

GET THE REAL STORY



FRI REAL Solutions

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National Program Manager
REAL Solutions™



REAL People



REAL Solutions
EFFICIENT • EFFECTIVE • ASSET BUILDING • QUALITY PROBLEMS

Young Adults



Easily Ac

A woman in a black business suit is smiling and holding a fan of cash. The background is a light grey gradient.

GET UP TO
£1000!
BY APPLYING WITH PAYDAY LAND

**NEED
FAST
CASH?**



**GET UP TO
£1000!**



**NEED UP TO £1000
IN YOUR ACCOUNT
BY TOMORROW?**

APPLY ONLINE

**BRAND NEW
FASTER, EASIER
APPLICATION FORM!**

CLICK HERE



**APPLY
NOW!**

Alternative Financial Service Providers



Expensive and More Expensive

REAL Solutions

EFFICIENT • EFFECTIVE • ASSET BUILDING • QUALITY PROBLEMS

Market Realities

- Ordinary Item Cost
 - 90 P
 - 208 Pounds Cash
 - 52 Week 4.54 Pounds
 - Or 236.08 Pounds
 - With service 363.48 or

OVERPAID

273.48



Getting it Right - Savings



Pot of Gold Savings

- Member savings for a specific purpose
- 3 or 5 years to accumulate \$2,500; \$5,000 or \$10,000
- Current balance is 4.4% (\$4 million) of credit union assets
- 1,000 members (of 12,000 members) are using the program
- The member can borrow from the fund for 3% over the savings current rate



Getting it Right – Check Cashing



Program Components

1% fee

.1 cent share requirement

\$6.6 Million in checks cashed

\$210,000 weekly

2,500 NEW MEMBERS

Savings \$600,000 fees

**Credit Union earned \$660,000 fee income
And \$150,000 in ancillary income**



Getting it Right – Prepaid Cards



Outstanding Value ~ Exceptional Service

LOAD and GO

341 users/cards issued

Most not qualified for checking accounts -
most with FICA less than 600 Less than 6
months old

\$200 average balance

\$2 per month fee plus small load



Product Development

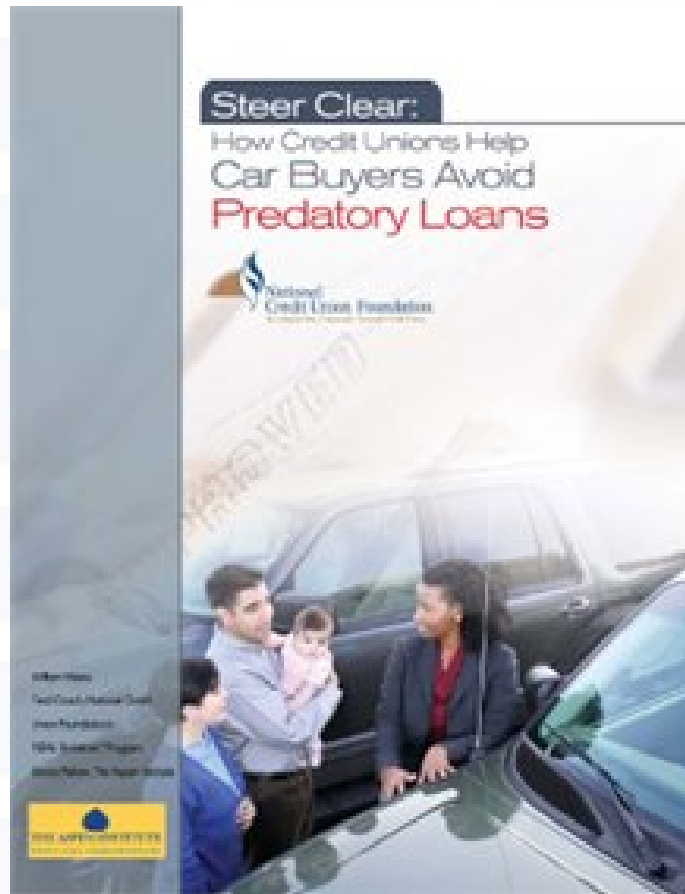


StretchPaySM

a credit union salary advance alternative



Getting it Right – Access to Credit



***Providing
Access to
Affordable
Used Cars is
A GREAT
business
Decision for
Your credit
union***



Getting it Right – Tax Preparation



Help for tax filers is another of credit unions' many REAL Solutions.

Wisconsin credit unions were the first in the nation to pioneer an initiative called REAL Solutions, which helps people better their financial position over time. The award captured the first-ever Governor's Award for Financial Literacy in 2006.



By using not-for-profit credit unions, consumers can begin to save, avoid financial predators, access affordable loans and build creditworthiness, and improve their overall financial savvy. The aim is to help working people — especially those with low incomes, new Americans and the “unbanked” — use affordable services within the financial mainstream to gain a solid financial footing and remain self-supporting, contributing members of our state's economy.

The “Credit Union Difference”

Credit unions are not-for-profit, member-owned cooperatives distinguished by their:

- **Governance** — volunteer directors elected by members
- **Purpose** — to serve members
- **Member benefits** — earnings invested in members and the community
- **Values** — in people, not profits



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Help Tax Filers Avoid Predatory Loans by Providing Volunteer Income Tax Assistance (VITA)

A partnership of Wisconsin credit unions, the Wisconsin Department of Revenue, the Internal Revenue Service and volunteers across Wisconsin.



