2015 IMPACT REPORT

HELPING MEMBERS EVERY STEP OF THE WAY ALONG LIFE'S JOURNEY

THE Credit FOUNDATION

YOUR NATIONAL FOUNDATION & THE CHARITABLE ARM OF AMERICA'S CREDIT UNION MOVEMENT

The National Credit Union Foundation is the primary national philanthropic program provider, fundraiser and grant maker for America's nearly 7,000 credit unions serving over 100 million members.

35 YEARS OF CHANGING PEOPLE'S LIVES

In late 2015, the Foundation celebrated its 35th anniversary as a cornerstone of the credit union movement. To see how we've made an impact since 1980, please read the highlights running along the bottom of this report.

MISSION

The Foundation works as "a catalyst to improve people's financial lives through credit unions."

VISION

The National Credit Union Foundation's vision is making financial freedom achievable through credit unions. At the National Credit Union Foundation, we believe that all consumers should have the education, tools and resources needed to achieve financial freedom. Through Foundation grants and programs, credit unions provide widespread financial education, create greater access to affordable financial services, and empower more consumers to save, build assets, and own homes.

We do this by:

- Building financial capability
- Making financial education meaningful & engaging
- Igniting passion & instilling knowledge about the credit union difference
- Uniting resources to help credit union people during disaster



HELPING MEMBERS EVERY STEP OF THE WAY ALONG LIFE'S JOURNEY

We are your Foundation. When you support our work by using our programs or contributing money, you're truly putting your money where your mission is. Helping members financially is at the heart of what credit unions are all about. And we – the National Credit Union Foundation – are here to help you help your members.

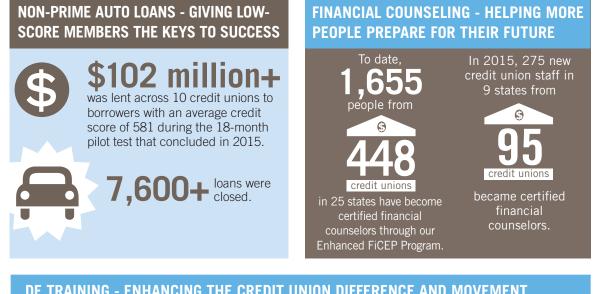
At the National Credit Union Foundation, we assist credit unions with programs and resources to improve people's financial lives. We help people not only every day, but every step of the way.



Whether it's a Biz Kid\$ activity for youth, a Reality Fair for a teenager, a toolkit on a trending financial capability issue such as medical debt or non-prime auto lending, a Retirement Fair for an adult, or a helping hand to recover from a disaster, we at the Foundation are proud to assist credit unions help members - of all ages – achieve financial freedom.

1980			1990		
OCTOBER, 1980	1981	1982	FEBRUARY, 1989	1991	1992
Foundation is chartered as "CUNA Foundation." Staff includes a	First grant: \$1,000 to New Zealand Credit	First Credit Union Development Edu-cation (DE) Program launches with	First Herb Wegner Memorial Awards heldin Washington, D.C. Recipients include	Board expands to includebroader representation of	Patricia Brownell (Sterner)hired as Executive Director
full-time director and one program	Union League for custom	education grant from U.S. Agency for	🔋 R.C. Morgan, Cynthia Mandizha, and	credit unions. Foundation	During the next nine years
assistant in Madison, Wis.	overview analysis.	International Development (US AID)	NCR Universal CU.	• nears \$1 million in grants	with Brownell leading the
	•	•	•	• after first 11 years.	• Foundation, more than
	•	•	•	•	\$7.7 million will be
	•			•	distributed in grants.

IMPACT BY THE NUMBERS



DE TRAINING - ENHANCING THE CREDIT UNION DIFFERENCE AND MOVEMENT

credit union professionals became Credit Union Development Educators (CUDEs) in 2015



credit union professionals from over 35 countries have become CUDEs since 1982



REALITY FAIRS - BUILDING YOUTH FINANCIAL CAPABILITY



EXPERIENTIAL LEARNING GRANTS - FUNDING THE FUTURE

50,600 in grants distributed to credit union organizations for member education involving Reality Fairs, Retirement Fairs and Life Simulations.





1992

OCTOBER, 1992

- "CUNA Foundation"
- changes name to "Credit
- Union Foundation" to
- better reflect commitment
- to credit unions.

1994

Foundation receives the Distinguished Service Award from the World Council of Credit Unions for "leadership in building a meaningful vehicle to focus on development • in America's inner cities, promote self-help for the country's rural poor, provide disaster relief for credit unions, and advance global self-help developmental projects."

