



Press Release

FOR IMMEDIATE RELEASE:

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First Federal Bank Donates Downtown Waukesha Office to La Casa de Esperanza

Waukesha, WI (May 19, 2017) – First Federal Bank of Wisconsin is proud to announce the donation of their branch office at 134 Wisconsin Avenue in downtown Waukesha to La Casa de Esperanza on July 1, 2017.

La Casa de Esperanza plans to use the building to expand their Center for Financial Stability. This program provides comprehensive employment training, financial education and counseling services, and free tax assistance to low income individuals to help them attain economic self-sufficiency.

“This is a great opportunity to help La Casa grow their Center for Financial Stability and is a perfect way for us to support our local community and pay it forward to members of the community that need it most.” said Edward H. Schaefer, President and CEO of First Federal Bank.

Dr. Anselmo Villarreal, President and CEO of La Casa said; “We’re honored to accept this gift from First Federal Bank. This is a tremendous opportunity to expand financial literacy in Waukesha. This new location will help us grow our free tax assistance program substantially next year.”

La Casa is planning some small remodeling projects to the building before the grand opening of their new facility which is planned for early August, 2017. Details of the grand opening will be available in July.

“The re-purposing of our branch facility to advance financial literacy is true reinvestment back into the community.” said David Rosenwald, Senior Vice President of Lending at First Federal Bank and member of the La Casa de Esperanza Board of Directors.

Over the last few years, First Federal has been using the Wisconsin Avenue facility primarily as administrative offices and will be moving their operations to their Racine Avenue branch.

The First Federal Bank building has been a fixture of downtown Waukesha since it was built in the late 1950’s. The 4,000 square foot building has been remodeled and updated several times over the years.

About First Federal Bank of Wisconsin: Headquartered in Waukesha, Wisconsin this \$240 million community bank operates with branch locations in Brookfield, Bay View, and two convenient locations in Waukesha. First Federal Bank of Wisconsin is a community bank serving the financial service needs of consumers and businesses since 1922. First Federal Bank of Wisconsin prides itself on providing their customers ‘The Community Bank Difference’ that emphasizes local and responsive decision making, personalized service and advice to meet the needs of their customers and a strong commitment to the community they serve. The bank received a 2017 Five Star, Bauer Financial rating and is considered one of the most financially sound institutions in the State of Wisconsin. For more information, visit www.ffbwi.com or call 262-542-4448.

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About La Casa de Esperanza: Since being established in 1966, La Casa has continued to expand and has become a valued resource, providing much needed programs and services to the underserved in the community. Its mission is to provide opportunities to achieve full social and economic participation in society, with emphasis on the Hispanic population. La Casa de Esperanza serves over 20,000 residents in Waukesha, Milwaukee, and Jefferson Counties annually through educational, workforce development, nutrition, weatherization, and housing services.

La Casa's Center for Financial Stability that provides comprehensive employment training, financial and asset-building services to low-income individuals who are unemployed or underemployed and are seeking economic self-sufficiency. This program model integrates a variety of services all at one convenient location and leverages case managers and program coordinators working collaboratively to assist clients in overcoming multiple barriers to self-sufficiency. Relationships with clients are often long-term – helping them move from poverty/low income to financial stability to flourishing financially and personally. For more information visit: <http://www.lacasadeesperanza.org/> or call 262-547-0887.

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