

**CORNERSTONE  
FOUNDATION**

# Our History



- 1962 Began as the Texas Credit Union League Educational Foundation
- 1995 Changed name to Texas Credit Union Foundation
- 2013 Merged to become the Cornerstone Credit Union Foundation
- 2020 Rebranded to Cornerstone Foundation
- 2023 Merging with Heartland Charitable CU Foundation

# Mission, Vision, and Governance

## **MISSION**

Empowering People to Improve Their Financial Well-Being

## **VISION**

The Premier Resource for Building a Better Financial Future

## **GOVERNANCE**

17 Voting Trustees

2 standing seats for League Vice-Chair and Secretary

5 Advisory Trustees

# Foundation Team



Emily Moreno, CUDE, CCUFC  
Program Director



Beth Falkenstein  
Impact Manager



Angie Lutes, CCUFC  
Admin. Coordinator

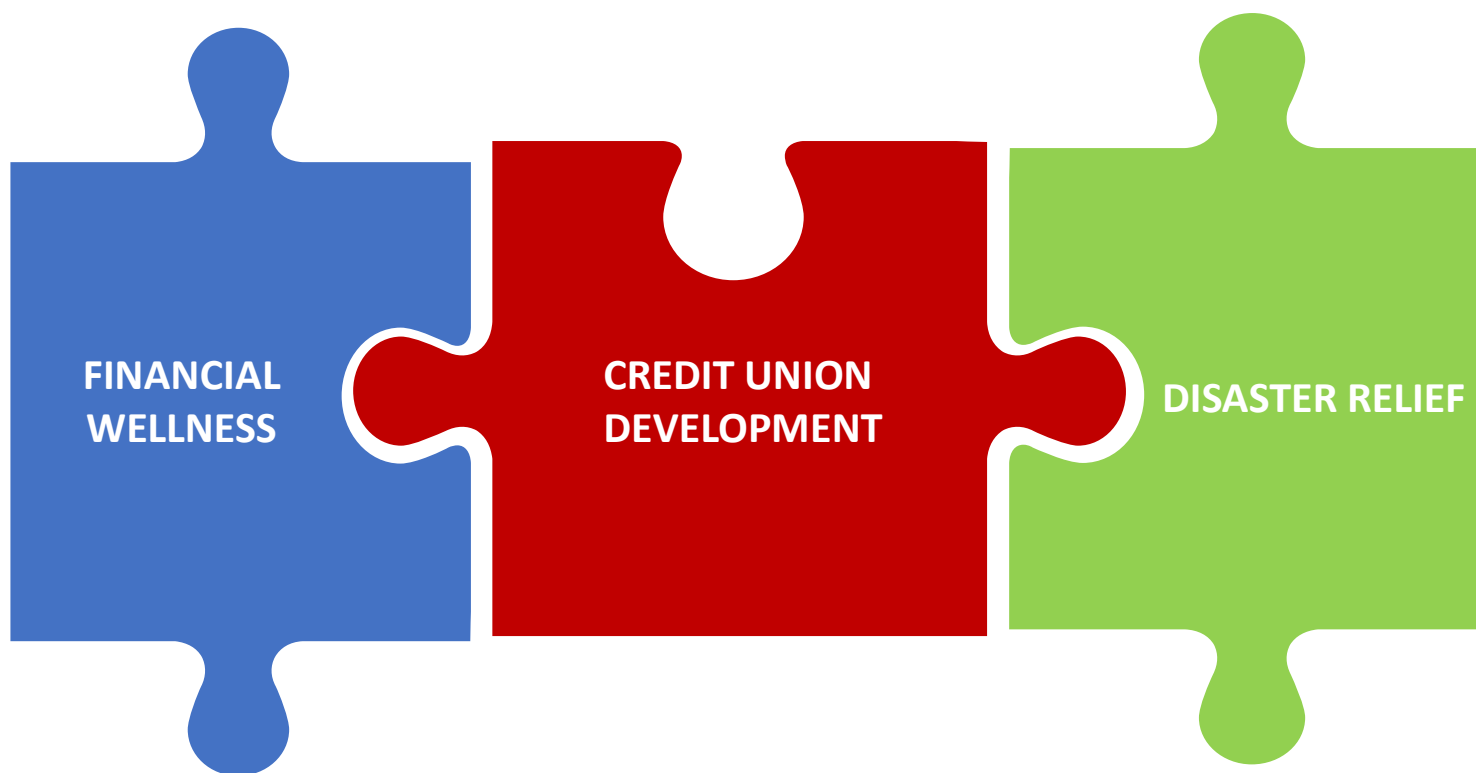


Courtney Moran, ICUDE, CCUFC  
Executive Director



Staci Zale, CUDE, CCUFC  
Development Director

# Initiatives



# Fundraising

**DONOR ADVISED  
FUNDS**

**MEMORIALS/  
HONORARIUMS**

**SYNG**

**GOLF TOURNEY**

**FOUNDATION  
CUP**

**FINCAP  
PROVIDER  
AGREEMENTS**

**ANNUAL GIVING  
CAMPAIGN**

**FESTIVAL OF  
TREES**

**CHAPTER/  
CU FUNDRAISERS**

**PAYROLL DEDUCTION**

**CREDIT  
MOUNTAIN**

**INDIVIDUAL  
CONTRIBUTIONS**

**OUTSIDE  
GRANT  
DOLLARS**

**FOUNDATION  
BASH**

**COOKBOOK**

**COMMUNITY  
INVESTMENT  
FUND**


**AMBASSADORS**

# Ways to Give

- **Payroll Deduction**

- Cornerstone Foundation's Development Fund
- Southwest CUNA Management School Scholarship Fund
- Disaster Relief Fund

- **Donate via Text (44-321)**

- Cornerstonegeneral
  - Cornerstonefincap
  - Cornerstonedisaster
  - SCMS
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# Community Investment Fund

- **Unique, social investment opportunity**
- **Win, Win, Win**
  - National CU Foundation
  - Cornerstone Foundation
  - Credit Union
- **Four options available**
  - Catalyst Corporate FCU
