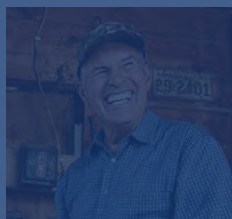


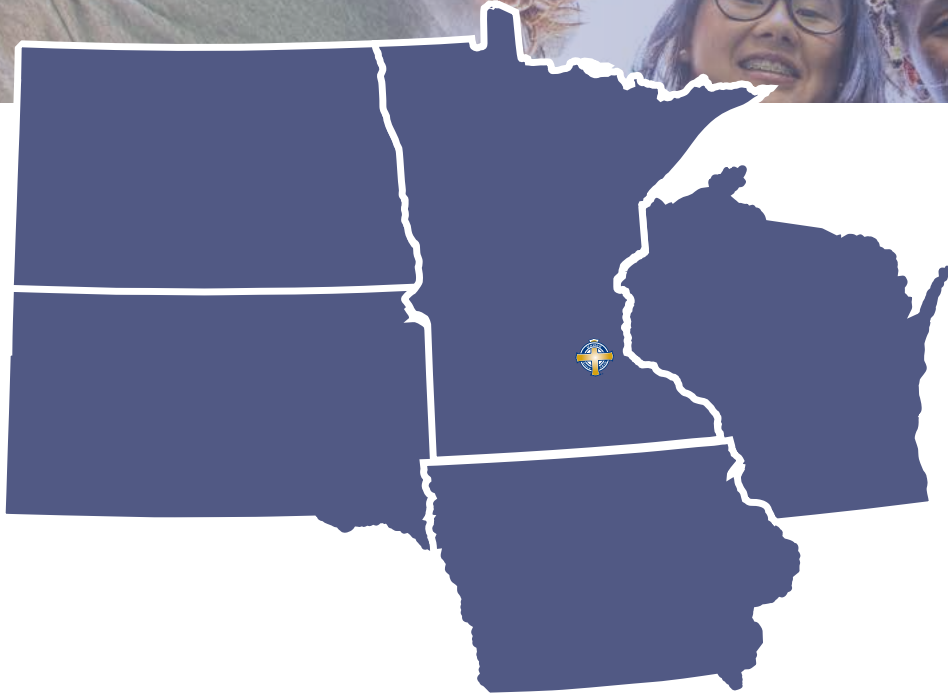
Catholic United Financial



MEMBER
owned & directed



Media Kit



.....

**The Upper Midwest's ORIGINAL
Business of Doing Good,
and the OLDEST Life Insurer
Based in Minnesota.**

.....

Transforming Profits into *Purpose*

As a not-for-profit, we transform our profits from the sale of life insurance, annuities, Medicare Supplement health insurance and retirement products into programs that support and amplify the Catholic community's ability to thrive and grow.

\$18 Million



In grants for Catholic religious education programs in SD, ND, MN, WI and IA since 1980.

\$4.4 Million



In tuition assistance provided to over 8,000 members since 1955. Over 400 members awarded scholarships in 2018.

2,320



Workshops and events held to financially educate members and the public in 2018.

\$27 Million



Paid to members in 2018 as life insurance and annuity benefits.

\$8.5 Million



Raised during the last 10 years for more than 130 Catholics schools in MN, WI, ND and SD.

Faith-Fueled

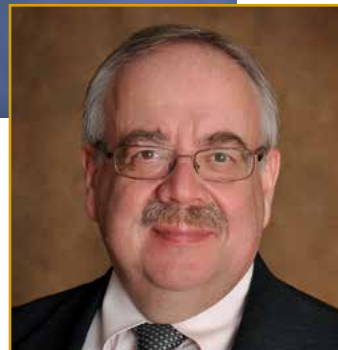
Financial Association for Catholics

Formed by our Catholic common bond, we have been in the people helping people business for over 140 years. We give Catholics the ability to express their faith through the purchase of life insurance, annuities, Medicare Supplement health insurance and retirement products, which in turn fuels our ability to do the most good for parishes, schools and communities.

