

FOUNDATION ENGAGEMENT REPORT 2024



CoVantage
cares

CoVantage Cares Foundation, Inc.
MISSION

To provide funds to non-profit organizations that provide assistance to individuals, especially those experiencing significant financial challenge, and to non-profit organizations working to enhance the quality of life of residents living in the communities served by CoVantage Credit Union.



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THE CARING TEAM

Dear Friends & Supporters,

Because of your incredible generosity and steadfast support, the CoVantage Cares Foundation achieved remarkable things in 2024, making a real difference in the lives of so many within our CoVantage communities. This year's accomplishments are a testament to the power of partnership, and I'm thrilled to share some exciting highlights with you.

We are so proud to announce that we've surpassed \$4 million in total impact! This milestone represents the culmination of years of dedication and underscores the tangible difference we're making, thanks to you.

Our annual Giving Tuesday campaign shattered all previous records, raising an astounding \$563,872 for 13 deserving nonprofits! This outpouring of generosity speaks volumes about the compassion and commitment of our communities.

In 2024, we funded 85 organizations with \$186,000 through our quarterly grant program. These grants supported area youth with school supplies and mentorship, gave first-time homebuyers hope and financial literacy skills, provided basic healthcare like dental cleanings to the uninsured, and much more.

None of this would be possible without your belief in our mission and your generous contributions. You are the heart of the CoVantage Cares Foundation, and it's through our collective efforts that we achieve such meaningful change.

This year marks our 10th anniversary! This milestone is a wonderful opportunity to reflect, celebrate, and renew our commitment to serving our community. As we look forward to our 10th anniversary year, I'm excited for what we can accomplish together. With your continued partnership, we can break down barriers, empower individuals, and build stronger communities.

Thank you, from the bottom of my heart, for your generosity, your partnership, and your belief in the CoVantage Cares Foundation. We are deeply grateful for your support.



With heartfelt gratitude,

Morgan Teal

Morgan Teal,
Director of Foundation
& Community Engagement



BOARD MEMBERS

- **Charlie Zanayed** – CoVantage Credit Union President/CEO (*Board President*)
- **Joan Farrell** – CoVantage Credit Union SVP Chief Risk & Strategic Partnership Officer (*Board Vice President*)
- **Janel Thoun** – CoVantage Credit Union SVP Marketing & Mission (*Board Treasurer*)
- **Sheila Rossmiller** – Northcentral Technical College Director of Annual Giving + Scholarships (*Board Secretary*)
- **Shane Lathrop** – Century 21 Realtor (*Board Director*)

COVANTAGE CREDIT UNION OPERATIONS AND ADMINISTRATIVE SUPPORT

- **Morgan Teal** – Director of Foundation & Community Engagement
- **Michelle Rantala** – Finance Manager
- **Jodie Fermanich** – Accounting Manager
- **Katie Walker** – Executive Assistant to the President/CEO
- **Stephanie Bartletti** – Vice President Marketing
- **Amy Alfonso** – Senior Graphic Designer
- **Kaitlin Schlundt** – Brand Content Strategist
- **Johanna McGlauchlen** – Marketing Data Strategist

CONTACT INFORMATION

Morgan Teal – Director of Foundation
& Community Engagement

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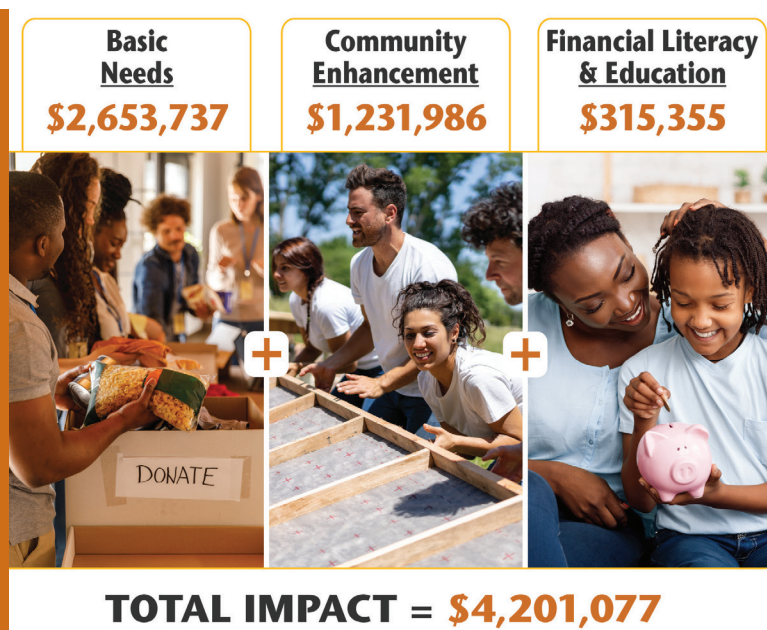
HISTORY AND HOW TO GIVE: CoVantage Cares Foundation at a Glance

The CoVantage Cares Foundation was established in 2015 by a group of dedicated leaders, including retired CoVantage CEO Brian Prunty and retired Executive Vice President Sherry Aulik. Recognizing the vital role of community support, the Foundation was born with the mission to amplify CoVantage Credit Union's positive impact. Since its inception, the Foundation has proudly supported over 350 community groups, contributing more than \$4.2 million to vital programs and initiatives.

