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FOR IMMEDIATE RELEASE

Fox Communities Credit Union Announces New Leadership of the Fox Cares Foundation and the Credit Union's Marketing

APPLETON, Wis. (February 12, 2024) – Fox Communities Credit Union has named Cathy Harvath as the organization's first Executive Director of the Fox Cares Foundation. Harvath transitions to lead the nonprofit as Melanie Draheim has joined Fox Communities Credit Union as their new Chief Marketing Officer.

The leadership changes take place as part of Fox's growth and commitment to serving its communities and over 128,000 members.

Harvath will champion the growth and development of the Foundation, bringing an enhanced strategy and community engagement focus. The Foundation, established in 2016, is a fundraising initiative which addresses three needs that help form the basis of a physically and emotionally healthy community.

- Ending homelessness because no person should have to go without a place to call home.
- Fighting hunger because no community thrives when some go hungry.
- Providing access to the arts because expression through the arts brings beauty to the community at large.

In 2023 the foundation granted almost \$150,000 to 32 regional nonprofits.

Harvath leads the Foundation after serving as Senior Vice President of Marketing for Fox Communities Credit Union for the past 28 years. Harvath's professional experience includes business development, community engagement and marketing. Harvath holds a Bachelor of Science in Communication from the University of Wisconsin-Madison.

"It's heartwarming to see the impact that the Foundation has made in our communities, and we are eager to see how much more we can do. The need is there for financial support to fight hunger, homelessness and support the arts. Together, we can make a difference and help those that need us the most," said Harvath.

Draheim serves on the Fox Executive Leadership Team and will focus on the credit union's external presence and visibility, leading membership growth and strategy, brand, digital marketing and analytics to drive successful future initiatives. Draheim's professional experience includes data driven growth marketing, strategic planning, execution of multichannel campaigns and customer-centric brand management as Vice President of Marketing and Communications at Network Health.

Draheim holds a Bachelor of Arts in Communication from the University of Wisconsin-Stevens Point. Draheim's contributions and affiliations include: 2023 Insight on Business 40 under 40 Award Recipient, RISE Association Member and Industry Speaker, American Marketing Association Member and Past Board Member, and Leadership Fox Cities Graduate – Friend of Education Award Recipient.

"As the new Chief Marketing Officer, I'm thrilled to join Fox because our mission extends far beyond banking; it's about meaningful experiences, financial wellness and strengthening the communities we serve. We don't just offer services and financial products; we build relationships and empower our members. I look forward to showcasing the heart of a credit union that believes in making a difference in people's lives and our communities. ," said Draheim.

Fox Communities Credit Union is over 85 years strong and today serves over 128,000 members with more than 20 branches. As a member-owned financial institution, Fox prioritizes people over profits. Fox has made a commitment to remain vital in the communities we serve, through our support and involvement. Fox has over 460 dedicated team members and more than \$2.8 billion in assets.

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