



# **COMMUNITY FINANCIAL CREDIT UNION**

## **2022 ANNUAL REPORT**

## Greetings, Community Financial Credit Union members,

The Board of Directors, leadership team, and over 360 teammates here at Community Financial, would like to thank you for trusting us to walk with you toward your impossible dreams.

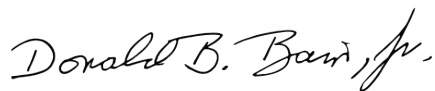
We have abundant gratitude for the opportunity to serve our members and communities. In 2022, we celebrated the retirement of Bill Lawton, former President & CEO – after 40 years of service. This incredible team of humans has welcomed me back to my home state of Michigan. And together, we are springboarding into a shared bright future grounded in a remarkable and rich history. We have funded more dreams, welcomed more members, supported more savers building towards their futures, and, importantly, increased the number of listening posts to ensure we solve your biggest challenges as we build our shared future.

We have many delightful surprises ahead for you in 2023, grounded in what we've heard matters most to you. You can expect your credit union to make your life easier. Count on us to stand beside you through the bright, joyful occasions, the dark seasons when life's challenges arise, and all the moments in between.

Huzzah!



Tansley Stearns  
president & ceo



Don Bain  
Board Chair



**Tansley Stearns**  
president & ceo



**Don Bain**  
Board Chair

### Board of Directors

Paul Bedich  
Dan Herriman  
Dennis LaVoy  
Teri Kuehn  
Ron Meteyer  
Patricia Reese  
Mark Riegal  
Debbie Starinsky



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**OUR PURPOSE**

Creating joy and igniting Michiganders’ impossible dreams.

**MANIFESTO**

In bright spots and dark moments,  
and all the harried vibrations in between.  
On the crappiest days.  
When hearts are thudding.  
As giggles pop into hiccups.  
The exhale after a good cry.  
They are there.

**The one who:**

Mirrors your tears.  
Never leaves you on read.  
Roots for you with whistles and cheers.

Stretches you to push further.  
Shows you your real value.  
Because abundance is not wealth.  
It is not your accomplishments.  
It is not your resume or GPA.

When time has expired at each  
phase of your journey, as the seconds  
seep into the next one, what is left  
behind is a series of experiences  
created by the ones who were  
courageous and bold enough  
to care at all costs.

**Life’s true currency is love,  
and you are made rich by the  
moments you share.**



## SCHOOL INVOLVEMENT



### Community Scholarships

**\$33,000**

Awarded

### Classroom Presentations

**28,745**

Students reached

**396**

Junior Achievement presentations reaching 1,911 students at the K-5 level

**2,908**

Hours dedicated to local schools (SCU Hours + SCU interview hours)

**48**

Mad City Money/Reality Fair presentations reaching 1,741 students at the middle and high school levels

### Events

**270**

Employees Participated in Community Sponsored Events

**50+**

Schools

**10**

Partnerships with school districts

**4,757**

Total Community Involvement Hours for 2022

**Total School Volunteer Hours: 2,908**



## GIVING BACK

### Gaylord Tornado Relief Efforts

Community Financial Credit Union was among a coalition of credit unions that provided grants to members impacted by the devastating tornado that struck the Gaylord area on May 20, 2022. Members affected by this event were eligible to apply for a \$500 relief grant. CFCU awarded 51 grants, totaling \$25,500. An additional \$80,000 was donated to six charities and foundations.



**TOTAL DONATED: \$788,863**

#### Team Member Donations

**\$25,360**

Total Donated

American Red Cross Disaster Relief - \$3,815  
American Cancer Society - \$8,195  
Plymouth UW Back to School - \$60  
(along with school supplies)  
Win For Charity - \$14,480

#### Signature Giving Programs

**\$231,000**

Total Donations

Community Shares  
Summer of Sharing  
Thankful Thursdays  
Warming Hearts and Homes  
Thumbs Up for Charity

#### Relay for Life/ American Cancer Society

**\$14,875**

CFCU Contribution

#### Community Outreach

**4,758**

Total Volunteer Hours

## COMMUNITY

**80,634**

Members of Community Financial Credit Union



**15251 Middlebelt Rd.  
Livonia, MI 48154**

Officially our 14th CFCU location, the Livonia Middlebelt branch will be an innovative hot-spot for offering new experiences to our members. By design, this branch will be a space where possibilities are endless and members can work side-by-side with our financial specialists every step of the way.



