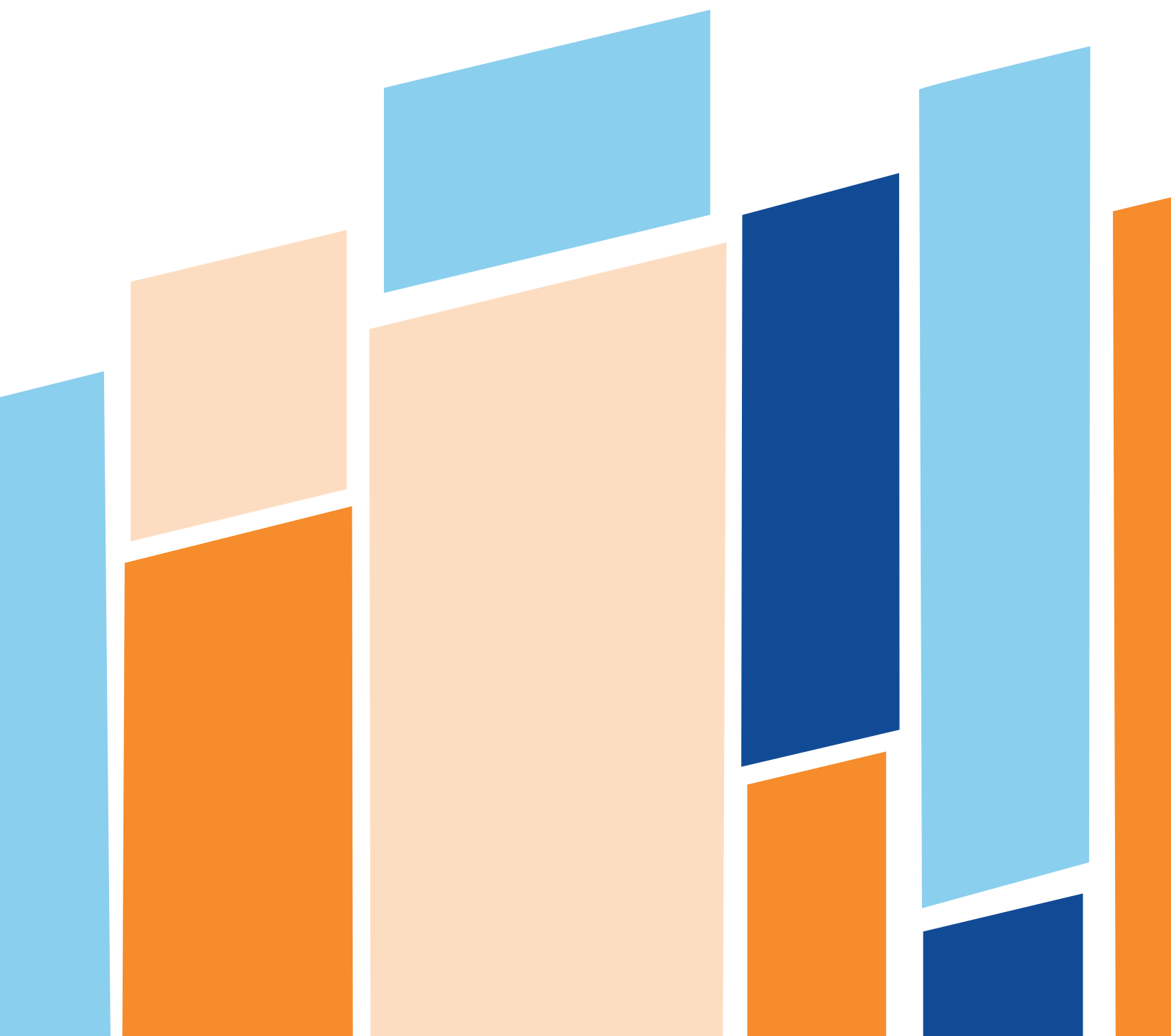


2022 IMPACT REPORT



ABOUT US

The past few years have been challenging as we have navigated the pandemic, but the CrossState Credit Union Foundation persevered to support our CrossState network in Pennsylvania and New Jersey. This is possible because of a dedicated Board of Directors and staff. We want to thank Gary Chizmadia for his passionate leadership as Chair of the Board, and also thank the Association staff, Mike Wishnow and Tina Lesko. Mike Wishnow retired after 20 years of service to our network, and we are grateful for his commitment to the work of the Foundation—a true credit union champion.

