



*do* GOOD.  
*do* GLOBAL GOOD.



## A CALL TO DO GLOBAL GOOD...

Dear Global Good Ambassador  
You change lives, start businesses, grow communities, but most of all...YOU give people hope...through a unique industry. Credit Unions are part of a cooperative movement that has no borders. It's global.

Millions already benefit from your philanthropy and expertise, but millions more still need assistance. The Worldwide Foundation for Credit Unions makes it easy for you to grow your reach AND to see the impact your generosity makes on:

- The Credit Union Community
- Individual Credit Unions (national & international)
- Credit Union members (See the Field Notes study below)
- YOU...growing your social philanthropy and bottom line

Empower even more people to live financially self-sustaining lives. It's easy because we've assembled a toolkit that empowers YOU to Do Global Good today.

Your Global Partner,

The Worldwide Foundation  
for Credit Unions

do GOOD.  
do GLOBAL GOOD.

MEET FLORA...  
you've empowered  
her to change  
her life...

from Field Notes, the official blog of the WF:

**Case Study:** Flora Mukiri

**Age:** 69

**Profile:** Smallholder farmer from rural Kenya. One of millions who benefitted from World Council's programs focused on financial empowerment and supported by Credit Unions like yours.

### BEFORE

**LOW** crop yield, barely enough to live on

**LIMITED** access to credit or financial services

**ZERO** empowerment. No access to skills

### AFTER

**INCREASED** crop yield – 166% - enough to reinvest into family, business and community

**DIRECT** access to FAIR markets and Ag lending

**HIGH** level of trust and financial empowerment

To read more success stories from our blog, Field Notes, visit:  
[DoGlobalGood.org/blog](http://DoGlobalGood.org/blog)

## How do you *do* GLOBAL GOOD?

### THE GLOBAL GOOD TOOLKIT

A menu of products and experiences that engages your members, your staff, your board... while helping you grow and empower the community in your own way.



SUPPORTER  
CONTRIBUTION

#### GROW FINANCIAL INCLUSION WORLDWIDE

A supporter contribution provides credit unions with an opportunity to contribute and grow financial inclusion to millions worldwide while being recognized by their peers as a change agent for the global credit union community.



THE GLOBAL  
GOOD CARD

#### REACH MILLENIALS

Add the Global Good Card to your product line and your members become a part of your Global Good movement. Implementation is easy with help from our friends at Summit Credit Union.



CHARITABLE  
DONATION  
ACCOUNTS

#### REALIZE GREATER INVESTMENT RETURNS

Partner with the Worldwide Foundation and Member's Trust to allow your credit union to fund charitable contributions through investment returns rather than operating income, while also diversifying risk.



FIELD  
ENGAGEMENT

#### PROFESSIONAL DEVELOPMENT FOR STAFF

Experience the work of Global Good firsthand. Field Engagement trips are volunteer opportunities to grow you and your staff's global insights and to share your expertise.



GIFT OF  
SERVICE

#### HONOR CREDIT UNION LEGENDS

Recognize the legacy and efforts of a retiring CEO or outgoing board member with an opportunity to be active in parts of the world that needs their skills. Gift of Service offers these industry icons a Global Good way to continue their engagement.



DISASTER  
RELIEF

#### GET AHEAD OF THE STORM

Since 2014, Credit Unions have given over US \$1 million in disaster relief. We never know when disaster will strike, but the foundation's General Disaster Relief Fund offers you an opportunity to help World Council respond quickly.

We know the need is great everywhere...but you are the difference for credit unions and their members around the world.

...answer the call

# *The hearts and minds of Credit Unions have no borders.*

Since 1971, World Council has guided credit unions in doing Global Good.

We strive to make it easy for you to participate and stay connected to our International Credit Union Programs that foster Global Good worldwide.

## LET'S TALK!

Mike Reuter, Executive Director  
+1 608-395-2047

Ann Heiden, Director of Donor Relations  
+1 608-395-2081

Lisa Person, Worldwide  
Foundation Associate  
+1 608-395-2064



[DoGlobalGood.org](http://DoGlobalGood.org)



[foundation@woccu.org](mailto:foundation@woccu.org)



*do* GOOD.  
*do* GLOBAL GOOD.



WORLDWIDE FOUNDATION  
*for* CREDIT UNIONS

5701 Mineral Point Road, Madison, WI 53701 • USA