Our focus areas encompass a wide range of community needs, including:

- **Basic Needs:** Providing essential support to individuals and families facing food insecurity, homelessness, and other critical challenges.
- **Financial Literacy & Education:** Empowering individuals with the knowledge and tools necessary to achieve financial stability and build a strong future.
- **Community Enhancement:** Supporting programs that enrich the lives of community members.

The Foundation's approach emphasizes collaborative partnerships with local non-profit organizations. Through careful evaluation and grantmaking processes, we ensure that our contributions effectively address the most pressing needs within our communities. An annual Giving Tuesday campaign further enhances our impact, encouraging CoVantage Credit Union branches to partner with local nonprofits and mobilize employee and member support.



350+ = Number of organizations funded

70+ = Number of communities served

WAYS TO DONATE

- Use **MyCoVantage** to transfer funds from your **checking, savings,** or Visa **credit card** directly to the Foundation.
- Mail a check to:
CoVantage Cares Foundation, Inc.
P.O. Box 272
Antigo, WI 54409
- Donate your Stocks/Bonds/Mutual Funds
- Stretch your \$ by asking your employer for a corporate matching donation!
- Anonymously donate any time at any **branch**



The success of the CoVantage Cares Foundation is a testament to the generosity of CoVantage Credit Union members, staff, and community supporters. We invite you to join us in making a difference. Your tax-deductible contributions will directly support vital community programs and help us create a brighter future for all.





GIVING TUESDAY: Making a Bigger Impact Every Year

CoVantage Credit Union celebrates Giving Tuesday for two weeks each year, following Thanksgiving and Cyber Monday. This unique campaign brings together the CoVantage Cares Foundation and our CoVantage Credit Union branches to support local nonprofits making a significant difference in our communities.

2024: A Record-Breaking Year

The 2024 campaign proved to be our most successful yet! With the generous support of our members, employees, and community partners, we raised a remarkable \$563,836 for 13 deserving organizations. The CoVantage Cares Foundation proudly matched donations up to \$175,000, amplifying the impact of this incredible community effort.

Since 2016, the CoVantage Giving Tuesday campaign has raised over \$3.2 million for 86 local nonprofits. This ongoing commitment reflects CoVantage Credit Union's core values and our dedication to supporting the communities we serve.

Charlie Zanayed, CoVantage CEO and CoVantage Cares Foundation board president, shared the following regarding this year's campaign, "At CoVantage, we believe in supporting our communities and living out our mission to welcome all and provide exceptional value. This year's Giving Tuesday campaign has been truly inspiring, thanks to the incredible generosity of our members, employees, and community partners. We are deeply grateful for the overwhelming support shown for these deserving organizations."

We invite you to be a part of this meaningful initiative. Visit one of our branches or donate online during the 2025 Giving Tuesday campaign. The recipient organizations for this year will be announced this fall.

2024 CAMPAIGN RECIPIENTS

Illinois

- United Way of Will County: New Lenox, Mokena \$ 4,640.00

Michigan

- Crystal Falls Firefighters Association: Crystal Falls \$ 92,234.80
- VFW Post 3134: Iron River \$ 42,121.89
- U.P. Foster Closet of Menominee County: Menominee \$ 8,517.44

Wisconsin

- Weekend Backpack Program (WEB): Antigo \$ 118,378.20
- Crandon Area Community Foundation: Crandon \$ 22,705.57
- School District of Elcho: Elcho \$ 48,177.54
- Jake's Network of Hope: Appleton, Neenah, Menasha \$ 14,809.90
- NAMI Portage & Wood Counties: Plover, Stevens Point \$ 13,808.90
- Hodag10s: Rhinelanders \$ 65,215.01
- SAM25: Shawano \$ 70,413.90
- Rawhide Youth Services: De Pere, Suamico \$ 3,897.18
- Boys & Girls Club of the Wausau Area: Rib Mountain, Rothschild, Wausau, Weston \$ 58,952.02

GRAND TOTAL

\$563,872.35



CoVantage
cares
**GIVING
TUESDAY**

**December
2-16, 2025**

save the date

JOIN US IN CELEBRATING 'A DECADE OF MAKING A DIFFERENCE!'

This year marks the 10th anniversary of the CoVantage Cares Foundation. Thanks to our generous donors and communities, we've supported over 350 nonprofits, distributing \$4.2 million for basic needs, financial literacy, education, and community enhancement. Partner with us as a golf event sponsor to raise crucial funds for our quarterly grant program, typically awarding grants ranging from \$1,000 to \$5,000 to nearly 100 nonprofits annually. Your sponsorship will make a lasting impact!



