remains a viable, desirable place to live and conduct business.

### The Impact:

Charged to improve the economic and social conditions of members, credit unions look for ways to partner with local organizations to make a difference in the communities where their members live and work. Credit unions collaborate among themselves, too, to finance or support local projects. Wisconsin communities are beautified and strengthened through partnerships brokered by credit unions.

\* Source: Ten Reasons to Buy and Restore a Historic Commercial Building," Wisconsin State Historical Society.  
<https://www.wisconsinhistory.org/Records/Article/CS4175>.

# The Credit Union Difference

Whether 100 years ago or today—from the smallest to the largest—credit unions are not-for-profit cooperative financial institutions that exist solely to serve their members.



## Credit Union's Assets Pass \$100 Thousand

The Triane Employees Credit Union has celebrated an exciting period!

Over the \$100,000 mark as of May 31, 1959, went assets for the first time in the organization's history!

Members are still coming in, and as June closes the Credit Union has reached a total membership of 828, with prospects that it will reach 700 before the summer is over, and

### CASH FOR MEMBERS

A dividend, on the basis of 2 1/2 per cent per annum, is right now being credited to all share accounts as of June 30 yesterday!

The dividend was created instead of being paid in cash directly to members, and thus begins to earn also. If you want yours, however, see your plant Credit Union representative, and you can have it!

Treasurer Fred Gray has issued a Balance Sheet on the Credit



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