

# OPPORTUNITIES FOR SUPPORT

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Thank you for your interest in supporting the New Jersey Credit Union Foundation. The Foundation offers many opportunities for support of the credit union movement. This Opportunities Catalog is intended to provide you with an overview of these opportunities.

Please contact us when you are ready to identify the best opportunity for you or if you have an idea on how to improve and advance the work of the Foundation.

## How to Contact the Foundation

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New Jersey Credit Union Foundation  
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# What is the New Jersey Credit Union Foundation?

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In the spirit of cooperation and unity, the New Jersey Credit Union Foundation was formed to benefit credit unions, non-profit organizations, and communities. From the start, credit unions have rallied around the *People Helping People* philosophy and the Foundation provides the vehicle to assist New Jersey's credit unions with serving others throughout the state, the country, and the world.

The New Jersey Credit Union Foundation is a charitable and educational 501(c)(3) non-profit.

## ***Our Mission:***

***Our mission is to promote greater financial literacy among consumers, to provide support and assistance to credit unions so they can better serve their members, and to support other non-profit organizations that provide financial educational assistance—all in the state of New Jersey.***

Some of the ways in which the New Jersey Credit Union Foundation works to help credit unions and other organizations include:

- Assisting credit unions to bring Financial Reality Fairs to students throughout the state of New Jersey. A Reality Fair is a fun, experiential way for students to learn about managing personal finances. The program is offered to high schools, middle schools, and colleges across the state at absolutely no cost to the schools.
- Supporting growth and development by helping small credit unions to survive and thrive
- Supporting strategic planning and marketing activities by small credit unions
- Offering educational scholarships and training for credit union staff and volunteers
- Helping community development, low-income designated, credit unions serving the underserved to expand
- Partnering with the National Credit Union Foundation
- Supporting financial education for consumers of all ages

## What Does the Foundation Do?

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The New Jersey Credit Union Foundation has three primary areas of funding: Financial Literacy Initiatives; Small Credit Union Assistance; and Professional Development. Working with credit unions, chapters, and community organizations, the Foundation works to achieve its mission of promoting greater financial literacy by promoting education and credit union relevance.



# How Does the Foundation Help?

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Some examples of the ways in which the Foundation has provided assistance include:

- Financial Literacy: Funding to purchase new Financial Reality Fair kits, to be shared by credit unions around the state, with a goal of reaching more students than ever before; funding for student classroom materials; funding for adult financial literacy training; and to help teens understand the importance of making sound financial decisions.
- Small Credit Union Assistance: Funding to conduct a marketing campaign to attract new members or to purchase upgraded computer hardware and software.
- Professional Development grants for credit union staff or volunteers.

## Who Is the Foundation?

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The work of the Foundation would not be possible without the generous support from credit unions, chapters, vendors, individuals, corporations, and the CrossState Credit Union Association. Requests for funding are reviewed and approved by the Foundation's 9-member board of directors, based on guidelines developed to ensure that each dollar will be used for its greatest impact.

## Why Should You Support the New Jersey Credit Union Foundation?

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Simply put, because we're better together. Individually, we can all have an impact, but when we combine our resources, that impact dramatically expands. Together, we can help others on a scale that wouldn't be possible alone. Please join us in making New Jersey's residents financially fit, and our state a strong, stable economic force in our country.

Your support makes it possible for the Foundation to proudly promote the credit union philosophy of *People Helping People*, and to help consumers to obtain financial independence by supporting financial literacy initiatives, small credit union assistance, and professional development.

# How Can You Support the Foundation?

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The Foundation raises funds through several annual events and campaigns, so we may collectively provide help to our fellow credit unions and others in need. There are many ways in which you can support the work of the Foundation throughout the year. Learn more and find the best fit for you. Thank you for partnering with us so we may continue to help others.

## Credit Union Dues Donation

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Your donation made along with your association dues payment is the most successful revenue-generating campaign of the Foundation's year.

## Financial Fitness Day

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Americans spend months getting their physical health into shape as part of their New Year's resolutions. Financial Fitness Day is dedicated to helping members get their financial health in shape. Participate in Financial Fitness Day and raise funds for the Foundation in support of financial education initiatives, and raise awareness of credit unions' financial education activities and the importance of financial education. To participate, simply hold a Jeans or Casual Day fundraiser for staff at your credit union on Financial Fitness Day (1<sup>st</sup> Wednesday in April).