1995

1995

Relief efforts for Oklahoma City bombing raise \$1.4 million for Disaster Relief Fund. Every dollar is disbursed to credit union victims' families.

1995

The Foundation is the steward of the National Credit Union Values Campaign, which brought

- the credit union message to the public for a few
- years nationally through television spots and in
- print. Altogether, Values Campaign public service
- announcements (PSAs) received more than \$26
- million in estimated donated airtime and were
- honored with numerous awards.

1996

1996

Foundation facilitates

creation of State

Credit Union Foun-

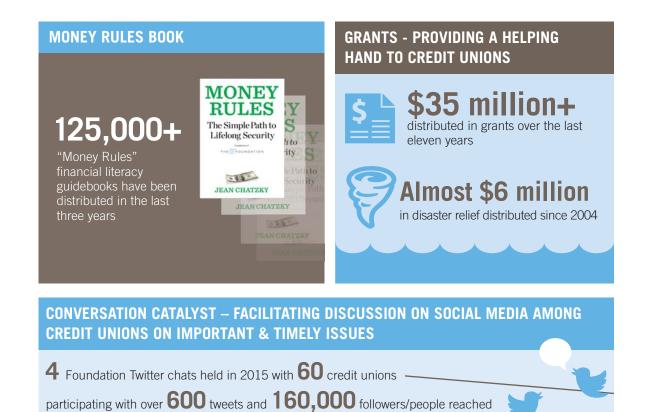
dation Network to

• further credit union

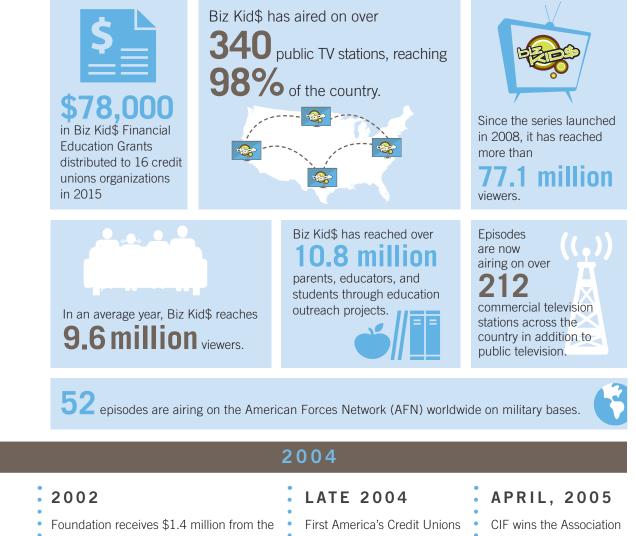
FEBRUARY, 1998

- As state credit union founda-
- tions develop, "Credit Union
- Foundation" changes name
- to "National Credit Union
- Foundation."
- development at state
- and local levels.

IMPACT BY THE NUMBERS



BIZ KID\$ - MAKING FINANCIAL EDUCATION ENGAGING AND MEANINGFUL



U.S. Treasury Department to establish a

network of credit unions to support the

Treasury Department's First Accounts

programs. Through the program, the

sumers into their first savings accounts.

Foundation helped 43 credit unions in 8

states move over 20,000 low-income con-

1999

1999

Community Investment Fund

- (CIF) opens to provide credit
- unions opportunities to
- donate portion of dividends
- to the Foundation and state
- credit union foundations.
- CIF attracts \$17.6 million in
- investments in first year.

2000

With funding by the Ford
Foundation, National CU
Foundation launches twoyear Building Member Wealth
program, with the centerpiece
being the "Plan it. Save 4 it"
marketing kit piloted by 3,500
credit unions.

2001

SEPTEMBER, 2001

Shortly after the September 11th terrorist attacks, the Foundation establishes special fund as a means for credit unions to support victims and their families. The Foundation collected \$680,000 for The Credit Unions Rebuild America (CURA) fund, which was then distributed to the American Red Cross and United Way's September 11 Fund.

LATE 2004APRIL, 200First America's Credit Unions
Congressional Golf Tourna-
ment held in Washington,
D.C. During the next 11
years, the tournament will
provide over \$920,000 in
funding for Foundation pro-
grams and grants.CIF wins the Associa
of Fundraising
Professionals (AFP)
2005 Award for
Excellence in
Fundraising.

