



NCUF Supporters' Program

Making Financial Freedom Achievable



Put your good name together with yours and help us make financial freedom achievable for consumers across America through credit unions.

Research shows that your customers and other key audiences think more highly of you when you are involved with causes and issues that are important to them.

So whether you are a current NCUF Supporter renewing your support or considering supporting the Foundation for the first time, here are some reasons to help you get to “yes”:

The Cone Corporate Citizenship Study finds that:

- **89% of your customers believe that you should support and partner with charities** to raise money and awareness.
- Moreover, after hearing about these partnerships, **your customers are more likely to feel better about you** and support the causes that you support.
- **79% of your customers are more likely to buy your product** or service knowing that you support a cause they believe in.

Thousands of credit unions believe in the cause of the National Credit Union Foundation.

As we’ve seen in the response to recent disasters, and in credit unions’ commitment to the award-winning Community Investment Fund (CIF), the National Credit Union Foundation has proven to be the most credible and responsible national charity supporting credit unions and their work to meet the needs of their communities.

Adding value to your support

Being a National Credit Union Foundation Supporter is a sound business decision, and much more. It’s a golden opportunity to:

- **Enhance your visibility among credit unions.**
- **Earn priceless appreciation from credit union leaders.**
- **Strengthen credit unions by reaching more consumers.**
- **Demonstrate your commitment to the credit union philosophy of “People Helping People.”**

If you have served as a NCUF Supporter in the past, we welcome your ongoing support and encourage you to increase your support level. If you are planning to become a first-time Supporter, we promise you a fulfilling and rewarding experience.

Cooperatively,

Bucky Sebastian



Executive Director,
National Credit Union Foundation

About the National Credit Union Foundation

Your dollars go farther than ever because NCUF’s national grants and programs impact millions of credit union members.

NCUF is the primary national philanthropic and fundraising organization for America’s credit unions. Since 1980, NCUF has awarded over \$25 million dollars of programs and grants supporting its mission to “promote and improve consumers’ financial independence through credit unions.” NCUF recently decided to make financial education a priority in its programs and grants.



Your Support of the National Credit Union Foundation Changes People's Lives in Your Community, in Your State, and Across America.

REAL Solutions

NCUF's signature program REAL Solutions continues to focus on helping credit unions offer products and services for modest means households by working through state credit union leagues in 40 states.

However, REAL Solutions has paid even greater attention to financial education recently. This includes:

- a comprehensive research project that aims to gather information from credit unions that will clearly demonstrate the great work they do to build member and consumer financial capability through financial education programs;
- working with CUNA and state leagues to offer an enhanced Credit Union Financial Counseling Certification Program (FiCEP); and
- holding more Financial Reality Fairs, which are interactive financial education programs for junior and senior high school students.



Financial Education

NCUF is the largest sponsor of the America's Credit Unions group underwriting *Biz Kid\$*, the Emmy Award winning and credit union funded public television series that teaches kids about money management and entrepreneurship. The *Biz Kid\$* initiative also includes free classroom curriculum, outreach activities, a website and a monthly on-line newsletter targeting children 9 – 16 years

old. In June 2011, NCUF took ownership of fundraising, outreach and administrative responsibilities for *Biz Kid\$* to ensure the program gains the maximum support from the credit union system.



Development Education

The Development Education program in 2011 grew its corps to more than 1,000 graduates generating awareness of the socially responsible and sustainable credit union business model. With your support, NCUF will continue to expand Development Education training for the movement's current and future leaders.



Every year, NCUF looks to fund new innovations that will help improve the financial capability of American families through its **Financial Education Grants**. All of the grant projects currently funded have a financial education component and range from youth financial education in and outside of school to a variety of different types of financial counseling and coaching. With your support, NCUF could increase the amount of funds available in 2012 to support projects that will go far in helping credit unions help their members achieve financial freedom.

Disaster Relief



Through CUAid in 2011, NCUF raised over \$250,000 in disaster relief donations that were disbursed as grants to credit union employees and members who suffered losses from tornadoes in Alabama and Missouri, as well as from flooding in North Dakota. CUAid is the only program of its kind that enables credit union employees, volunteers, and members, as well as credit unions and state credit union foundations across the US, to contribute directly to support other credit union people.



All organizations and credit unions are urged to give through the 2012 National Credit Union Foundation Supporters' Program. At each level you are recognized and thanked in the following manner:

PREMIER CLUB

\$125,000 +

PHILANTHROPIC CIRCLE

\$124,999 - \$75,000



• **2012 Recognition**

- Check/Award presentation at Major Donors Reception on March 19, 2012
- Verbal recognition at Major Donors Reception
- Congratulatory message
- Your logo/link on Wegner web page
- Your logo on ALL event signage
- Your logo shown on walk-in video loop
- Your logo on post-event recognition
- Your logo on 2013 nomination material

• **NCUF Publications & Booth Signage**

- Logo recognition in Annual Report
- Logo recognition on signage at GAC booth
- Recognition in NCUF PR template

• **NCUF Web Presence (ncuf.coop)**

- Your logo on Homepage + 2 subpages
- Listing on Supporter page
- Link to your website

• **NCUF Logo**

- Ongoing use of NCUF "Supporter" logo on your website and philanthropic advertising

• **2012 Recognition**

- Check/Award presentation at Major Donors Reception on March 19, 2012
- Verbal recognition at Major Donors Reception
- Congratulatory message
- Your logo/link on Wegner web page
- Your logo on 3 event signs
- Your logo shown on walk-in video loop
- Your logo on post-event recognition
- Your logo on 2013 nomination material