## Grant Sponsorship

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The most direct way to provide support through the Foundation is through grant sponsorship. The Foundation's primary purpose in raising funds is to advance financial capability, assist small credit unions and promote professional development. Your sponsorship of one of the three grant categories will ensure that your donation is used for the type of grant closest to your heart.

## Spring Exhibition and Raffle

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Held jointly with the Pennsylvania Credit Union Foundation during the CrossState Credit Union Association's annual convention in May, this event provides the opportunity for credit unions to donate pieces representing their unique part of the state for display during the conference, as well as online on the Foundation's Facebook page in the weeks leading up to the exhibit. The items are then raffled off on the final day of the conference. Tickets may be pre-purchased or purchased on-site at the exhibit and raffle site.



# Leaders in Financial Literacy Awards

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Also held in partnership with the Pennsylvania Credit Union Foundation, the Leaders in Financial Literacy Awards recognize and honor credit unions and organizations for excellence in the advancement of financial literacy.

Award winners are honored at a special luncheon in May, held during the CrossState Credit Union Association's convention. All nominees, sponsors, educators, credit unions, businesses, and interested organizations are invited to attend. Each of the four award winners receive a grant award of \$2,500 in support of their financial literacy efforts. The awards are available to all credit unions and other nonprofit organizations in New Jersey and Pennsylvania for projects initiated, conducted, or ongoing during the previous calendar year.



## SPONSORSHIP OPPORTUNITIES

Presenting Sponsor .....	\$5,000 Contribution
Platinum Sponsor .....	\$2,500 Contribution
Gold Sponsor .....	\$1,000 Contribution
Silver Sponsor .....	\$500 Contribution
Bronze Sponsor .....	\$250 Contribution
Patron Contributions .....	up to \$250

# WalletPalooza: Gift or ReGift

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Who hasn't dreamed of finding a wallet stuffed with goodies and secretly wanted to keep it? Well now you can have a chance to do just that and support the Foundation at the same time!

Beginning on March 15 and continuing through the CrossState Credit Union Association's annual convention, the Foundation sells tickets for a chance to win one of two wallets stuffed with cash, gift cards, gift certificates, lottery tickets and more to splurge on yourself or your loved ones, just in time for the holidays. Each wallet will contain a minimum of \$500! You can help by donating an item for us to include in our two stuffed wallets and by purchasing tickets. Your credit union, chapter or business's name and logo will be prominently displayed with your item's listing, which will be viewed over a period of two months by people across New Jersey and Pennsylvania. WalletPalooza will be linked through the Foundation's website and regularly promoted through social media, targeted email marketing and CrossState Daily, which has a circulation of over 3,000.



# Viva Las Vegas Sponsorship & Special Event

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The Foundation’s Viva Las Vegas event is held during the CrossState Credit Union Association’s Fall Leadership Conference at Seven Springs in early September. This Monte Carlo-style event is a fun way for the conference attendees to network while raising funds for the Foundation. A gaming rules guide book, supported by sponsorships from credit union and vendors, is prepared for the event. Following the conference, this booklet is mailed to each credit union and many vendors, increasing exposure for our sponsors. The event raises approximately \$40,000.

Sponsorship packages include admission to the event, vouchers, and recognition in the Guide. All proceeds from sponsorships benefit the New Jersey and Pennsylvania Credit Union Foundations.

## SPONSORSHIP OPPORTUNITIES

Gold Sponsor, (Full page, 4 Play Money Packs) .....	\$1,100
Silver Sponsor, (Half page (vertical or horizontal), 2 Play Money Packs) .....	\$650
Bronze Sponsor, (Quarter page (vertical only), 1 Play Money Pack).....	\$350

# Wine, Lose, or Draw

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Fall Leadership attendees and exhibitors, their colleagues, friends, family members, etc., can purchase raffle tickets for \$20. For each ticket purchased, the ticket holder is guaranteed to win a bottle of wine (or other spirit) ranging in price; it could be a \$15 bottle of Chardonnay or a \$250 bottle of Cabernet Sauvignon! Everyone is a winner and all the proceeds support the Foundation’s mission. Be sure to find a Foundation board member to buy a ticket and/or visit the Wine, Lose, or Draw booth during Viva Las Vegas. Each sponsor will be recognized at the Foundation’s “Wine, Lose, or Draw” booth.



*Wine, Lose,  
or Draw*

## SPONSORSHIP OPPORTUNITIES

All bottles of wine or spirits and cash donations to purchase wine will be accepted but we ask that they be valued at \$15 or more.