  - Millennium Corporate CU
  - National Cooperative Bank (NCB)
  - Members Trust Company



# Community Investment Fund

- **NCB**

- Similar to Catalyst
- Unique – contribution levels to Foundations can be 50%, 75% and 100%
- Fixed rate CDs; 6-mo, 12-mo, 18-mo, 2-yr, 3-yr
- Money Market Deposit Account (MMDA)

- **Catalyst & Millennium Corporate**

- 90-day notice accounts
- Fixed rate CDs; 6-mo, 12-mo, 18-mo

# Community Investment Fund

- **CUNA Mutual Group & Members Trust Company**
  - **Charitable Donation Account**
    - Expanded investment powers include additional asset classes like equities & corporate bonds
    - Minimum investment amounts
    - Insurance: Not insured
    - Frequency of distributions: annually instead of quarterly
    - 51% of Total Investment Return must be paid to charity over a 5-year period



# CU SWING!

April 11



CORNERSTONE  
FOUNDATION



April 13

CUFINHEALTH™ 23

April 18 - 20



May 9 - 11



CORNERSTONE FOUNDATION

Principles & Philosophy  
Workshop

June 12 - 14




September 14


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## Programs:

# Donor Advised Funds


- Gives your credit union the flexibility of its own foundation without the task of starting and managing a private/public foundation
  - Benefits of a Donor Advised Fund
    - Continued involvement of donors because the recipient and amount of each charitable grant is disbursed following your credit union's recommendation
    - Ability to name your credit union's donor advised fund and market your fund to the organizations of your choosing
    - An opportunity to support favorite local charities, as well as any other 501(c)(3) charities in the United States
    - Professional staff to assist you at any time
    - No reporting requirements, administrative burdens, or start-up costs – we handle the paperwork
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## Programs: Cornerstone DE Society