6 THE FOUNDATION

FINANCIALS

		2015 Revenue	
\$1,948,263	61.4%	• Other 0.6 %	
339.093	10.7%	Investment Returns (net) 4.2%	
259,449	8.2%	Program Fees 14.9%	
472,126	14.9%	Special Events (net) 8.2% Community Investment Fund 10.74 Contributions 61.4%	
134,569	4.2%		
17,559	0.6%		
\$3,171,059	100.0%		
		2015 Expenses	
\$2,528,745	69.8%		
879,028	24.3%	Fundraising 5.9%	
213,554	5.9%	 Management and General 24.3% Program Services 69.8% 	
\$3,621,327	100.0%		
\$(156,754)			
\$(607,022)			
\$6,162,356		To read the Foundation's full 2015 financial statements visit ncuf.coop	
\$5,555,334			
	339,093 259,449 472,126 134,569 17,559 \$3,171,059 \$3,172,028 \$3,17	339,093 10.7% 259,449 8.2% 472,126 14.9% 134,569 4.2% 17,559 0.6% \$3,171,059 100.0% \$2,528,745 69.8% 879,028 24.3% 213,554 5.9% \$3,621,327 100.0% \$(156,754) \$(607,022) \$6,162,356 \$	



Christiane Gigi Hyland, CUDE Executive Director

Hannibal Brumskine Chief Financial & Operations Officer

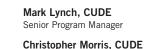
Lacey Adler, CUDE Marketing & Communications Coordinator

Danielle Brown, CUDE Development & Donor Relations Director

Kathy Heiderscheit Finance & Administration Coordinator

> Andrew Johnson, CUDE National Program Manager

> > Lois Kitsch, CUDE National Program Director



Communications Director Jenni Speth. CUDE Administration & Meeting Coordinator



Jim Nussle (President) President/CEO Credit Union National Association Washington, DC



Bill Cheney President/CEO Credit Union Santa Ana, CA

SchoolsFirst Federal



Larry Middleman President/CEO CU Business Group, LLC Portland, OR



Jeff York President/CEO CoastHills Credit Union Lompoc, CA

2006

AUGUST. 2005

- Disaster Relief Fund reactivated for Hurricane Katrina. Campaign raises largest amount ever for credit union disaster relief: \$3.3 million. Over
- \$3.5 million is ultimately disbursed to
- assist survivors of Hurricanes Katrina and Rita.

MAY, 2006

- Better Business Bureau's Wise Giving Alliance bestows "seal of approval" on the Foundation for meeting
- National Standards of

JUNE, 2006

- The Foundation makes largest
- non-disaster grant commitment
- ever: nearly \$2 million over three

Charity Accountability.





- PBS in 2007.

- series, which began airing on

2007

OCTOBER, 2006

2007

To further credit unions'

efforts to serve low-

wealth and modest means households, the

Foundation begins the national expansion of

REAL Solutions[®] as its

signature program.

2009

- The Foundation funds the initial
- CU4Reality Reality Fair program from
- America's Credit Union Museum, a
- hands-on financial education experience
- for teenagers. The Foundation has
- continually encouraged and funded
- Reality Fair programs across the country.

Christopher Roe, CUDE SVP, Corporate & Legislative Affairs **CUNA Mutual Group**

Madison, WI

David Mooney

President/CEO Alliant Credit Union

Chicago, IL





Federal Credit Union Oscoda, MI

CO-OP Financial Services Rancho Cucamonga, CA

Patricia Wesenberg, CUDE President/CEO Central City Credit Union Stevens Point, WI

Patrick La Pine, CUDE mer fen League of Southeastern

Edwin Williams President/CEO **Discovery Federal** Credit Union

Wyomissing, PA



disasters affecting credit unions and their people, the

- Foundation launched CU Aid
- (www.cuaid.coop), the first
- online disaster relief fundraising system for credit unions.



Cornerstone Credit Union Foundation Farmers Branch, TX Lee Butke (Treasurer)

Credit Union

Columbus, OH

President/CEO Corporate One Federal

BOARD OF DIRECTORS

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Guadalupe Credit Union

Angela McCathran,

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Courtney Moran, CUDE

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President/CEO

Sante Fe, NM

President/CEO

People's Trust

Houston, TX

(Secretary)

Executive Director

Teresa Halleck President/CEO San Diego County Credit Union San Diego, CA

The National Credit Union Foundation is led by a great team of committed and passionate people.