#### Serving 11 Communities in Michigan

Atlanta  
Canton  
Gaylord  
Hillman  
Lewiston  
Livonia  
Northville  
Novi  
Plymouth  
Westland  
Wixom



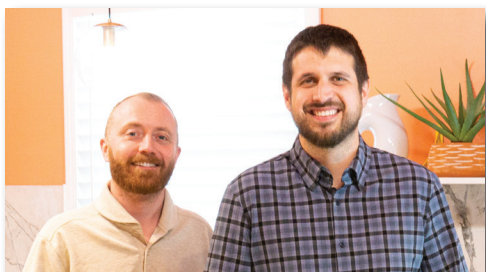
## Tony Roko

We are proud to celebrate an exclusive partnership with renowned artist Tony Roko, a proud Michigander who has provided a variety of gorgeous artwork for use on our debit cards! You can look forward to snagging one of these amazing designs and showing your Michigan spirit this Spring.



## Plymouth Artwalk

Collaborating with the Plymouth Downtown Development Authority and Tony Roko's Art Foundation, we were fortunate enough to sponsor the second phase of Artwalk: an initiative that beautifies unused spaces by transforming them into curated, outdoor galleries. Our donation of \$50,000 will help facilitate 10 art installations by Tony Roko in Downtown Plymouth!



## Partnership with NINE Design + Home

We secured an ambassador agreement with NINE Design + Home to help highlight the path to homeownership. This partnership centers on undeserved communities and will help drive generational wealth. In addition to this mortgage program, we will also design three debit card options using art and inspiration from Keith Bynum and Evan Thomas, stars of HGTV's Bargain Block.

## 2022 HIGHLIGHTS

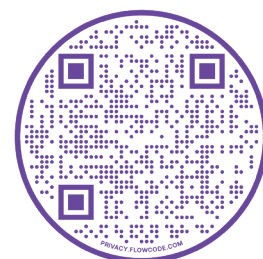
**Our Commitment to Savers:** To better serve you, our membership, we enhanced the value of our CD products with special rates that led to higher savings. Also, we instituted a 10% high-yield savings account, as well as a round-up program for turning your extra change into money back in your account. Together, we can create a community of savers, one penny at a time.

**Business Money Market:** In October of 2022, we focused on savings for our business account members by launching a Business Money Market account. This shift marks our continued commitment to businesses in Michigan, offering members like yourself an opportunity to grow your business savings like never before.

**Know Your Credit Score:** The launch of our new "Know Your Score" credit rating tool in online and mobile banking provides real-time access for members, anytime, anywhere. That means you can view and learn how to build your credit in the palm of your hand! After all, there's no better time than the present to kick your credit score into gear.

**Enhanced Push Notifications:** You now have the opportunity to enable push notifications in your mobile app under "Settings," allowing you to receive new product content, real-time alerts, and other credit union news directly from the source.

**Direct Member Feedback:** From your voice to our ears! CFCU began enhancing our market research by utilizing direct member feedback in a meaningful way. Through focus groups, enhanced surveys, and direct interactions with community partners, we are better able to understand member needs and how to create products and services that meet or exceed expectations.



## Despite Impossible Podcast

Impossible dreams have something in common, they all feel insurmountable. Perhaps this is why many dreamers don't bring them to the starting line. Fighting the fear of the unknown can be terrifying. This podcast highlights the stories of people achieving remarkable results.





## OUR VALUES



We strive to make everyone feel seen by creating an environment where all team members are valued and belonging is valued over brilliant jerks (AKA: unkind know-it-alls). Our team strives to do what's right because we care about those around us, and display a confident vulnerability that breeds inclusiveness.



We work to make everyday moments genuinely magical and joyful. We are not order takers; we are curious and use our fortitude to create meaningful moments that help fine-tune the ability to act and listen, creating the extraordinary at every turn.



We consistently look for ways to elevate everything about CFCU, internally and externally. We pride ourselves in exuding grit and resilience, ensuring we are not happy with just the status-quo. We boldly dream of "what ifs" and pull out all the stops to make those dreams come true.



Last but surely not least, we celebrate wins and FAILures (first attempts in learning) with lively playfulness, wings, and cushions. We recognize those around us for all the amazing things they do and spotlight achievements. After all, every win deserves to be celebrated!



