



Wisconsin Bankers
FOUNDATION



EMPOWERING WISCONSIN CONSUMERS

2020

Wisconsin Bankers FOUNDATION

Support the Wisconsin Bankers Foundation and give your customers the tools they need to prosper.

Consumers need to understand their finances in order to make good decisions. Empower them to achieve financial mastery by contributing to the Wisconsin Bankers Foundation's many successful programs.

Join us today! Contact Mike Semmann (msemmann@wisbank.com or 608.441.1206) or Amber Seitz (aseitz@wisbank.com or 608.441.1237).



Wisconsin Bankers Foundation, Inc. ("Foundation") is organized for charitable and education purposes. Its mission is to promote financial literacy and financial responsibility to the public and to broaden consumer empowerment in the financial services industry through research, education, grants and scholarships. The Foundation assists consumers by providing information that will help them make sound choices about financial products, offering grants and scholarships to advance the education of instructors in both the public and private sectors, providing consumer education through seminars and performing research.

Mission Statement:

Empowering financial decisions through education and research.

CURRENT PROGRAMS:

Reading Raises Interest:

The Foundation administers the Reading Raises Interest program in April each year, in conjunction with National Teach Children to Save Day. In April 2020, WBF distributed 5,400 reading and activity books to nearly 100 banks, along with digital resources and presentation/activity ideas for engaging children even with schools and classrooms closed due to restrictions associate with the novel coronavirus.

Scholarships:

In 2020, the Foundation expanded the availability of scholarships beyond high school seniors to include adult bankers who are furthering their education. The Foundation accepted applications through May 1, 2020 for the Spring Scholarships and will select four (4) applicants to each receive a \$2,000 scholarship toward their post-secondary education. At least one recipient will be an employee (or child of an employee) of a WBA member bank.

Banconomics:

Banconomics.com provides essential economic data and research to support public and private decision-making. The financial data found on the Banconomics website is fueled by the quarterly release of FDIC banking reports including metrics on profitability, assets quality, and liquidity. Economic and business experts contribute additional, timely information for Wisconsin's bankers.

WBF (IRS Public Charity Employer Identification Number 46-3791061) is a Wisconsin non-stock corporation organized for charitable and education purposes dedicated to promoting financial literacy and financial responsibility to the public and to broaden consumer empowerment in the financial services industry primarily through research and education.