• **NCUF Publications & Booth Signage**

- Logo recognition in Annual Report
- Logo recognition on signage at GAC booth
- Recognition in NCUF PR template

• **NCUF Web Presence (ncuf.coop)**

- Your logo on 3 listings
- Listing on Supporter page
- Link to your website

• **NCUF Logo**

- Ongoing use of NCUF "Supporter" logo on your website and philanthropic advertising

PLATINUM SUPPORTER

\$74,999 - \$50,000

GOLD SUPPORTER

\$49,999 - \$25,000

SILVER SUPPORTER (\$10,000) OR

BRONZE SUPPORTER (\$5,000)

• **2012 Recognition**

- Check/Award presentation at Major Donors Reception on March 19, 2012
- Verbal recognition at Major Donors Reception
- Your logo/link on Wegner web page
- Your logo on 1 event sign
- Your logo shown on walk-in video loop
- Your logo on post-event recognition
- Your logo on 2013 nomination material

• **NCUF Publications & Booth Signage**

- Logo recognition in Annual Report
- Logo recognition on signage at GAC booth

• **NCUF Web Presence (ncuf.coop)**

- Your logo on 1 subpage
- Listing on Supporter page
- Link to your website

• **NCUF Logo**

- Ongoing use of NCUF "Supporter" logo on your website and philanthropic advertising

• **2012 Recognition**

- Verbal recognition at Major Donors Reception on March 19, 2012
- Your logo/link on Wegner web page
- Your Name on 2 event signs
- Your logo shown on walk-in video loop
- Your Name on post-event recognition
- Your Name on 2013 nomination material

• **NCUF Publications & Booth Signage**

- Name recognition in Annual Report
- Name recognition on signage at GAC booth

• **NCUF Web Presence (ncuf.coop)**

- Listing on Supporter page
- Link to your website

• **NCUF Logo**

- Ongoing use of NCUF "Supporter" logo on your website and philanthropic advertising

• **2012 Recognition**

- Verbal recognition at Major Donors Reception on March 19, 2012
- Your logo/link on Wegner web page
- Your Name on 1 event sign
- Your Name shown on walk-in video loop
- Your Name on post-event recognition
- Your Name on 2013 nomination material

• **NCUF Publications & Booth Signage**

- Name recognition in Annual Report
- Name recognition on signage at GAC booth

• **NCUF Web Presence (ncuf.coop)**

- Listing on Supporter page
- Link to your website

• **NCUF Logo**

- Ongoing use of NCUF "Supporter" logo on your website and philanthropic advertising

A Special Thank You to our 2011 Supporters

Please join NCUF in thanking these supporters for sharing their philanthropic dollars that sustain our strategic programs and vital grants that succeed in helping millions of credit union members to declare financial independence.

• PREMIER CLUB • • • • • • • • • •



• PLATINUM SUPPORTERS • • • • • • • • • •



Thank You

*Will your organization join
this prestigious list by making
a philanthropic gift in 2012?*

• GOLD SUPPORTERS

California & Nevada Credit Union Leagues
Card Services for Credit Unions
FIS
First Data Corporation/STAR
Harland Clarke
VISA

• SILVER SUPPORTERS

American Association of Credit Union Leagues
CO-OP Shared Branching
CU Direct Corporation
Enterprise Car Sales
Georgia Credit Union Affiliates
Illinois Credit Union League
Massachusetts Credit Union League
NCR
PSCU Financial Services
Texas Credit Union Foundation
Wisconsin Credit Union League

• BRONZE SUPPORTERS

Credit Union Association of New York
Credit Union Executives Society
First Corp CU
League of Southeastern Credit Unions
League of Southeastern Credit Unions Foundation
Maine Credit Union League
Michigan Credit Union League
Missouri Credit Union Charitable Foundation
National Cooperative Bank
Navy FCU
New Jersey Credit Union League
OCUL Services Corporation
Pennsylvania Credit Union Association
The ProCon Group, Ltd.
Volunteer Corporate
World Council of Credit Unions

How to Become a National Credit Union Foundation Supporter

Please provide the following information below so NCUF may initiate your involvement in the 2012 Supporters' Program. The Key Contact will serve as the liaison between your organization and NCUF.

Name of Organization: _____

Key Contact: _____

Key Contact Title: _____

Key Contact Phone: _____

Key Contact Email: _____

Website: _____

Mailing Address: _____

City: _____

State: _____

Zip: _____

President/CEO: _____

President/CEO Phone: _____

President/CEO Email: _____

Supporter Levels

- Premier Club (\$125,000 +)
- Philanthropic Circle (\$124,999 – \$75,000)
- Platinum Supporter (\$74,999 – \$50,000)
- Gold Supporter (\$49,999 – \$25,000)
- Silver Supporter (\$10,000)
- Bronze Supporter (\$5,000)

_____ **Total**

- Payment enclosed Payment will be received by
NCUF by 1/28/12

In order to be acknowledged at the 2012 Major Donors Reception,
payment must be received by Friday, January 28, 2012.

Please remit to:

Josie Collins
Resource Development & Donor Relations Director
National Credit Union Foundation
5710 Mineral Point Road
Madison, WI 53705
PH: (800) 356-9655, Ext. 4397
EM: jcollins@ncuf.coop
Fax: (608) 231-4231