Tom Dorety

President/CEO

Laida Garcia,

President/CEO

Tampa, FL

Stan Hollen

President/CEO

President/CEO

Credit Unions

Tallahassee, FL

Tampa, FL

CUDE

Suncoast Credit Union

2015 FOUNDATION DONORS

All of us at the Foundation are profoundly grateful for the financial support provided by our supporters and donors, from CIF investors to credit union organizations to individuals. We appreciate and salute their belief in our mission to improve people's financial lives through credit unions.

Credit Union National Association

Sustaining Circle (\$125,000+)





Suncoast **Credit Union**

Leadership Circle (\$75,000 - \$124,999)



Platinum Supporter (\$50,000 - \$74,999)

Banking for Everyone.



2011

JANUARY. 2010

- Foundation activates CUAid in conjunction with World Council of Credit Unions for the credit union
- employees and members who
- suffered catastrophic loss due to
- the earthquake in Haiti. US credit
- unions and their members raised
- \$453.390 for this disaster alone.

MARCH, 2011

- The Foundation launches enhanced FiCEP program working with three partners (CUNA CPD, state leagues and credit unions). The program trains credit union employees to learn how to counsel members to better
 - prepare for their future and assist with
- financial difficulties.

JUNE, 2011

CUNA

MUTUAL

- Fundraising and
- outreach for Biz Kid\$
- transitions from the
- Washington Credit
- Union Foundation to
- the National Credit
- Union Foundation.

California/Nevada Credit Union Leagues Coastal FCU CSCU CU Direct Fiserv Mountain America CU National Cooperative Bank Randolph-Brooks FCU

Redwood CU Roval Credit Union Foundation

Gold Supporter

American Association of

(\$25.000 -

\$49,999)

CU Leagues

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African American CU Coalition Anheuser-Busch **Employees CU** Community Credit Union of Florida

2012

JANUARY. 2012 APRIL. 2012

"Credit Unions Focused on Financial Capability Across the Nation" report released. The landmark free report is the result of comprehensive data collection by the Foundation to show impact of credit union's financial education efforts.

• The Foundation (with assistance from the Cornerstone Credit Union Foundation) • pilots the first "Financial Fitness Day" on

League

- the first Wednesday in April. Financial Fitness Day continues as a way to raise
- funds for the National Credit Union
- Foundation and state credit union
- foundations in support of their critical
- financial education initiatives.

AUGUST. 2012

 The National Credit Union Foundation's REAL Solutions Pro- gram in cooperation with CUNA Mutual Group develops a new Retirement Fair. The fair is similar • to the Reality Fair model but is designed to assist credit unions help their members and staff better prepare for retirement.

2015 FOUNDATION DONORS

Community Financial CU Credit Unions Care Foundation of Virginia Fairfax County FCU floridacentral CU Heartland Credit Union Association J.P. Morgan Securities **KEMBA** Financial CU Kinecta FCU Melrose CU Motorola ECU Northland Area FCU Peach State FCU Pentagon FCU San Diego County CU SECU Shell FCU State Farm FCU Tennessee Credit Union League True North FCU TruWest Credit Union University FCU UniWyo FCU Wright Patt CU \$1.000 - \$2.499 Affinity Plus FCU

American Airlines FCU American Heritage FCU America's First FCU AmeriCU CU APCO ECU **Beehive FCU Billings FCU** Butke. Lee C U Cooperative Branching LLC Central Missouri Community CU Cooperative Credit Union Association Credit Union Association of the Dakotas Credit Union of Southern California Dorety, Thomas Econocheck Corporation Filene Research Institute Genisys CU Graham, John Guadalupe CU Halleck, Teresa La Capitol FCU La Pine. Patrick Local Government FCU Louisiana Credit Union League Louisiana FCU

Marvland & DC Credit Union Association Mazuma CU Metro CU Middleman, Larry Missoula FCU Multi-Bank Securities Inc Navigator CU Newton, Susan Oakland County CU Ohio Credit Union Foundation Pawtucket CU Potlatch No 1 FCU Purvis. Charles Pyramid FCU Quorum FCU **Richard Myles Johnson** Foundation Ser Technology Corporation Shreveport FCU Smart Financial CU Star One CU Strategic Partners The CU League of Connecticut The DMA Group The Rochdale Group Transamerica

Trona Vallev Community FCU Universal 1 CU Westerra CU **Xceed Financial CU** \$500 - \$999 A C M G FCU Atkinson, Craig AurGroup Financial CU Border FCU Brown, Danielle Capital Communications FCU Clarity CU Collins Community CU Community Foundation of Greater Des Moines Connection CU Cornerstone Community FCU Credit Union Foundation of MD&DC CUNA CEO Council Dakota Plains FCU Eagle Louisiana FCU First Class American CU Gallahger, James Garcia, Laida Great NorthWest FCU

HealthCare Associates CU

AUGUST.

