

SUPPORT THE NETWORK AND OUR 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 and Pennsylvania's credit unions and their communities. The CrossState Credit Union Foundation is a 501(c)3 charitable organization, a non-profit, tax-exempt foundation with the main purpose of providing credit unions and those within their communities the resources needed to succeed. The Foundation works to achieve its mission of changing people's lives by promoting financial education, disaster relief, and credit union relevance.

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 board of directors. The CrossState Credit Union Foundation has four primary areas of programming and funding:

- Financial Literacy
 - Grant funding to projects such as opening a student branch in a local high school; purchasing classroom materials; and providing adult financial literacy training for the unbanked.
 - Financial Reality Fair, a hands-on experience for students and community members to help make sound financial decisions.
 - Annual Financial Literacy Awards of innovative programs to inspire other financial literacy programs.
- Small Credit Union Assistance
 - Grant funding to projects such as a marketing campaign to attract new members; purchasing upgraded computer hardware and software; and assisting with the changeover to EMV cards.
- Professional Development
 - Grant funding for smaller credit union staff and volunteers to attend the CrossState Leadership School; CUNA management training; CUDE training; and to participate in webinars.
 - The *Enhanced* Financial Counseling Certification Program (FiCEP) is offered two times a year.
 - Two Fellows are selected a year for the six-year Executive Leadership Program
- Disaster Relief
 - Grant funding to victims related to credit unions on local, state, national, and international levels.



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How Can You Support the Foundation?

Annual Campaign to Credit Unions, Corporate Partners, and Individuals

The support from our credit unions and partner network in New Jersey and Pennsylvania is the bedrock of the funding for the Foundation. This support is a visible endorsement of our credit unions and others to support the entire network. The campaign begins in mid-March and we hope all credit unions and partners will consider making a donation to show full support of *People Helping People* in Pennsylvania and New Jersey.

Leaders in Financial Literacy Awards

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 breakfast during the CrossState Credit Union Association's annual Spring 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 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.

Spring Convention: Basket Raffle & Wine, Lose, or Draw Event

Held during the CrossState Credit Union Association's annual convention in May, these events provide an opportunity to support the Foundation. Raffle baskets are donated by credit unions and represent the unique part of their region. There is also a Wine, Lose, and Draw event for those who like to take a chance.

Fall Leadership Conference: Viva Las Vegas Nite and Cornhole Tournament

The Foundation's Viva Las Vegas Nite is held during the CrossState Credit Union Association's Fall Leadership Conference at Seven Springs in September. This Monte Carlo-style event is a fun way for the conference attendees to network while raising funds for the Foundation. Sponsorship packages include admission to the event, vouchers, and recognition in the Guide.

The Cornhole Tournament is an addition to the evening for those who have a competitive streak and want some exercise.

WalletPalooza: Gift or ReGift

Who hasn't dreamed of finding a wallet stuffed with goodies and secretly wanted to keep it? During October and November, 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. You can also help by donating an item for us to include in our two stuffed wallets.

Credit Union and Chapters Participation

We hope that credit unions, staff, members, and chapters will join us in supporting these critical programs for our network. Credit union staff and volunteers are our champions for financial literacy and for educating people about the importance of credit unions in our communities. There are many ways to help raise funds for the Foundation: hold a raffle, auction, bake sale, or jeans day. Challenge another credit union to a competition to double the fun. Host sporting tournaments such as golf, cornhole, or bowling, sell raffle tickets at chapter meetings, and so much more. Get creative and have fun while supporting the Foundation. Events that credit unions and chapters can participate in with the Foundation are:

December Cash Calendar: this fundraiser sells calendars for \$15 each and each weekday in December, you'll have a chance to win a cash prize based on your calendar's number matching the PA Afternoon Daily number. A total of \$3,600 in cash prizes are available.

Financial Fitness Day: 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 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 (1st Wednesday in April).

CU GiveBack - Employee Contribution Program: this program 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.

Tribute Gifts

You can make a gift in honor of or in memory of someone to the CrossState Credit Union Foundation. It can be to recognize credit union leaders, staff, volunteers, and others, Donations are used to help credit unions in need, to provide personal finance education, and to help the credit union movement grow.

The official registration and financial information of the CrossState Credit Union Foundation may be obtained from the Pennsylvania Department of State by calling toll-free in Pennsylvania 1-800-732-0999. Registration does not imply endorsement.