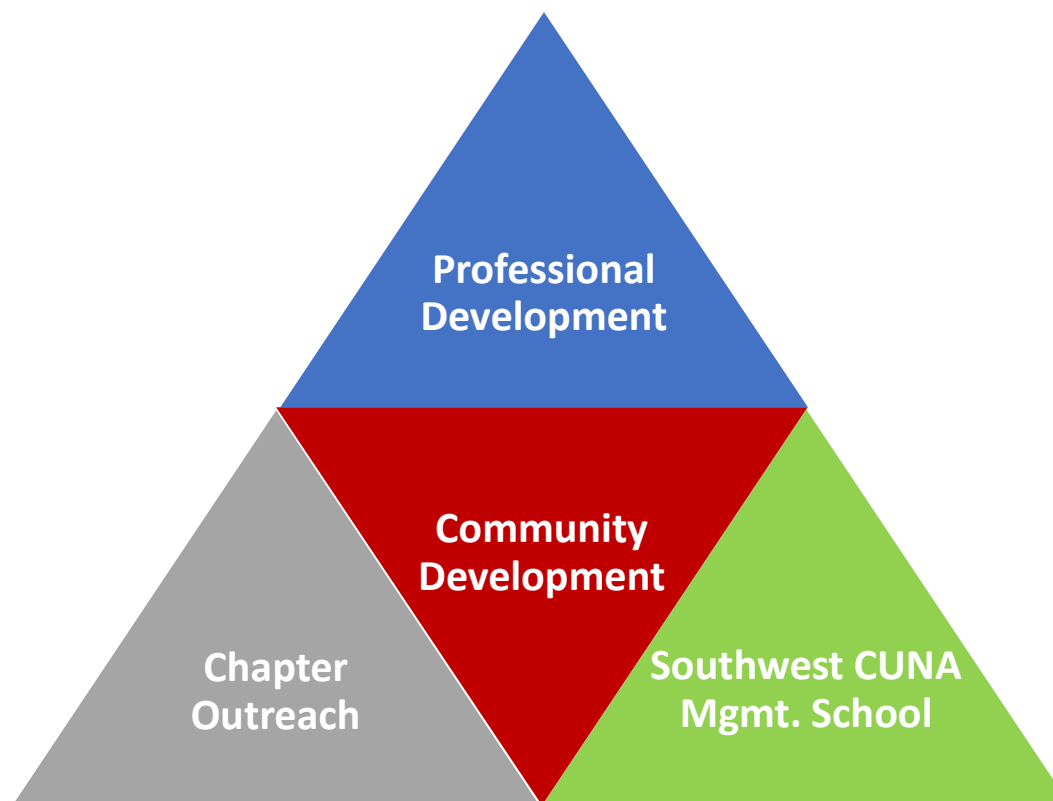
- **Purpose** - The CSCUDE Society fosters engagement among Cornerstone region Development Educators
  - **Vision** - To be the resource for igniting Cornerstone Development Educators to drive the Credit Union difference
  - **Membership** - Open to anyone who has successfully earned the Credit Union Development Educator (CUDE) designation.
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## Programs: Ambassadors

- **Role** - To promote and support the CSCUF goals, mission, and vision.
  - Designated by chapters and credit unions
  - Deliver CSCUF reports at chapter or CU staff mtgs.
  - Assist with fundraising efforts
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# Foundation Grants/Scholarships



## Grant Eligibility

### Professional Development Scholarship

- Not limited to # of individuals per CU
- KS/MO Credit Unions LESS THAN \$100M assets

### Professional Development Grant

- One per calendar year per CU
- KS/MO Credit Unions GREATER THAN \$100M assets

### Community Development Grant

- One per calendar year per CU
- Cornerstone region Credit Union

### Chapter Grant

- One per calendar year per Chapter
- Cornerstone region Chapters of Credit Unions

### Southwest CUNA Management School (SCMS) Scholarship

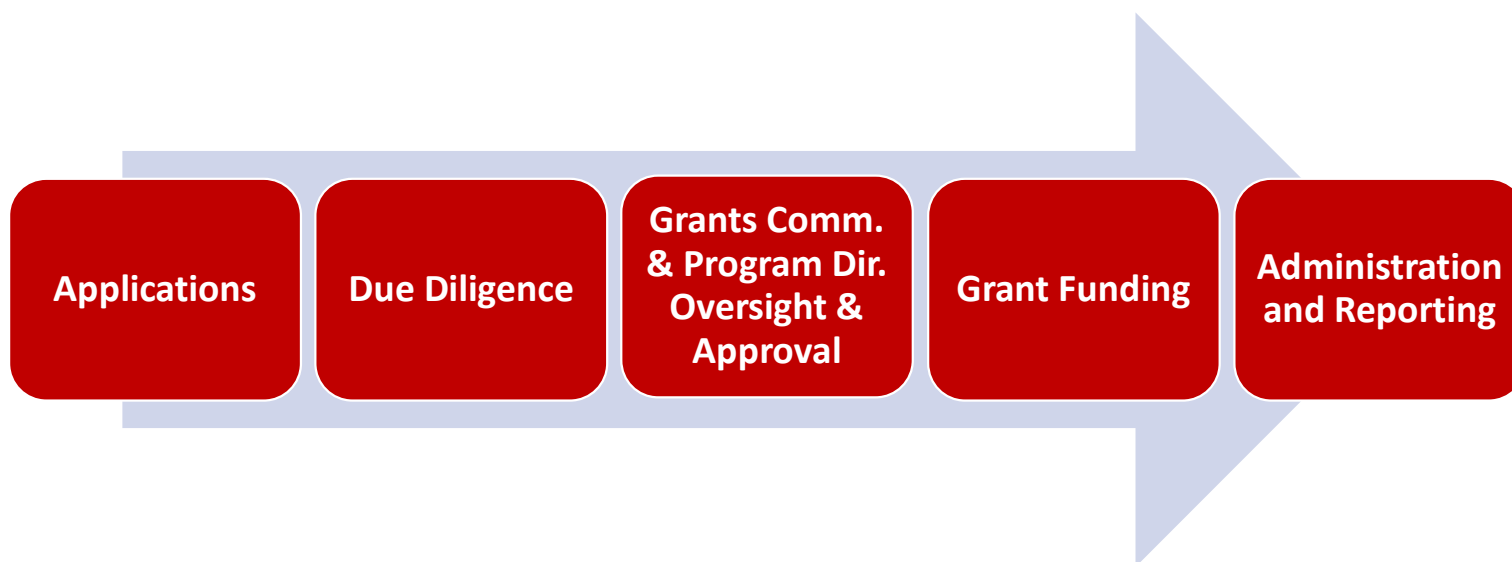
- Not limited to # of individuals per CU
- Eligible each school year
- Not limited to Cornerstone credit unions