Harald Borrmann

President, Chair of the Board
Chair, Catholic United Financial Credit Union
President, Catholic United Financial Foundation

Mr. Borrmann has more than 30 years of experience in the reinsurance industry and has a degree from the University of Minnesota's Carlson School of Business in Marketing and Finance. Borrmann can offer an expert opinion on reinsurance, insurance industry matters and executive leadership



Michael Ahles

Vice President, Secretary, Treasurer
Chair, Catholic United Financial Credit Union
Chair, Catholic United Financial Foundation

Mr. Ahles is a 20-plus-year veteran of the life insurance and annuity business. Before joining Catholic United, Mr. Ahles led Insurance Operations as a Vice President for the Independent Order of Foresters, and he also held several progressively expanding financial leadership positions with Allianz Life Insurance Company of North America. He is a Certified Public Accountant.



Deborah Gephart

Assistant Senior Vice President
Director of Human Resources

Ms. Gephart has been with the Association for a total of 30 years, held a number of positions within the organization, and has served in her current role since February of 2006.



Contact

800.568.6670 651.490.0170

info@catholicunited.org

facebook.com/catholicunited

catholicunitedfinancial.org/media-content

www.gather4good.org

twitter.com/catholicUF

Board of Directors



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James Wensel
Marty Seifert
James Gibbons
Robert Krattenmaker

SEATED

Michael Ahles
Jean Hart
Renee Brod
Harald Borrmann

Department Directors

Angela Forsman
Finance

Deborah Gephart
Human Resources

John Kolodziejczyk
Information Technology

Nate Lamusga
Member Engagement

Trisha Schilling
Operations

Thomas Schisler
Sales

Steve Wendorf
Marketing

Affiliates

Catholic United Financial Foundation
Robert Heuermann
Executive Director

Catholic United Financial Credit Union
Terri Maloney
President

1878

Fourteen German Catholic laymen from 10 independent societies organized **Catholic United Financial** in 1878, with a total of 485 members. They were concerned about men dying early in life and leaving behind a wife and children with absolutely no financial means of support.

The founding name was **Die Gegenseitige Lebensversicherungs-Gesellschaft der Deutschen Roemisch-Katholischen Unterstuetzungsvereine des Staates Minnesota**, which means "The Mutual Life Insurance Association of the German Roman Catholic Benevolent Societies of Minnesota."

George Mitsch elected the first president of the company.



1893

John Kiemen elected president.



1890

Association recorded nearly **\$1.2 million of insurance** in force (equivalent to more than \$33 million in today's dollars).



1910

Association delegates drew up the **association's original charter** and **set up a Home Office building** for conducting business next door to St. Agnes Catholic Church. During a short time, the office also offers employment services for German Catholic immigrants.

The association recorded over **10,000 members** in just three decades of operation.



1896

The association published the first issue of the **Vereins-Bote** (in English, *Society Messenger*) its official monthly periodical in German for members.



1898

George N. Gerlach elected president.

Women accepted as full members of the organization.



1924

The association held its **first annual convention**, which combined business meetings, religious services and social gatherings attended by members. Different iterations of the annual convention were held annually for the next 90 years in locations throughout Minnesota and the Upper Midwest.

1932
Delegates at the Annual Convention in New Ulm, Minn., voted to **remove the German translation** of the association name. They adopted a new english name — The Catholic Aid Association of Minnesota.

1929

The beginning of the Great Depression led to economic strife for America. The association weathered the cultural turbulence, allowing individual members to delay premium payments and dues when necessary.

1927

Frank C. Kueppers elected president.



1917-18

During the latter years of World War I, the association **suspended its annual meetings** due to fear of prejudice against German groups.

1935

J.M. Aretz elected president.



1940

Association membership rolls **surpassed 20,000.**

1954

Due to an expansion of business to nearby states, the delegates voted to change the name of the Association to **The Catholic Aid Association.**



1949

Michael Ettel elected president and affirmed the Association's principles:

- 1) accountability
- 2) concern for members
- 3) Catholicity
- 4) financial stability.



1955

The college tuition scholarship award adopted as a benefit for young members who were pursuing teaching careers. The benefit would later be expanded to all members seeking college degrees, diplomas or job training. The association has supported **more than 8,000 members in this way, delivering \$4.4 million in scholarship dollars.**



1977

Convention delegates adopted the **matching grant program** to assist Catholic elementary schools and parish religious education programs by matching up to a certain amount of money raised by local councils.