Vulnerable people need your help at tax time!

When tax season rolls around, many filers in need of a fast refund to pay bills and meet immediate needs take out “refund anticipation loans,” or RALs, high-interest short term loans aggressively marketed by paid tax preparation firms that charge as much as 700 percent interest.

But by using a not-for-profit credit union account for direct deposit, a filer can get a fast, free tax refund in as little time as if they had used a RAL — in just a few days — absolutely free.

What we're doing

As part of their REAL Solutions initiative (see back), Wisconsin credit unions are helping tax filers prepare their tax forms and establish deposit accounts into which fast, free income tax refunds can be deposited.

Where we're doing it

Credit union volunteers assist at VITA (Volunteer Income Tax Assistance) sites around the state operated in conjunction with the IRS and Wisconsin Department of Revenue. Credit unions provide volunteers at sites operating in community centers, libraries or other locations, while other credit unions bring volunteers in-house to assist with filing and opening of accounts.

Who we're helping

Filers who use VITA sites often include people with low incomes, the disabled, individuals with limited English proficiency and the elderly — including many people who have no prior relationship with a financial institution.

Why your credit union's help is critical

By signing on to the VITA program, your credit union advances Wisconsin credit unions' statewide REAL Solutions initiative, which steers Wisconsin citizens away from predatory financial providers, improves their financial knowledge and sets them on a healthier financial path by encouraging saving and wealth-building.

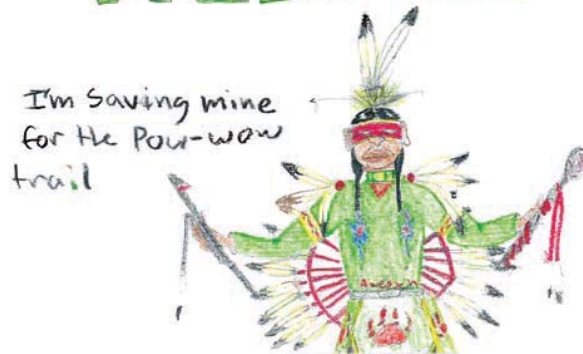
Wisconsin Credit Unions Provide Tax Preparation Services and Win the “Governors Award”



Getting in Right – VITA



TAKE YOUR NATIVE
PRIDE AND SAVE
YOUR



ME

NO VITA!

You could be
throwing a few
Ben Franklin's away!



VITA!

You can have him
I were ever you go!



Tax Prep since 2005

Results –

- 439 Returns
- 289 EITC Returns
- \$564,000 Returns
- \$195,000 EITC



REAL Solutions

EFFICIENT • EFFECTIVE • ASSET BUILDING • QUALITY PROGRAMS

Immigrants



HarborOne – Brockton, MA



**Graduates of
ESL Classes**

Opened 9/07

Stats:

\$1.636 Billion Assets

130,000 Members

**Combine Education and
Financial Services =
Growth, Capital and
New Members**

9.6% Asset

13% Member

\$7.5 Million Loans

\$1 Million Deposits

Over 1000 New Members



New Branch Models



Getting it Right – Access to Info



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REAL Solutions™
A National Credit Union Foundation Program

Helping Real People With Real Needs

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Prospera Credit Union \\ takes on local payday lenders

Feb. 9th - New Mexico Lawmakers Issue REAL Solutions™ Proclamation VISIT NEWS ARCHIVE

SOCIAL IMPACT MANAGEMENT

Helping Credit Union Members Avoid Predatory Lenders

A Post about Things and Stuff
by [Neil Umsted](#)

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Nullam erat purus, pulvinar ac, elementum sit amet, malesuada sed, urna. Morbi a nibh. Integer lorem leo, condimentum ut, dapibus vel, cursus quis, diam. Phasellus consequat justo eu massa. Cras dictum tristique sem. Morbi

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MEMBER ENGAGEMENT

Innovation Strategy

Sometimes the Subject is Indicative of the Author

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This is What We HAVE to Aim For

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SHARE AN IDEA
ASK OUR EXPERTS

ELSEWHERE

Modern Society
Pelentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Etiam vel tellus.

Sleep Deprivation
Pelentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Etiam vel tellus.

Rossi Reasoning
Pelentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Etiam vel tellus.

PRODUCT

StretchPay
Mauris sed urna. In a augue in ante condimentum placerat. Maecenas vestibulum euismod diam. Aliquam condi-

RESEARCH

PayDay Lending
In a augue in ante condimentum placerat. Maecenas vestibulum euismod diam. Aliquam condimentum magna in

STRATEGY

Generation Engage
Maecenas vestibulum euismod diam. Aliquam condimentum magna in nisi. Nullam vestibulum orci non ante. Sus-

PRODUCT

StretchPay
Mauris sed urna. In a augue in ante condimentum placerat. Maecenas vestibulum euismod diam. Aliquam condi-

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Open Source Impact Center



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EFFICIENT • EFFECTIVE • ASSET BUILDING • QUALITY PROGRAMS

Credit Unions Can Make the Difference

REAL Solutions
Into 2009 and
Beyond



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