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## Advia Credit Union Exceeds \$1 Million in 2024 Giving Across Michigan, Wisconsin, and Illinois



Advia Credit Union made an extraordinary impact in 2024, **contributing over \$1 Million across Michigan, Wisconsin, and Illinois** through its Advia Foundation, Advancing Lives initiatives, sponsorships, scholarships, and other donations.

In addition, the Advia team **contributed over 6,500 volunteer hours** throughout the year—an increase from previous years and the **equivalent of more than 270 full days** of service.

“At Advia, making a difference means going beyond financial services and actively giving back to our communities,” said Jeff Fielder, Advia’s President and CEO. “This record-breaking investment highlights Advia’s unwavering commitment to creating real advantages for real people. We are honored to give back and appreciate the opportunity to support these incredible organizations and communities.”

### Education and Youth Empowerment

Education is a key focus of Advia’s social mission. In 2024, The Advia Foundation committed to empowering youth by investing **\$38,000** in various education-focused student scholarships, helping future leaders pursue higher education and realize their potential.

## Kalamazoo Rx Kids: Supporting Families in Need



The Advia Foundation also contributed **\$25,000** to the **Kalamazoo Rx Kids** program, set to launch in February 2025. This innovative initiative being launched by Cradle Kalamazoo will provide financial support for pregnant parents and newborns, offering **\$7,500** in assistance during the first year of a child's life. Advia's contribution will help ensure that these families receive the resources they need to thrive during a child's critical early years.

## Transforming Communities



In 2024, Advia awarded nearly **\$300,000** in other local Advancing Lives Grants, supporting nonprofit organizations and initiatives tackling housing instability, hunger, and transportation insecurities. These grants supported a variety of critical programs and services, such as efforts to combat homelessness, provide meals for those in need, and increase access to essential transportation.

Part of this support was directly aimed at helping communities recover from devastating tornadoes that struck various regions in southwest Michigan and Wisconsin last spring. Advia quickly responded by providing **\$33,000** in emergency relief.

## Supporting Local Organizations



Advia’s efforts stretched across Michigan, Wisconsin, and Illinois, with numerous grants, donations, and sponsorships aimed at addressing regional challenges. Some of these partnerships included Kalamazoo Housing Advocates, Walworth County Food & Diaper Bank, Macomb Habitat for Humanity, The American Heart Association, Gigi’s Playhouse, and multiple others.

“By partnering with these incredible organizations, we’re not just meeting immediate needs—we’re strengthening the foundation of our communities,” said Nancy Loftis, Vice President of Marketing and Public Relations and President of the Advia Foundation. “Together, we’re tackling the core challenges that so many families face and making a real difference in the lives of our neighbors.”

## Looking Ahead: Advia’s Continued Commitment



In 2025 Advia remains steadfast in its dedication to improving the lives of the people and communities it serves. Building on the remarkable achievements of 2024, Advia is ready to continue its impactful work, guided by its social mission pillars and commitment to providing financial advantages to its membership and communities served.

## About Advia Credit Union

Advia Credit Union's mission is to provide financial advantages to its members. With \$3.5 billion in assets, Advia seeks to provide the quickest and easiest solutions available to maximize financial value to its nearly 200,000 members in Michigan, Wisconsin, and Illinois. Advia's team of over 550 professionals delivers excellent service and innovative financial products at 32 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](http://www.adviacu.org).

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