1980

The association adopted the **Member Assistance Benefit program** that provides financial assistance to members and their families due to illness, accident, or natural disaster.

1986

The **Home Office** moved to its current location near the corner of County Road E and Lexington Ave of Arden Hills, a suburb of St. Paul, Minn.



1997

Michael McGovern elected president.

The **Catholic Aid Association Foundation**, a non-profit 501(c)3 organization chartered to provide for the charitable giving needs of members.

2010

Catholic Aid delegates voted to **update the association name to Catholic United Financial.**

The **Gather4Good® volunteer service project** was launched, offering a volunteer opportunity for families to help fight the effects of homelessness and poverty.

The first **Catholic Schools Raffle** was held during 2009-10 school year. Since then, the program has raised more than \$8.5 million for Catholic schools.

2011

The **American Fraternal Union** based in Ely, Minn., merged into Catholic United Financial.

2017

Total surplus record of **\$47 million** reached.

1960

Association surpassed **\$10 million** in assets.

1970

Membership recorded at **67,000**, more than doubling in 20 years.

1978

Catholic Aid Association celebrated its **100th anniversary.**



2001

The **Catholic Aid Association Credit Union** established to offer banking and loan services to members.



2003

Catholic Aid Association celebrated its **125th anniversary.**

The Fraternal Department started the **MinisTREE** program, which encourages parishioner volunteerism.

2012

Harald Borrmann elected president.



2018

Member delegates approved a **constitutional change** to move from an annual business convention to a **triennial model.**

2019

Total assets reach **\$1 billion.**

1943-45

Association leadership cancelled the Annual Conventions during these years due to **suspicion of domestic German groups** during WWII.

1974

Floribert "Flip" Spanier elected president.



KEY FACTS AND PRODUCTS OFFERED

Products are primarily distributed through dedicated career agents, employed directly by the Association and located throughout the five-state region. Catholic United also employs third-party agencies in some areas.



Life Insurance

Term, Whole Life and Universal Life

Catholic United has never failed to pay a claim for more than 140 years.



Annuities

Fixed-rate annuities and individual retirement annuities (IRAs) arranged as traditional or Roth.

Offer members the ability to save for retirement without stock market risk. Catholic United promises a guaranteed rate of return with no annual or maintenance fees.



Medicare Supplement Health Insurance

Supplement insurance plan that complements Medicare Part B, plus offers dental and vision options.

Implemented in 2017 and available to Medicare-eligible individuals.

Mission

Catholic United Financial exists as a not-for-profit fraternal benefit society to:

- Promote fraternalism and charity among our members through a Local Council system and a representative form of government
- Provide our members with life insurance, annuities and other products, services and benefits that will contribute to the financial well-being of our members and their families
- Support the Roman Catholic Church in extending the faith, especially by commending and encouraging Catholic schools and religious education
- Strive to be a good employer and contributing member of our community.

Vision

Bound by our Catholic faith, we will:

- Be the provider of choice in contributing to the financial well-being of our members
- Be a visible leader in support of our Catholic communities

After expenses are paid and reserves are set aside, all of our profits returned to the local Catholic community in the form of grants, programs and scholarships.

Matching Grants	MinisTREE Microvolunteerism	Education Technology Grants
Enhances existing parish/school educational projects and tasks with a financial matching grant	Offers monetary rewards in exchange for small tasks and acts of service to create a positive volunteer culture at its most basic level	Offsets the cost of purchasing technology hardware and software for students of Catholic schools and parish religious education programs
Chastity Education Grants	Grants4Good	Parish Volunteer Teams
Offsets the cost of education curriculum and event programming at the parish, diocese and regional level.	Enhances local events with grants in the area of service, family and faith.	Dedicated to supporting and strengthening parish activities and outreach.
R.E.new Fund for Catholic Religious Education	Capital Grants	Workshops with a Purpose
Individuals purchasing qualifying life insurance plans can provide a Catholic school or religious education program with a financial donation.	Large, one-time donations to capital campaigns to build new schools, refurbish existing ones, or support improvement projects.	Workshops are held on various topics including; Charitable Giving; Estate Planning; End of Life Decisions; Recruiting and Retaining Volunteers; Finances for Young Adults; Stress-Free Downsizing; Medicare; Farm and Business Preservation; and more.