Our credit union network is doing great things in the community and serving their members well. It is the Foundation's mission to change people's lives by promoting financial education, professional development, disaster relief, and credit union relevance.

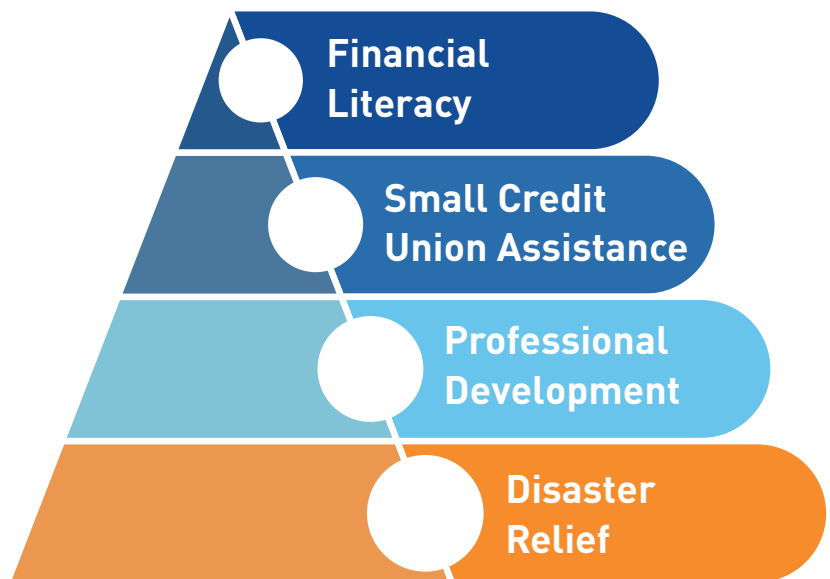


OUR MISSION

To support the success of credit unions and their positive impact on local communities through a spirit of collaboration.

OUR VISION

To empower financial wellness for individuals and communities through a healthy and sustainable credit union community.



2022 BOARD OF DIRECTORS

OFFICERS:

Gary Chizmadia, Credit Union of New Jersey, *Chair*;
John Murga, Hidden River Credit Union, *Treasurer*;
Michael Vatter, First Choice FCU, *Secretary*;
Jay Reed, Service 1st FCU, *Fundraising Chair*;
Annemarie Shinn, Research 1166 FCU, *Grants Chair*

MEMBERS:

Sandi Carangi, Mercer County Community FCU; Eileen Crean, Members 1st of New Jersey; Traci Donahue, Cross Valley FCU; Marie Holowka, Rutgers FCU; Tim McLeod, Riverfront FCU; Sandra Mullins, Advanced Financial FCU; Jill Peterson, ABCO FCU; Michael Powers, Garden Savings FCU; Marc Vogel, Manville Area FCU; Amanda Wagner, Norwin Teachers FCU; Mike Wilson, Members 1st FCU

EX-OFFICIO MEMBERS:

Patrick Conway, CrossState Credit Union Association President & CEO;
Andy Jaeger, CrossState Credit Union Association Board Chair;
Erin Doan, Vizo Financial; Laura McFall, Alloya Corporate FCU



Grants to Credit Union Network

“With a new website, we have been able to better serve our members by offering online banking and online membership applications.” - Grant Recipient

In 2022, the Foundation funded over \$84,000 in grants: professional development grants were to chapters holding professional workshops; small credit union assistance grants supported online financial tools and technology; and financial literacy grants focused on financial literacy apps and a student branch. For disaster relief funding, the Foundation assisted the purchase of ambulances in Ukraine and credit unions impacted by Hurricane Ian.

With review and oversight by the Foundation’s Grant Committee and Board, grants are given in four focus areas:

- Financial Literacy
- Small Credit Union Assistance
- Professional Training
- Disaster Relief

Grants are given throughout the year.

“I am a successful graduate of the financial literacy class. I loved the class. I learned how to keep my bank account and how to read my statements.”

This program, that was funded by the Foundation, reached people struggling with poverty by working with local nonprofits and churches using bilingual instruction.

Kathleen Fey Executive Leadership Program

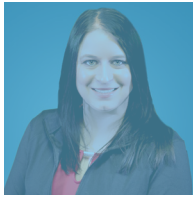
"This program gave me a global perspective, financial knowledge and credit union colleagues across the country that I lean on for advice and information." - TJ Adkinson

"This program gave me knowledge and connections as well as my "why" about my work and being a part of a credit union." - Brandi Kempfer

2022 Graduates:



TJ Adkinson,
Members 1st FCU



Brandi Kempfer,
Belco Community
Credit Union

2022 is a special year as our inaugural fellows completed the six-year program and we re-named the program in memory of our late executive director, Kathleen Fey. She created this program and was a strong advocate of the credit unions and young leaders.