### Disaster Relief Grant

- Not limited to # of individuals per CU
- Cornerstone region credit unions



# Grants Process



# Professional Development Scholarships

KS/MO CUs <\$100M

- **Training Calendar for CU Staff and Volunteers:**

- Certifications: Credit Union Development Educator Program (CUDE), FiCEP Program (CCUFC), etc.
- Conferences, seminars, workshops, webinars, and roundtables offered through Cornerstone or industry related organizations, and the training must be beneficial to credit union development

# Professional Development Scholarships

KS/MO CUs <\$100M

- Application must be submitted min 30 days before the training/educational program
- Must submit one application per individual at the credit union
- Applications reviewed as they are received
- Funding based on need and dollars available - partial scholarships may be awarded
- Covers cost of registration fees for events held anywhere in the U.S.
- Lodging and travel expenses will only be reimbursed if the event is held inside the Cornerstone region and attendees stay at host hotel
- Scholarships must be used in the calendar year they are approved
- Upon receipt of expenses and required grant impact report, grant funds will be issued to the credit union as reimbursement

# Professional Development Grant

KS/MO CUs >\$100M

- **CUs may apply for one Professional Development Grant annually**
- **Training Calendar for CU Staff and Volunteers:**
  - Certifications: Credit Union Development Educator Program (CUDE), FiCEP Program (CCUFC), etc.
  - Conferences, seminars, workshops, webinars, and roundtables offered through Cornerstone or industry related organizations, and the training must be beneficial to credit union development

# Professional Development Grants

KS/MO CUs >\$100M

- Training Calendar may include one or more training/educational events - various individuals from the CU may attend different events
- Assists with registration fees, lodging, and travel
- CU is awarded one grant, but may prioritize how funds are spent - only on training opportunities that were submitted
- Based on financial need and dollars available - partial grants may be awarded
- Grants must be used in the calendar year they are awarded
- Upon receipt of expenses and required grant impact report, grant funds will be issued to the credit union as reimbursement

# Professional Development Grants/Scholarships

- **The Cornerstone Foundation DOES NOT offer funds for the following training or activities:**
  - meals/dining
  - alcohol or entertainment expenses
  - higher education purposes such as university, college, or trade school
  - any political engagement such as state and national GAC or congressional caucus, or travel outside the continental US

# Community Development Grants

- Assist Cornerstone credit unions ready to combat one or more of the 12 development issues defined by the National Credit Union Foundation
- Applications accepted year-round & Grants Committee will review completed grant requests within two weeks of submission
- Proposals should:
  - Clearly demonstrate and document the community need/development issue to be addressed
  - Have an evaluation plan to measure both individual and community impact
  - Create opportunities and/or decrease disparities for historically marginalized or disinvested communities, people, or groups

