



FOR IMMEDIATE RELEASE
February 25, 2022

Contact: Carolyn Pemberton
cpemberton@consumerfed.org

IN COMPETITIVE LABOR MARKET, WISCONSIN SMALL BUSINESSES FIND VALUE IN OFFERING FINANCIAL WELLNESS BENEFITS

Nearly 100 Wisconsin Employers Encouraging Employees to Save Automatically at Work

Washington, D.C. — In an increasingly competitive labor market, Wisconsin business owners are working to set themselves apart from other employers by offering a financial wellness benefit to employees: the ability to save automatically through their paycheck using the established practice of split deposit. Nearly 100 small to mid-size employers in Wisconsin representing approximately 14,000 employees are now part of a statewide campaign to encourage workers to save automatically through their paycheck. The [Wisconsin Saves Automatic Saving Initiative](#) encourages the use of split deposit in order to prepare for unexpected expenses including home repairs and car maintenance as well as fun opportunities like last minute travel.

The campaign was launched in April 2021 and is led by [Wisconsin State Treasurer](#) Sarah Godlewski; [Wisconsin Department of Financial Institutions \(DFI\)](#) Secretary-designee Cheryl Olson-Collins; [Wisconsin Bankers Association \(WBA\)](#) President and CEO Rose Oswald Poels; [Wisconsin Women's Business Initiative Cooperation \(WWBIC\)](#) President Wendy Baumann; and [America Saves](#), the leading national campaign in promoting savings.

The 99 employers are: *Adams Transit Inc.* ■ *Aloekui Handmade Soap* ■ *Ancor Flexibles North America, Inc.* ■ *Apache Stainless Equipment Company* ■ *Apple Tree Educational Svc LLC* ■ *AppleTree Credit Union* ■ *AstroJun LLC* ■ *Badger Globe Credit Union* ■ *Bank of Kaukauna* ■ *Beaver Dam Chamber of Commerce* ■ *Bierock* ■ *Blumenfeld & Associates* ■ *Bluff View Bank* ■ *Breaking Barriers Mentoring Inc.* ■ *BSI* ■ *Cesarz Charapata & Zinnecker Funeral Home* ■ *City of Mayville* ■ *Class A Cleaning* ■ *Clinicare Corporation* ■ *Community First Credit Union* ■ *Cream City Caramels and Confections* ■ *CultureCon* ■ *Dairy State Bank* ■ *Dane County Credit Union* ■ *DCC* ■ *Don Johnson Motors* ■ *Edmund Mitchell Corporation* ■ *en.courage Nutrition* ■ *Evergreen Credit Union* ■ *F&M Bank – Kendall* ■ *First Community Bank* ■ *First State Bank* ■ *Fond du Lac Credit Union* ■ *Food is Fuel LLC* ■ *Fort Community Credit Union* ■ *Fox Cities Chamber of Commerce* ■ *GreenLeaf Bank* ■ *Heartland Credit Union* ■ *Hometown Pharmacy* ■ *Horizon Electric Company* ■ *Hurley Burish, S.C.* ■

Indianhead Community Action Ag ■ Jan Pro Cleaning ■ Johnsville ■ Kathy's 2nd Chance Plants ■ Johnsville ■ lac courte oreilles ojibwe college ■ Lawrence University ■ Lee Hemp Farm, LLC ■ Los Parbulitos Daycare ■ MACHA ■ Madison Development Corporation ■ Madison Innovation Labs, LLC ■ Marie Hunt Beauty ■ Marshfield Area Chamber of Commerce & Industry ■ Marquette County ■ Mound City Bank ■ Mount Horeb Area School District ■ North Shore Fire Department ■ Organic Valley ■ Office of the Wisconsin State Treasurer ■ PCM Credit Union ■ Pindel Global Precision ■ Port Washington State Bank ■ Qlink ■ Ripco Credit Union ■ Royal Credit Union ■ School District of Bayfield ■ School District of North Fond du Lac ■ Schuk Law, LLC ■ Securitas ■ Serigraph, Inc. ■ Specialty Coating Systems, Inc. ■ Summit Credit Union ■ TechLogix Network ■ The American Deposit Management Co. ■ The Galleria of Tile ■ The Human Service Center ■ The QTI Group ■ The Stephenson National Bank & Trust ■ The Wisconsin Credit Union League ■ Town of Grand Chute ■ Train Up a Child Learning Center, LLC ■ UnitedOne Credit Union ■ Valley Packaging ■ Vesta Memory Care ■ Veterans Outreach of Wisconsin ■ Village of Frederic ■ Village of Saukville ■ Waukesha County Business Alliance, Inc. ■ Westbury Bank ■ Westby Coop Credit Union ■ WICPA ■ WiLS ■ Wisconsin Bankers Association ■ Wisconsin Department of Financial Institutions ■ Wisconsin LGBT Chamber of Commerce ■ Wisconsin Women's Business Initiative Corporation.

Recognizing that employers can serve as a powerful source of information for their workers, Wisconsin Saves helps support small to mid-size employers as they promote the ease and benefits of split deposit to their employees. Often, these businesses have limited resources to focus on issues outside of their core business. This effort empowers employers by equipping them with easy-to-use resources for their employees.

“Our goal with Wisconsin Saves is to help more Wisconsinites build emergency savings and save for the future,” said DFI Secretary-designee Olson-Collins. “We know that saving automatically is the easiest and most effective way to save. That’s why we enlisted the support of employers from all over Wisconsin to help promote saving automatically through split deposit. This helps financially prepare more Wisconsinites for unexpected expenses and build financial security.”

Employers can sign up to participate in the Wisconsin Saves Automatic Saving Initiative at autosave.wisconsinsaves.org.

[America Saves](https://americasaves.org) is a campaign managed by the nonprofit Consumer Federation of America that uses the principles of behavioral economics and social marketing to motivate, encourage, and support low-to-moderate income households to save money, reduce debt, and build wealth. America Saves encourages individuals and families to take the America Saves pledge and organizations to promote savings year-round and during America Saves Week. Since its inception, over 12,000 organizations have participated in America Saves Week to promote savings to their communities. Learn more at americasaves.org.