

News Release

For Immediate Release

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Innovative New Program Encourages Financial Literacy Skills

(La Crosse, WI) Due to the generosity of Marine Credit Union Foundation's \$20,000 contribution, Couleecap clients may be eligible for a new program that will improve self-sufficiency. The partnership between Couleecap and Marine Credit Union Foundation will allow current Couleecap clients to establish an **Individual Development Account (IDA)**. "We believe that financial literacy is a key element in moving people out of poverty and towards self-sufficiency, and IDA's play a vital role in alleviating poverty by helping to build assets for low-income households," said Kim Cable, Housing & Community Services Director.

Couleecap clients enrolled in the IDA program will work closely with staff to develop goals that will help them build financial literacy skills. Those establishing IDAs will be able to save to pay for:

- Transportation costs necessary for employment such as auto loan payments and associated auto loan fees.
- Housing costs such as security deposits, first month's rent, or utility hook ups in order to secure their own housing.

"Couleecap is honored that Marine Credit Union Foundation has chosen to support and encourage savings, and help build assets through generous matching funds. This gift will have a dramatic impact on 10 families in our area," said Kim Cable.

The Marine Credit Union Foundation supports critical needs and financial literacy initiatives through non-profit organizations in the communities they serve. "Giving individuals the education and support they need to learn how to be financially successful is fundamental to the goals of the Marine Credit Union Foundation," said Stan Roush, Executive Director of the Marine Credit Union Foundation. "The Marine Credit Union Foundation is proud to support this program through Couleecap. We thank all of the people who have helped the Foundation make a difference in our communities. Our Foundation is funded through the generous contributions of our employees, members and matching funds from Marine Credit Union."



Marine Credit Union Foundation's contribution will allow current Couleecap clients to establish an Individual Development Account (IDA).

Couleecap, Inc. is a private non-profit 501c3 charitable organization. Couleecap helps people in need with housing, food, transportation, and more. Created in 1966, we are a community action program that fights poverty and promotes self-sufficiency in Crawford, La Crosse, Monroe, and Vernon counties.

About Marine Credit Union

Marine Credit Union is built on the strong belief that members are more than a credit score, and we are committed to providing financial services to all members of the community – including those with past financial challenges. We will continue our long-standing tradition of delivering personalized lending solutions to fit our members’ individual needs. Marine Credit Union is a full-service financial institution serving nearly 60,000 members with office locations in Wisconsin, Minnesota and Iowa. For more information, visit www.marinecu.com.



About the Marine Credit Union Foundation

The Marine Credit Union Foundation is a non-profit 501(c)(3) organization committed to making charitable contributions and increasing the financial literacy in the communities Marine Credit Union serves.

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