# Community Development Grants

- Credit unions may apply alone or in conjunction with a nonprofit or other community partner to deliver the programming or events.
  - Non-profit, community service organizations
  - Education-related organizations or schools
  - Religious Organizations (as long as the program or services are open to the community at large and/or credit union membership)
  - Projects with a Financial Capability component
  - Hispanic Outreach initiatives
  - Community Development Financial Institutions (CDFI) or Minority Depository Institution (MDI) assistance



# Community Development Grants

- Awards up to a maximum of \$10,000
- Full funding is not guaranteed
- Funding is awarded based on need and dollars available
- If the grant is approved, the credit union must implement the program and expend grant funds within a 12-month period
- Grant funding agreement will be required

# Chapter Grants

Each chapter is eligible to apply annually for **one of the following**:

1. Professional Development Grant – Max Grant Size: \$2,000
  - Training or educational programs or speakers that will be beneficial to member credit unions
  
2. Community Development Grant – Max Grant Size: \$10,000
  - Community Outreach Program that supports one of the 12 development issues
  - See Community Development Grants for more guidelines

Funding is awarded based on financial need and availability of funds. An annual budget and a project budget is required. Partial grants may be awarded.

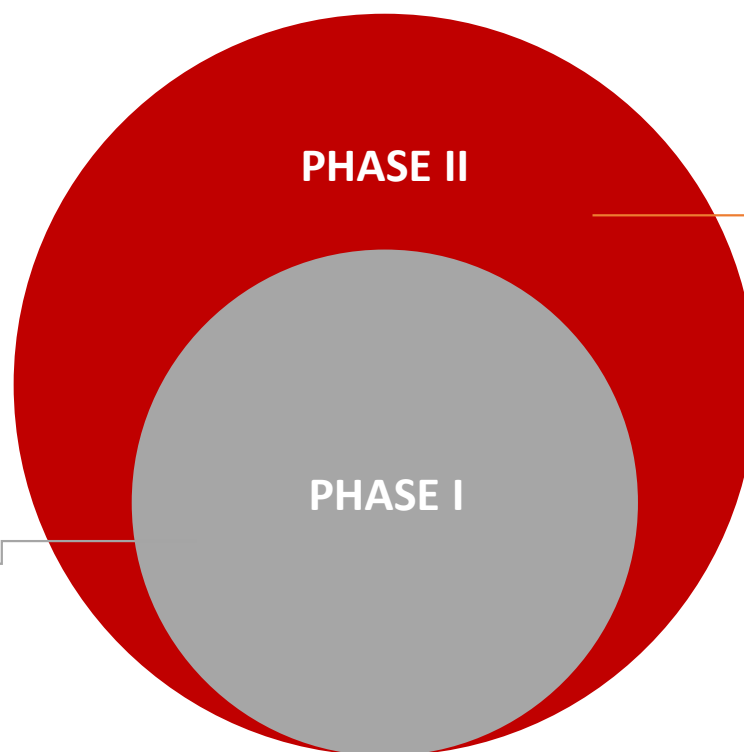
## Disaster Relief Grants

- Includes disasters such as hurricanes, tornadoes, floods, earthquakes, wildfires, and other weather disturbances, as well as fire and acts of terrorism
- Excludes financial disasters such as recessions and depressions and local, regional or national health events such as accidents, epidemics or pandemics
- Damages and losses considered for assistance must be for primary residence or vehicle only. Excessive vehicles, second homes, or places of business shall be excluded.

# Disaster Relief

Immediate disaster relief needs,  
such as out-of-pocket costs  
resulting from being evacuated,  
insurance deductibles, and initial  
property repairs  
Applications accepted year-round

**Up to \$1,000  
emergency relief  
(up to 60 days)**



**Up to \$1,000 - \$5,000  
(beginning 90 days)**

For those who experienced significant  
damage that extends beyond any  
insurance, FEMA or Red Cross benefits,  
friends and family, and other sources of  
relief

## Cornerstone Foundation does NOT Fund...

- General operating expenses – which includes, but not limited to the following: technology, digital banking, audits, policy reviews and assessments, equipment, payroll, furniture
- Capital campaigns or “bricks and mortar”
- Fraternal organizations
- Religious organizations for religious purposes
- Political entities, organizations or activities
- Conference travel outside the continental US (apart from the Richard L. Ensweiler International Credit Union Development Educator Scholarship)
- Organizations that discriminate on the basis of sex, religion, gender or national origin

## 2023 Dates to Remember

- **March 1** – Deadline to apply for Professional Development Grants for Credit Unions greater than \$100M and Chapters
  - March 8 – Grants Committee review
- **April 28** – Deadline to apply for SCMS Scholarships
  - Mid May – SCMS Scholarship Committee review

