



35TH ANNIVERSARY

National Credit Union Foundation Historical Highlights



October, 1980
Foundation is chartered as "CUNA Foundation." Staff includes a full-time director and one program assistant in Madison, Wis.

1981
First grant: \$1,000 to New Zealand Credit Union League for custom overview analysis.

1991
Board expands to include broader representation of credit unions. Foundation nears \$1 million in grants after first 11 years.

1992
Patricia Brownell (Sterner) hired as Executive Director. During the next nine years with Brownell leading the Foundation, more than \$7.7 million will be distributed in grants.

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."



2000
With funding by the Ford Foundation, National CU Foundation launches two-year Building Member Wealth program, with the centerpiece being the "Plan it. Save 4 it" marketing kit piloted by 3,500 credit unions.



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.

2002
Foundation receives \$1.4 million from the U.S. Treasury Department to establish a network of credit unions to support the Treasury Department's First Accounts programs. Through the program, the Foundation helped 43 credit unions in 8 states move over 20,000 low-income consumers into their first savings accounts.



Late 2004
First America's Credit Unions Congressional Golf Tournament held in Washington, D.C. During the next 11 years, the tournament will provide over \$920,000 in funding for Foundation programs and grants.



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 program. Since 2010, 1,050 Reality Fairs have been held with over 104,000 high school students attending.

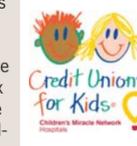
January, 2012
"Credit Unions Focused on Financial Capability Across the Nation" report released. The landmark free report is the result of comprehensive data collection by the Foundation to show impact of credit union's financial education efforts.



April, 2012
The Foundation (with assistance from the Texas Credit Union Foundation) pilots the first "Financial Fitness Day" on the first Wednesday in April. Financial Fitness Day is a way to raise funds for the National Credit Union Foundation and state credit union foundations in support of their critical financial education initiatives, raise awareness of credit unions' financial education activities and the importance of financial education.

August, 2013
Current Executive Director Gigi Hyland takes helm.

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 enhance the financial education opportunities for patients and families at CMN Hospitals.



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. The focus of the meeting was on youth savings programs, in particular the connection with school based programs. Hyland presented on a panel to talk about credit unions' efforts around youth savings, reality fairs, and in-school branches.



1980

1990

2000-2007

2009-2011

2012

2013-2014

2015



1982
First Credit Union Development Education (DE) Program launches with education grant from U.S. Agency for International Development (US AID)

February, 1989
First Herb Wegner Memorial Awards held in Washington, D.C. Recipients include R.C. Morgan, Cynthia Mandizha, and NCR Universal CU.



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
Foundation facilitates creation of State Credit Union Foundation Network to further credit union development at state and local levels.

February, 1998
As state credit union foundations develop, "Credit Union Foundation" changes name to "National Credit Union Foundation."



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 \$650,000 in investments in first year.

April, 2005
CIF wins the Association of Fundraising Professionals (AFP) 2005 Award for Excellence in Fundraising.

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 Best Giving Alliance bestows "seal of approval" on the Foundation for meeting National Standards of Charity Accountability.



June, 2006
The Foundation makes largest non-disaster grant commitment ever: nearly \$2 million over three years to sponsor the Biz Kid\$ TV series, which began airing on PBS in 2007. Since then, the youth financial education show has won numerous awards and has aired on over 340 public TV stations, reaching 98% of the country.



October, 2006
To raise funds for major 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.

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.

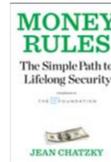


August, 2012
The National Credit Union Foundation's REAL Solutions Program in cooperation with the CUNA Mutual Group develops a new Retirement Fair. The fair is similar to the Reality Fair model but is designed to assist credit unions help their members and staff better prepare for retirement.



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. In the first 3 years, the Foundation has held 24 simulations with over 2,060 participants.

November, 2012
"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.



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



March, 2015
The National Credit Union Foundation Dinner Presenting the Herb Wegner Memorial Awards takes place for the first time at the new Marriott Marquis Washington, now the current location. Over the years, 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 available at ncuf.coop.