Director Gigi

Current Executive

Hyland takes helm.

2013

Heritage Family FCU Houston Highway CU Hyland, Gigi Idaho Credit Union League Jamestown Area Community FCU Kansas Corporate CU Kemba Indianapolis CU Kentucky ECU Kitsch, Lois Long, Crystal McCafferty, Austin Members 1st CU Michigan Credit Union Foundation Mid Minnesota FCU MidAmerican CU Midwest Community FCU Millar, Wesley Mission FCU Money One FCU Montana FCU Nava, Winona Nelson, Brian Nicolas-Briggs, Teresa Novation CU NuMark CU Numerica CU Park Side Financial CU

Providence FCU **Regional FCU** Reliant FCU Richfield-Bloomington CU Roe, Christopher Russell Country FCU San Francisco FCU Security Service FCU Southwest Montana FCU Sowick. Patricia Tarrant County's CU The Peoples CU Town and Country CU United Nations FCU Water and Power Community CU Westconsin CU \$250 - \$499 1st Liberty FCU 7 Rivers Region Chapter of Credit Unions ABCO FCU Arkansas Superior FCU Barnes. Stanley Bass. Barb Bayreuther, Carol Bear Paw CU Beiarano, Karen

Candell, Thomas

Progressions CU

Carpenter, Jeffery Carter FCU Cedar Falls Community CU Cheney FCU Cheney, Bill Community 1st FCU Community Spirit CU CUDE Class Spring 2015 Daniels-Sheridan FCU Day, Joseph Decker, Carla DeWeese, Betty **Diamond Lakes FCU** Eglin FCU Electro Savings CU Embark CU Epstein, Barry **Express News FCU** Family First of NY FCU Fergus FCU Fiore, John First Education FCU Fort Sill FCU Foulke, Bruce Freeborn, Teresa GenFed Financial Global CU Goodwin. Matt GPO FCU

Hackett-Vieira, Tessa Hawkins, Thomas III HealthCare Plus FCU Hernandez, Jamie Koester, Steve Lafayette Schools FCU Lincoln County CU Lopez, Scott Main, Barbara McCue. Daniel McKay, Robert Members 1st FCU Members 1st of NJ FCU Mooney, David Moran, Courtney Morell, James Municipal CU Norstar FCU North Memorial FCU Northern Communities CU Nussle, Jim NuVision FCU **Ouachita Valley FCU** Owens, Angie Pacific Crest FCU Parisi, Susan Peninsula Community FCU Pittman, Biffle

2012

Amarillo Community FCU

Altana FCU

NOVEMBER, 2012 20

- Money Rules" book by
- bestselling author and finance
- expert Jean Chatzky becomes
- available from Foundation.
- Since then, over 125,000 books
- have been distributed by credit
- unions to staff. members and at
- community events.

2012

- The Foundation starts offering Life Simulations (also known as a Poverty Simulation), which are designed to help credit union employees,
- volunteers and leadership begin to understand
- what it might be like to live in a typical low-
- income family trying to survive from month to
- month. The Foundation has held 24 simula-
- tions with over 2,060 participants.

2014

MARCH, 2014

- All 158 Children's Miracle Network (CMN)
- Hospitals in the U.S. receive Biz Kid\$ DVD
- box sets thanks to the generosity of credit
- union organizations. This was the result of
- a partnership between the Foundation and
- Credit Unions for Kids (CU4Kids) to en-
- hance the financial education opportunities
- for patients and families at CMN Hospitals.

MAY, 2014 2014

Board expands to

current form: 17

seats representing

credit union move-

ment and major

stakeholders.

cross-sections of the

- The Foundation, in partner-
- ship with the Filene Research
- Institute, started working with
- 11 credit unions in a pilot
- program to assist low- and
- moderate-income consumers
- with a product incubator for
 - Non-Prime Auto Loans.