Champagne .....	\$1,000
Red .....	\$750
White.....	\$500
Rose’ .....	\$250
Blend .....	\$100

# Community Investment Fund

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Through credit unions' impact investing, the Community Investment Fund (CIF) has generated millions of dollars to fund and support local and national financial literacy, development and scholarship initiatives. Started in 1999, the CIF was designed to leverage the interdependence of the credit union system for the greater good. It provides credit unions the opportunity to donate a portion of the dividends earned on certain investments to the Foundation and state credit union foundations, including the New Jersey Credit Union Foundation. When you invest in CIF, your credit union, the Foundation, and the National Credit Union Foundation each receive a portion of CIF earnings.

## Vendor Campaign

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The Vendor Campaign is a request for support from credit union vendors and is made by the Foundation's board members through a mailing directly from the board member's credit union. This campaign also provides information to the vendor on activities they can undertake with the credit union and with the Foundation, such as the Foundation's Financial Reality Fairs and financial education activities.



## DIY Events

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Do-It-Yourself events are a great way for credit unions to encourage staff and members to support the Foundation. Hold a raffle, auction, bake sale, flip flop, or jeans day. Challenge another credit union to a competition to double the fun.

## Chapter & Emerging Leaders Fundraisers

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Chapters and the Emerging Leaders have a fundraising advantage over individual credit unions ... remember, we're better together! In addition to the DIY ideas above, chapters can host sporting tournaments such as golf, bocci or bowling, sell raffle tickets at chapter meetings, and so much more. Get creative and have fun while supporting the Foundation.

## CU GiveBack - Employee Contribution Program

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CU GiveBack allows credit union employees and volunteers to donate a set amount each week, month, quarter or year to advance credit unions and support financial education. Donations are sent by your credit union to the Foundation. The Foundation's staff will maintain all records on behalf of your credit union. Please consider offering this giving opportunity to your credit union's employees.

# AmazonSmile

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AmazonSmile is a simple and automatic way for you to support the Foundation every time you shop, at no cost to you. When you shop at [smile.amazon.com](https://smile.amazon.com), you'll find the exact same low prices, vast selection, and convenient shopping experience as Amazon.com, with the added bonus that Amazon will donate a portion of the purchase price to your favorite charitable organization. On your first visit to [AmazonSmile](https://AmazonSmile), please select the New Jersey Credit Union Foundation to receive donations from eligible purchases before you begin shopping. Amazon will remember your selection, and then every eligible purchase you make at smile.amazon.com will result in a donation.



## Tribute Gifts

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The New Jersey Credit Union Foundation has established Honor and Memorial Donation Programs to help recognize credit union leaders and others, while supporting the work of the Foundation. Donations are used to help credit unions in need, to provide personal finance education, and to help the credit union movement grow.



Honor Donations may be made to the Foundation in the name of the recipient in recognition of a retirement, birthday, holiday, or simply in appreciation of a job well done. The Foundation will send an attractive greeting card to the person being honored. The amount of the donation will not be disclosed to the recipient.



Memorial donations are another unique and thoughtful way to remember family and friends, while supporting the work of the Foundation.

To recognize your gift, an acknowledgement card identifying you as the donor will be sent to whomever you designate. The amount of your gift will not be disclosed to the recipient. For either tribute, if you would like to present the card yourself simply contact the Foundation.



Please return this form to:  
New Jersey Credit Union Foundation  
299 Ward Street  
Hightstown, NJ 08520  
Email: kfey@crossstate.org

## OPPORTUNITY REQUEST FORM

*(Please complete and return as soon as possible to maximize your sponsorship benefits.)*

Contact Name: \_\_\_\_\_

CU/Vendor Name: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

\_\_\_\_\_ **YES!** I am interested in supporting the NJ Credit Union Foundation through the following:

- |                                     |                                |
|-------------------------------------|--------------------------------|
| _____ Dues Donation                 | _____ Wine, Lose, or Draw      |
| _____ Financial Fitness Day         | _____ CIF Investments          |
| _____ Grant Sponsorship             | _____ Vendor Campaign          |
| _____ Spring Raffle                 | _____ DIY Event                |
| _____ Leaders in Financial Literacy | _____ Chapter or EL Fundraiser |
| _____ WalletPalooza                 | _____ CU GiveBack              |
| _____ Viva Las Vegas                | _____ Tribute Gifts            |

Detailed information on your selections will be sent for your review.  
Questions? 800-932-0661, Ext. 2244

**Thank you!!**