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***Experience the Advantage***

January 18, 2016

**For Immediate Release:**

**Advia Credit Union Introduces The Advia Foundation**

*New foundation created to enhance financial literacy, further education and improve quality of life*

**Parchment, MI** – Advia Credit Union is announcing the formation of The Advia Foundation to further its mission of providing financial advantages in the communities it serves. The newly created Advia Foundation will focus on enhancing financial literacy, furthering education and improving overall quality of life for residents living within its service areas in Michigan, Wisconsin and Illinois.

“Advia has a strong spirit of philanthropy and is committed to advancing lives in our communities through the donation of time, resources and expertise,” says Nancy Loftis, vice-president of marketing and public relations for Advia Credit Union. “The Advia Foundation is a natural progression of our efforts to make a difference in people’s lives. We are excited to be growing our philanthropic activities under the Foundation umbrella which will include financial scholarships to high school students and educators, as well as new and continued partnerships with our many outstanding community organizations.”

The Foundation’s first order of business is a request for submissions to its Youth Scholarship Program which Advia Credit Union has offered to its members for over 10 years. High school seniors are currently encouraged to submit their applications as the Foundation will award 25 college or trade school bound recipients with \$1,000 scholarships this Spring. Scholarship criteria includes community involvement, leadership traits, academic accomplishments, and college or trade school acceptance for the 2016 fall semester.

The Advia Foundation has also created a new scholarship program, The Financial Literacy Enrichment Award, for teachers and educators to submit proposals for classroom programs that foster understanding, increase students’ knowledge, and provide opportunities to expand their ability to make effective and informed money management decisions.

“At Advia we celebrate and promote education that engages, enriches and inspires area students to develop knowledge and skills for life-long financial competence,” says Loftis. “That means that they understand how to manage money, how money works in real-world applications, and how to use money as a tool for individual and family stability and security. To this end we want to encourage and support our local teachers to create stimulating programs at all levels of the education system.”

The mission of The Advia Foundation is to provide financial advantages by enhancing financial literacy, furthering education, and improving overall quality of life in the communities it serves. The 501(c) (3) non-profit organization will be self-funded in 2016 in partnership with Advia Credit Union operations.

***About Advia Credit Union***

Advia Credit Union’s mission is to provide financial advantages to its members. With over \$1 billion in assets, Advia seeks to provide the quickest and easiest solutions available to maximize the financial value to nearly 120,000 members in Michigan, Wisconsin and Illinois. Advia’s team of over 400 professionals deliver excellent service and innovative financial products at 24 branch locations 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. Experience the advantage by visiting [www.adviacu.org](http://www.adviacu.org).

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