[www.cornerstonefoundation.coop](http://www.cornerstonefoundation.coop)



# Financial Wellness Network & Task Force

- **Mission** – Focusing on financially secure futures
- **Individuals** working together to improve the financial well being in their communities, from preschool to adulthood – 512 credit union members
- **Role** – Work with local schools and districts, promote financial wellness to their members and in their communities
- **Financial Wellness Task Force**
  - Engaged Credit Union professionals who guide the Foundation's financial wellness programs and offerings
  - Open application process in January - 10 spots available

# Preferred Financial Capability Service Providers

- Streamlines the selection process and enables credit unions to give back to Cornerstone Foundation through the partnership's referral agreement
- Current partners:
  - KOFE (Knowledge of Financial Education)
  - Plinqit
  - Sammy the Savings Rabbit
  - Money Mammals, including the Art of Allowance
  - BALANCE
  - GreenPath
  - Best Money Moves





The Cornerstone Foundation and Resources are proud to unveil a new partnership with Credit Mountain, a mission driven fintech focused on financial inclusion and credit access For all. Their AI Credit Counselor enables Credit Unions to create hyper personalized Member engagement at scale while also increasing loan volume and new member acquisition.

Credit Mountain can...

1. Segment declined borrowers and offer a "Warm Decline" + a path forward
2. Offer a credit building experience for Gen Z and your underserved community
3. Increase new member acquisition powered by unique marketing engine

# **FiCEP Program**

## **Certified Credit Union Financial Counselor (CCUFC)**

- Enhanced and unique training program for credit union staff looking to assist and empower members to improve their financial well-being
- Combines the convenience of a self-study program with group hands-on learning
- Upon completion, graduates become Certified Credit Union Financial Counselors (CCUFC)
- Approximately 900 in the CS region
- Registration open on 2/15/23

# BALANCEDLIFE™

a budgeting simulation

- The Cornerstone Foundation and BALANCE partnered to offer three turnkey personal finance solutions to help credit unions provide financial capability in their communities
- Reality Fairs, Classroom Simulations (virtual & in-class), and a Retirement Experience (to be launched 1<sup>st</sup> quarter 2023)
- Provides three low-cost options with one shared goal of offering practical solutions for long-term financial success
- Offered in Spanish
- Begins with classroom instruction
- Ends with a fun and exciting simulation of spending & budgeting based on career choices & lifestyle choices
- Emulates real-life decisions

- **Biz Kid\$ Program**

- Award winning PBS TV series
- Free classroom curriculum
- 6 seasons
- 65 episodes



- **Entrepreneur Contest**

- Focus on personal financial education for participating teachers
- Create a fun/interactive environment where middle school students (grades 6 – 8) can learn and collaborate with one another

# Life Simulations

- Exercise designed to help CU staff walk in the steps of households who are living month-to-month on low incomes
- 2 – 3 hours total
- Assigned an identity and family upon arrival
- Living on the edge of poverty for one month
  - Four fifteen-minute weeks
- Debriefing:
  - Capture emotions
  - Family discussion
  - What can CUs do to help?
  - Call to action!
- Foundation available to facilitate program for \$1,500 + travel expenses

# Money Habitudes/ Empathy Mapping

- **Money Habitudes**

- 54 statement playing cards divided into six types indicating different Money Habitudes
- Fun and easy way to talk about money
- Discover real issues that make people argue, act irrationally, or keep them from reaching their goals

- **Empathy Mapping**

- Immersing yourself in a member's environment
  - How the member thinks and feels
  - What the member hears
  - What the member sees
  - What the member says and does
  - The member's needs
  - The member's "why"

- **Foundation available to facilitate program for \$250 + travel expenses + money habitudes cards**

## 2023 Events

- **April 11:** 26<sup>th</sup> Annual Golf Tournament @ Cowboy's Golf Club (in conjunction with IMPACT)
- **April 13:** Foundation BASH
- **April 18 – 20:** CU FinHealth™ in Las Vegas, NV
- **May 9 – 11:** Foundation Cup in the Lake of the Ozarks
- **June 12 – 14:** Principles & Philosophy Workshop in Allen, TX
- **September 14:** SYNG in Oklahoma City (in conjunction with ELEVATE)

## On the Horizon...

- Expanding bylaws to allow membership opportunities
  - Providing our credit unions with an additional field of membership eligibility component