The program was started in 2016 and currently has eight fellows. In 2022, \$28,344 was funded for fellow trainings. We are grateful for the leadership of our mentors supporting the fellows as they navigate this program and their careers.

The Foundation funds registration, travel and lodging for the following training:

- Two years of CrossState Leadership School
- One year of the National Credit Union Foundation's DE Training
- Three years of CUNA Management School

Each year, two active Emerging Leader members are selected as Credit Union Fellows to participate in the program.

Current Fellows:

Brooke Bortner,
Glatco Credit Union

Lori Hays,
Merck Sharp & Dohme FCU

Amanda Hoover,
Belco Community Credit Union

Melissa Pender,
Belco Community Credit Union

Richard Sutherland,
White Rose Credit Union

Amanda Wagner,
Norwin Teachers FCU



A woman with long dark hair, wearing a white shirt and a dark blazer, is smiling and pointing her right index finger towards a document. The document has the word "APPLICATION" visible at the top. The background is a blurred office setting.

Enhanced Financial Counseling Certification Program

“This program was essential in teaching me techniques I use each and every day, with both members and employees.” - Kristin Thomas, CEO, Wyrope Williamsport Federal FCU

In 2022, we had 37 credit union professionals participate in this program in order to receive their financial counselor certification, CCUFC. Since 2018, we had had 138 credit union professionals participate in this program.

The *Enhanced* FiCEP program provides the resources to learn the critical information in financial counseling and to be able to pass CUNA's certification program with high scores. The *Enhanced* program is very reasonably priced due to the support of the CrossState Credit Union Foundation.

The program includes an eight-week training taken at your own pace, the 5th Edition of the FiCEP text book, a virtual exam review, and the virtual proctored exam.

“I feel confident and very prepared in my ability to provide financial counseling services to our members.”

Leaders in Financial Literacy

“Some of the attendees were getting paid on a reloadable card and paying fees to access their money at an ATM. When they learned they could open an account and get direct deposit, it was a revelation.”
- XXXXXXXX

In 2022, four credit unions were each awarded \$2,500 for their innovative work in financial education during CrossState’s ReConnect Annual Convention in Atlantic City, NJ.



Mercer County Community Federal Credit Union: Financial Literacy for Students through Virtual Learning - Virtual classes, career fairs, and digital workbooks during the pandemic.



TruMark Financial Credit Union: Financial Literacy for the Underbanked and Unbanked - Providing educational workshops and partnership with local nonprofits who serve those in need.



North East Welch Federal Credit Union: Financial Literacy Starts at Home - Only financial institution in area providing one-on-one counseling and workshops at local nonprofits.



Visions Federal Credit Union: Wallet Wellness - Financial education tools offered English and Spanish to serve their community members.

All of these winners work closely with community organizations to reach community members in need of financial education.

Financial Reality Fairs

*"It was a fun experience to imagine a future life and live out all these financial decisions."
- Financial Reality Fair Participant*

In 2022, after a hiatus schools were able to invite credit unions back to run Financial Reality Fairs for their students. We had over 30 fairs, most in the fall reaching 3,200 students with the help of over 540 volunteers. For example, Belco Credit Union was able to reach over 800 students, many in rural areas, and 40 volunteers from a coalition of six credit unions in Berks County were able to hold fairs in the Fall reaching close to 400 students. We updated all the programs kits and made new kits to ensure we reached across our network in New Jersey and Pennsylvania.

Financial Reality Fairs are a hands-on budgeting experience for students to gain practical knowledge about budgeting and personal finance in the "real world." Fairs are held in high schools, technical schools, and colleges.



Donors

This work is not possible without the generous support of our donors: credit unions, companies and individuals. We raised funds through our annual campaign, basket raffle fundraisers, Viva Las Vegas Nite, Leaders in Financial Literacy event, WalletPalooza, and Cash Calendars. We also raise funds through our programs, Employee CU Give Back, Community Investment Fund (CIF), and Membership.

Thank you for your support of these fundraisers to help support our credit union network.





crossstate

Credit Union Foundation

Sue Ward-Diorio, Executive Director,

CrossState Credit Union Foundation

4309 North Front Street,

Harrisburg, PA 17110

800-932-0661

www.CrossState.org