### Congratulations

Just about a year ago, then CEO, Bill Lawton announced he would retire that summer. Bill served in various roles over his 40 year career with CFCU. Assets grew from \$300 million when he began as CEO in 2004 to \$1.2 billion when he retired. "I am confident that Community Financial's best years are yet to come," he said in his final newsletter to members.

# 2022 FINANCE REPORT

## FINANCIAL HIGHLIGHTS

	Years		Growth	
	FYE 2022	FYE 2021	YoY Growth	YoY Growth (%)
Total Assets	\$1,531,731,546	\$1,253,139,306	\$278,592,240	22.23%
Gross Loans	\$1,407,005,417	\$1,132,399,840	\$274,605,577	24.25%
Net Loans to Member	\$1,402,627,838	\$1,128,427,307	\$274,200,531	24.30%
Total Shares & Certificates	\$1,280,767,692	\$1,098,805,679	\$181,962,013	16.56%
Total Equity	\$149,537,489	\$142,283,052	\$7,254,437	5.10%
Members	97,829	91,035	6,794	7.46%



# 2022 FINANCE REPORT

## CONSOLIDATED BALANCE SHEET

Assets	FYE 2022	FYE 2021
Loans to Members	\$1,407,005,417	\$1,132,399,840
Allowance for Loan Losses	(\$4,377,579)	(\$3,972,534)
Cash	\$6,985,914	\$5,597,725
Investments	\$91,944,036	\$93,093,190
Fixed Assets	\$19,552,507	\$17,273,905
Other Assets	\$10,621,251	\$8,747,179
Total Assets	\$1,531,731,546	\$1,253,139,306
Liabilities & Member Equity		
Member Shares & Deposits	\$1,289,278,691	\$1,098,805,678
Accounts Payable and Other Liabilities	\$92,915,367	\$12,050,576
Member Equity	\$149,537,488	\$142,283,052
Total Liabilities & Equity	\$1,531,731,546	\$1,253,139,306

# 2022 FINANCE REPORT

## CONSOLIDATED INCOME STATEMENT

	Interest and Dividend Income	FYE 2022	FYE 2021
Loans		\$53,709,972	\$45,289,819
Investments		\$1,313,989	\$449,130
<b>Total Interest and Dividend Income</b>		<b>\$55,023,961</b>	<b>\$45,738,949</b>
<b>Interest and Dividend Expenses</b>			
Members Shares and Deposits		\$3,877,353	\$2,801,052
Borrowed Funds		\$1,555,461	\$297,133
<b>Total Interest and Dividend Expense</b>		<b>\$5,432,814</b>	<b>\$3,098,185</b>
Net Interest Income		\$49,591,147	\$42,640,764
Provision for Loan Losses		(\$2,847,888)	(\$480,048)
<b>Net Interest Income After Provision for Loan Losses</b>		<b>\$46,743,259</b>	<b>\$42,160,716</b>
<b>Non-Interest Income</b>			
Fees for Member Services		\$5,093,661	\$6,212,808
Other Operating Income		\$8,044,423	\$7,369,712
Gain/(Loss) on Loans, Investments, and Other Assets		(\$193,134)	\$1,770,854
<b>Total Non Interest Income</b>		<b>\$12,944,950</b>	<b>\$15,353,374</b>
<b>Non-Interest Expense</b>			
Compensation and Benefits		\$32,452,990	\$29,325,255
Office Occupancy Expense		\$2,016,507	\$1,928,895
Office Operations Expense		\$8,649,545	\$8,175,820
<b>Lending Expense</b>			
Non-Deferred		\$5,250,919	\$3,552,826
Deferred		(\$5,248,632)	(\$3,006,636)
<b>Other Operating Expense</b>			
Meals, Travel, and Training		\$797,190	\$256,952
Marketing		\$2,804,528	\$2,401,513
External Professional Services		\$2,231,594	\$1,726,511
Share Ins, NCUA/DIFS Fees, and Miscellaneous		\$979,087	\$759,095
<b>Total Non Interest Expense</b>		<b>\$49,933,728</b>	<b>\$45,120,231</b>
<b>Net Income</b>		<b>\$9,754,481</b>	<b>\$12,393,859</b>

# COMMUNITY FINANCIAL CREDIT UNION

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