



For Immediate Release: July 24, 2024
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Advia Credit Union Partners with ECHO, Inc to Support Wisconsin Tornado Relief Efforts with \$11K Contribution

Advia Credit Union has contributed \$11,000 to ECHO, Inc. through its Advancing Lives Grants to assist Wisconsin tornado victims following the June tornadoes that hit southwest Wisconsin. This donation is part of a broader initiative that has raised \$35,000 for the community.

Based in Janesville, WI, ECHO, Inc., a nonprofit organization, has played a pivotal role in distributing critical funds to those affected by the tornadoes, showcasing steadfast leadership and commitment during this challenging period.

“We are very thankful to be able to partner with ECHO to provide local funding,” said Nancy Loftis, Advia’s VP of Marketing and Public Relations, and President of the Advia Foundation. “ECHO’s commitment to allocating essential resources to tornado victims supports our social mission efforts of helping to thwart housing and food insecurities within the areas we serve.”

Jessica Locher, ECHO’s Executive Director, expressed gratitude for Advia’s support, stating, “Advia’s Advancing Lives Grant has significantly bolstered our efforts to support tornado relief and aid affected families. Together, we are making a substantial impact on our community’s path to recovery.”

In addition to financial support, Advia employees took immediate action by delivering non-perishable food and pet supplies to the Salvation Army of Rock County in Janesville, WI. This initiative aimed to provide immediate relief to storm-affected individuals and their pets, demonstrating Advia’s commitment to alleviating hardship in the community.

"At Advia, we believe in the power of community and keeping people at the core of everything we do. When disaster strikes, we're committed to providing the support and resources needed to rebuild and emerge stronger than ever," said Alex Minor, Advia’s Community Development Officer.

Jake Schreiber, Advia’s Regional Manager, echoed Minor’s words, stating: “Our team is dedicated to standing by our members and the community at large, not just in times of need but every day.”

For more information on Advia Credit Union’s ongoing efforts to support tornado-affected communities, please visit the credit union’s [Disaster Relief](#) webpage.



Advia Credit Union has donated \$11,000 to ECHO, Inc. through its Advancing Lives Grants, supporting tornado relief efforts in southwest Wisconsin. Pictured: Jessica Locher, ECHO's Executive Director, and Jake Schreiber, Advia's Regional Manager.

About Advia Credit Union:

Advia Credit Union's mission is to provide financial advantages to its members. With \$3 Billion in assets, Advia seeks to provide the quickest and easiest solutions available to maximize the financial value to nearly 200,000 members in Michigan, Wisconsin, and Illinois. Advia's team of over 500 professionals delivers excellent service and innovative financial products at 28 locations and via digital and mobile platforms. Advia is guided by its core values: driving progress, acting with integrity, building and strengthening relationships and keeping people at the core. Learn more by visiting www.adviacu.org.

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