Catholic United Financial, founded in 1878 in St. Paul, Minn., is one of the largest fraternal life insurance insurers in the Upper Midwest, serving more than 78,000 members.

Catholic United Financial offers life insurance, annuities, retirement savings products and Medicare Supplement health insurance to its members.

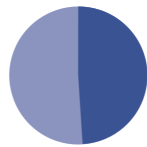
Catholic United is a leader in support of the entire Catholic community. The company also offers membership benefits — fundraisers, youth events, scholarships and grant programs — for Catholic

parishes, schools and religious education programs throughout its territory.

The company's non-profit charitable Foundation provides grants to Catholic schools for education technology and curriculum, supports Catholic seminarians studying for the priesthood, and offers managed charitable giving options to members.

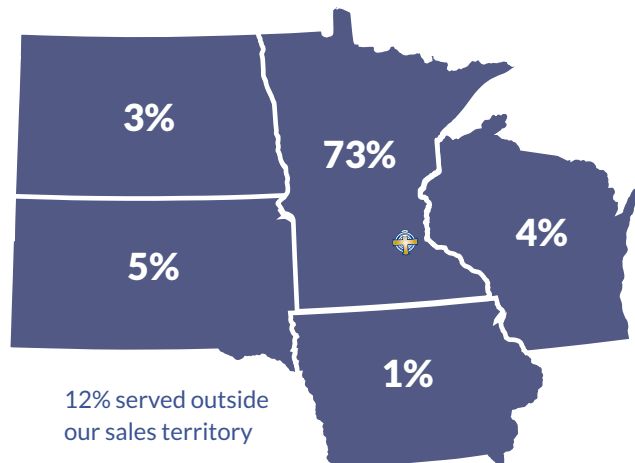
The Catholic United Financial Credit Union is a member-owned credit union offering banking, loans and financial services to Catholic United members while operating on the same values and business principles as its parent company.

94 Employees



48 Home Office (St. Paul)
46 Sales Representatives (5-state area)

78,431 Members



131 Volunteer Teams

fundraising, serving and educating over 300 Catholic parishes, schools and communities throughout the Upper Midwest

We're proud of the fact that we've grown strong financially over the past few years, and we're certainly committed to preserving this strength. Our Association has remained strong over the years due to the quality of the investments we purchase to support the commitments we make to our members. This is by far the best example of our focus on the long run...

Financial strength comes from the total surplus of our Association. It cushions the market fluctuations of our investment portfolio, enables us to pay future benefits and claims to members, and supports the expenditures we make to serve existing and new members...

Total surplus grew by \$12 million to reach \$47 million during 2017 and has remained at this strong level throughout 2018. Net income from operations of \$0.6 million coupled with a \$0.5 million reduction in the employee pension liability served to increase

total surplus. Unfortunately, these positive 2018 trends were offset by \$1.9 million in unrealized "paper" losses on the Association's \$6.9 million equity investment portfolio at year end, since December 2018 was a dreadful month for the U.S. stock market — the worst since 1931. Good news came early in 2019 in that these unrealized losses were reversed as the stock market rebounded...

While the era of low interest rates has reduced the Association's investment portfolio return steadily over the past decade, the overall return increased by four basis points during 2018 to end the year at 4.56%. This slight recovery is certainly welcomed, yet we will continue to stay our course and direct our investments with a perspective towards success in the long run.

