



CDFI Credit Union Impact

Community Development Financial Institutions (CDFIs) must meet stringent criteria to become certified. CDFI credit unions must:

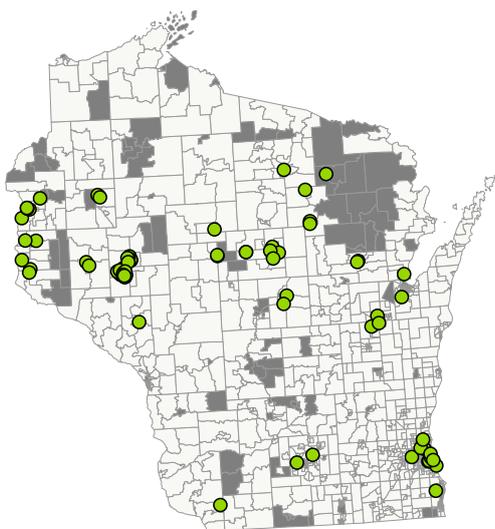
- Direct at least 60% of their lending toward economically distressed people and communities, and
- Build members' capacity to manage credit, increase savings, and increase their financial well-being.

Wisconsin's 4 CDFI Credit Unions:

- Have combined assets of **\$10.0 billion**
- Serve **540,225** members through **87** branch locations

Wisconsin's CDFI Credit Unions achieve impact through **\$8.4 billion** in active loans to members, including:

- **\$3.0 billion** in community mortgage lending
- **\$2.7 billion** in local consumer financing
- **\$2.4 billion** in lending to local businesses
- **\$308.5 million** in affordable alternatives to predatory payday loans



■ CDFI Investment Area ● Credit Union Branch

In Wisconsin's CDFI Investment Areas:

- **21.0%** of residents have incomes below the federal poverty line
- The median family has an annual income of **\$55,882**