When: 9-11-2025 | 9am Registration, 10am Shotgun Start
Followed by our 19th Hole Event (Hors d'oeuvres, silent auction, prizes)

Where: Mid Vallee Golf Course — De Pere, WI

Register by 8-15-2025

All proceeds benefit CoVantage Cares Foundation.

Learn more: covantagecu.org/cares

Contact Morgan Teal to register or for more information:
morgan.teal@covantagecu.org | 920-720-2572, ext. 5324



Scan to view
sponsorship
packet &
register your
team today!



**THANKS TO
OUR 2024
SPONSORS
FOR RAISING
OVER \$26,000!**



TruStage™



Allied Solutions



**CoVantage
CREDIT UNION**



SCIENAPTIC



RAPID7



savvymoney™

Abnormal



CROWDSTRIKE



HOW ARE WE MAKING AN IMPACT?

The CoVantage Cares Foundation has provided financial education and wellness workshops for families in low-income neighborhoods, invested thousands into food pantries and weekend backpack programs that provide children with food to take home on the weekends, supported various youth childcare centers that prioritize early literacy and hands on learning, and has funded numerous community clean up and improvement projects to name a few.



“

"I wanted to express our sincere gratitude for the incredible support CoVantage has shown Youth Go. Your generous donation has made a significant impact on the lives of our young people. We couldn't do what we do without the generosity of donors like you, along with your employees and members. Your support enables us to continue our mission of empowering young people and creating positive change."
~ Alice Youth Go

“

"Thank you so much for your continued support of our mission here at Empowered Tutoring. You are helping students achieve their dreams. Thank you for being a part of it!"
~ Aryn Bergene
Empowered Tutoring



“

CoVantage Cares, your support and contribution allow us to continue our work and make a positive impact in the community, feeding ANY child who needs support on the weekends. The dollars raised will feed 370 kids for more than two school years! We are blessed with the amount of community support from all who contributed. We are inspired by your commitment to this community and appreciate your support.
God bless.
~ Weekend Backpack Program (WEB) Board



In 2024 supported

98 local and national non-profit organizations in communities where employees and members live, serve, and thrive.

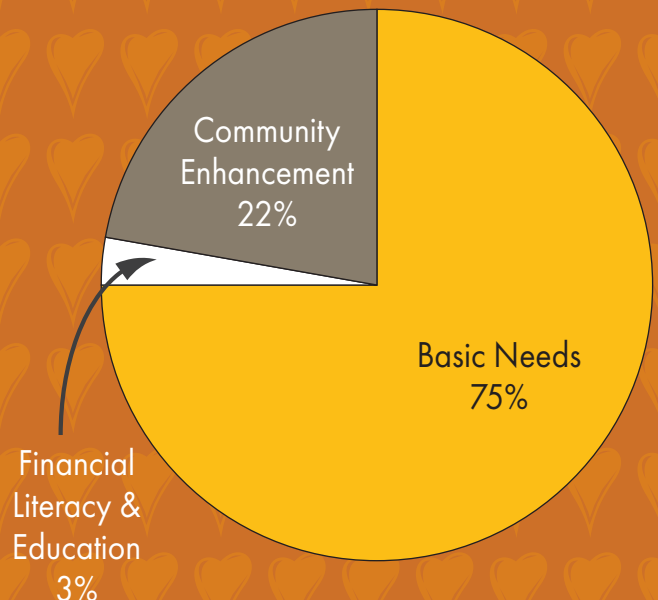
Surpassed \$600,000 & \$700,000 in annual giving for the first time.

Record number of grant requests = 106!

Record-breaking Giving Tuesday campaign

that surpassed giving goal by 12% and achieved 29% year-over-year growth.

2024 Giving Breakdown





WE PUT OUR MONEY WHERE OUR HEART IS



*More than just a Credit Union,
we're your neighbors, your partners,
your community.*

**\$57,469 in payroll
donations from
CoVantage Credit
Union staff!**

*Lending a hand,
building a stronger community.*



*We're proud to champion local
events that bring us together.*



IRON COUNTY, MICHIGAN:

Iron County, MI, a testament to the power of community spirit, continues to shine as a beacon of generosity within our service area. For the past nine years, the Giving Tuesday campaign in this small but vibrant county has consistently exceeded expectations, culminating in a remarkable achievement this year: surpassing the \$1 million mark in total contributions and represents 33% of all CoVantage Cares Giving Tuesday contributions. This extraordinary success is a testament to the unwavering support of Iron County residents and the dedication of the 16 local nonprofits who have benefited from these funds.

The CoVantage Cares Foundation is proud to partner with Iron County in this annual celebration of giving. Through our matching program, we amplify the impact of each donation, ensuring that every dollar makes a significant difference within this close-knit community.

We extend our heartfelt gratitude to the residents of Iron County and especially our CoVantage team members in Iron County for demonstrating that even in a small town, a big heart can make a world of difference.



Learn more about applying for a CoVantage Cares Foundation grant by visiting our website at:
www.covantagecu.org/cares