- excerpts from the 2018 Annual Report

Michael Ahles

Sr. Vice President, Secretary/Treasurer

Balance Sheet

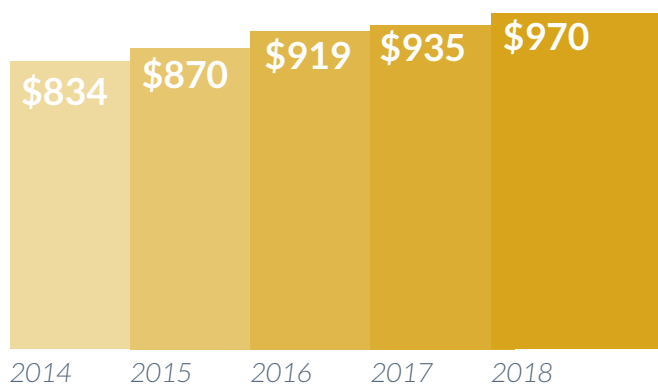
As of Dec. 31, 2018

Assets	\$969,966,667
Liabilities	\$923,236,162
Total Surplus	\$46,730,505
Total Liabilities and Surplus	\$969,966,667

Assets

In Millions of Dollars

As of Dec. 31, 2018



Catholic Schools Raffle

The Catholic Schools Raffle began in 2009 as a way to give back to Catholic Schools in the area. The raffle is a fundraiser that raises money for Catholic Schools and has them keep every penny of the proceeds. Since 2009, the Catholic Schools Raffle has raised more than \$8.5 million.

Each year the total amount raised rises, and the schools benefit more! Catholic United provides all promotional materials, raffle tickets and prizes for the program at no cost. Participating schools keep every dollar raised during the six-week ticket selling period. Funds raised by participating schools are used to enhance school programs and facilities, including funding field trips, building playgrounds, supplementing tuition costs and providing new education technology.

The Catholic Schools Raffle has brought so much joy to many over the years, not just schools but the recipients of the prizes as well.



65%



of all K-8 Catholic Schools in Minnesota, North Dakota and South Dakota have participated one or more times in the Catholic Schools Raffle since 2009.

www.catholicunitedfinancial.org/raffle



In 2018

5 events held

8,400 kits assembled

400+ volunteers involved

Gather4Good®

Gather4Good® brings people together across the Upper Midwest for a service activity to bring relief to those suffering from the effects of homelessness, abuse and poverty. The goal at each event is to assemble personal care kits that will be handed off to local charities and agencies for distribution.

Gather4Good® events are coordinated and run through a partnership between Catholic United staff, a local Catholic parish, and local charities who assist the mission of the project; past charity partners have included food shelves, homelessness and abuse shelters, counseling centers and community action councils.

At each event, volunteers of any religious background ages 2 to 102 assemble personal care kits in a fun, family-friendly atmosphere. Kits consist of soap, toothbrushes and personal messages of encouragement to the recipient. Supplies for care kits are funded by donations accepted through the Catholic United Financial Foundation, and Catholic United makes up the difference.

Gather4Good® had a record-breaking year in 2018. The project held five events — four public and one private — which resulted in 8,400 care kits assembled with the help of over 400 volunteers.

www.gather4good.org

Catholic United Response

Catholic United Response is a disaster recovery and relief project designed to help communities recover from the devastation inflicted by natural disasters. The project does this by providing volunteer coordination, tools and emergency supplies in concert with state and local Volunteer Organizations Active in Disaster (VOAD) groups in the Upper Midwest.

When communities are ready for cleanup and rebuilding, Catholic United Response can be there with equipment and tools necessary to help with recovery.



Since 2011, Catholic United Response has been involved in disaster recovery deployments to...

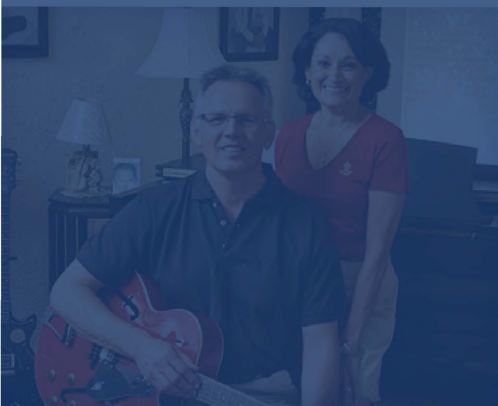
Albert Lea
Cannon Falls
Barnum
Belle Plaine
Brainerd
Duluth

Gibbon
Luverne
McGregor
Minot, ND
Minneapolis
Nisswa

St. Clair
Scott County
Wadena
Waseca

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Catholic United
Financial