2015 FOUNDATION DONORS

Post Office ECU Pulido, Fernando Quam, Larry Ray, Michael Rimrock CU Rome FCU San Francisco Fire CU Section 705 FCU Sende. Patrick Sievers. Stephanie Spencer, Howard Spokane City CU Steffens, Dorothy Syracuse Cooperative FCU Tapco CU TCT FCU Tinker FCU Todd, Joanne Totaro, Lisa Twisdale. Mark United CU United Health CU Verve, a Credit Union Watkins, Jane Wege, Deborah West. Terrv

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\$100 - \$249

CU

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Loseth. Chris Lozano, Kristena Lucas, Peggy Luxner, Corey Marchessault, Dean Martini, Cyndie Matz. Deborah McCathran, Angela McWatters, Mark Med5 FCU Meharg, Ginny Meloche. Robert Members Advantage Community CU Merrick, William Metsger, Richard Michoud CU Mile High FCU Miller, Lee Minge, James MN Catholic CU Montauk CU Morris, Christopher Mountain Gem CU

Based on contributions from 1/1/15 – 12/31/15.

In compiling this list, accuracy was a primary concern. We extend our sincere apologies to any donor, the name of which, may have been incorrectly reflected or unintentionally omitted. If you should find such a discrepancy, please call us at (800) 356-9655 ext. 4353.

SC Telco FCU

Seasons FCU

SEI CU

Schenk, Michael

Seegmiller, Roger

Sharefax CU Inc

Shea, Thomas

Simplot ECU

Sioux Falls FCU

Skjervem, Harley

Spiczenski, Todd

Sunmark FCU

This, James

Tomalin, Jill

Trick, Eric

Troost. Beth

FCU

Smith-Egbert, Britney

Southwest Heritage CU

Starr County Teachers

Texas Workforce CU

Thompson, Robbie

Trico Community FCU

School Systems FCU

2015

2014

- Due to rising demand, the Foundation holds three
- DE Trainings in 2014 for
- the first time. All 2014
- Trainings reach capacity,
- as well as the three DE
- Trainings in 2015, often
- selling out months ahead
- of time.

JANUARY, 2015

Foundation launches current logo, with the dots behind the logo symbolizing a murmuration, literally the name for a flock of starlings. This visual serves as a great metaphor for the Foundation's work since cooperative engagement with supporters is central to the Foundation's mission

FEBRUARY, 2015

- The Foundation's Gigi Hyland was
- invited by the Financial Literacy
- and Education Commission (FLEC)
- to testify at a meeting at the U.S.
- Department of the Treasury in
- Washington, D.C. Hyland presented
- on a panel to talk about credit
- unions' efforts around youth savings,
- reality fairs, and in-school branches.

MARCH, 2015

- The National Credit Union Founda-
- tion Dinner Presenting the Herb

Murray, Jay

Neibaur, Brent

Nohelty, Tom

North, Robert

Olszowy, Traci

Oram, Kent

One Source FCU

Pettoruto, Robert

Point West CU

Prestil, Angela

Radway, Michael

Ramirez. Robert

Rashkin, Cindy

River City FCU

River Region CU

Riverways FCU

Rhode Island CU

Rio Grande Valley CU

Ramos Ingold, Tina

EFCU

Northern Hills FCU

Northwestern Energy

My Community FCU

Niagara's Choice FCU

- Wegner Memorial Awards takes

- these awards have become the credit
- union movement's highest national honors, celebrating individuals and
- programs that put belief into action.

MAY, 2015

- Credit unions looking for information and tools to help members with medical debt now have an added aid, a Medical Debt Toolkit. released from the
- Foundation. A variety of other toolkits, designed to
- help credit unions meet members' needs, are also
- been the beneficiary. available at ncuf.coop.

Union Fidelity FCU United Educators CU United Teletech Financial FCU Vega, Sarah Voyage FCU Walker, Jason Warren FCU Westerly Community CU Western Division FCU White River CU Williams, Edwin Williamson, Brianne Willits, Michelle Winkers, Tonna Wood, RaAnn Woodhead. Dan Wright, Chervl Yoder, Cookie York, Timothy

DECEMBER, 2015

Biz Kid\$ was the beneficiary

Poinsettia Bowl, donating \$1

kids in San Diego about money

collegiate bowl game sponsored

by a credit union, and this was

the first time that Biz Kid\$ has

and business. This is the only

of each ticket sold to teach

Credit Union[®] (SDCCU[®])

of the 2015 San Diego County

- place for the first time at the new Marriott Marquis Washington, now
- the current location. Over the years,

National Credit Union Foundation

ncuf.coop

800.356.9655 x4979

5710 Mineral Point Road

Madison, WI 53705

The Foundation Meets the Extensive Standards of America's Most Experience Charity Evaluator

