

News Release

For Immediate Release

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Marine Credit Union Foundation Encourages Financial Literacy Skills Through a Partnership with Couleecap, Inc.

(La Crosse, WI) Couleecap, Inc. is honored to announce that it has been awarded a donation of \$30,000 from the Marine Credit Union Foundation. This generous donation will provide ongoing support for Couleecap's Individual Development Account (IDA) Program. "We believe that financial literacy is a key element to 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.

Current Couleecap participants selected to enroll in the IDA program will work closely with Couleecap staff to complete nine hours of comprehensive financial literacy training, save \$500 of their own money in their IDA savings accounts, and develop goals that will help them pay for:

- Transportation costs (auto loan payments and/or associated auto purchasing fees) for employment use.
- Housing costs (down-payment assistance and/or closing costs) to purchase their own home.
- Economic development costs (business plan development and/or start-up loans) to start their own business.

"Couleecap is honored that Marine Credit Union Foundation has chosen to support and encourage savings, and help build assets through generous matching funds. Last year 10 individuals benefitted from this program. This



Partnership Encourages Financial Literacy Skills
Pictured left to right: Couleecap Executive Director Hetti Brown, Marine Credit Union Foundation Executive Director Liz Popp, Couleecap Case Manager Becky Koske, and Couleecap Work-N-Wheels Specialist Krista Heinz.

year, we hope to increase that number with the generous support of our friends at the Marine Credit Union Foundation,” said Kim Cable.

“The Marine Credit Union Foundation supports critical needs and works to increase financial literacy through nonprofit organizations and initiatives in the communities we serve,” said Liz Popp, Executive Director of the MCU Foundation. “Our continued partnership with Couleecap is one example of the Foundation’s commitment to educating our communities and empowering our underserved neighbors to take control of their finances. We’re proud to support Couleecap and expand the IDA program to make an even bigger impact this year.”

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About Couleecap, Inc.

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. Learn more at couleecap.org, [Facebook](#), [Twitter](#), and [YouTube](#).

About Marine Credit Union

Marine Credit Union is built upon 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. Marine 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 over 60,000 members with office locations in Wisconsin, Minnesota and Iowa. For more information, connect with us on [Facebook](#), [Twitter](#), [YouTube](#) and [LinkedIn](#).



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.

