

2019 EDITION



COMMUNITY MATTERS ANNUAL REPORT





Don Bain
Board Chair



Bill Lawton
Chief Executive Officer

Board of Directors

- Don Bain, *Board Chair*
- Paul Bedich
- Albert Berrie, *1st Vice Chair*
- Dan Herriman, *2nd Vice Chair*
- Dennis LaVoy
- Mary Lowing
- Ron Meteyer
- Patricia Reese
- Mark Riegal, *Secretary/Treasurer*

Supervisory Committee

- Terry Jolly, *Chairperson*
- Teri Kuehn
- Carol Leroue
- Kathy Nierynck
- Steve Rowley
- Debbie Starinsky

A Message from Board Chair Don Bain and CEO Bill Lawton

Thank you for your continued support and membership at Community Financial Credit Union. We are pleased to share the 2019 edition of our Annual Report in which you'll find information highlighting the credit union's commitment to our members and our communities.

Our passion for service sets us apart from other financial institutions in Michigan and we constantly work to build and maintain strong member relationships so we can serve you better. Together, we make our communities stronger through financial contributions and team member volunteer work. We are committed to growing these contributions at the same rate as we grow. Our growth in 2019 will allow us to add almost \$100,000 to our community contributions in 2020.

Our Student-Run Credit Union program, with the help of our 51 school partners, continues to teach students smart money habits that they can use throughout their lifetime. Also, we are proud to announce that for the 14th straight year, Community Financial was selected as one of Metro Detroit's "101 Best & Brightest Companies to Work For."

We would like to thank our Board members and Supervisory Committee members for their dedication to serving the credit union members on a volunteer basis. Finally, we thank you, our members. We can't do this without your membership and we hope you are proud to be a part of a very special cooperative that changes lives and builds stronger communities. Thank you for your membership and we look forward to serving you in 2020.

Donald B. Bain, Jr. Bill Lawton

2019: A Year in Review

Community Financial Credit Union had very solid financial results in 2019. Net income for the year was \$7.7 million, which represents a 0.79% return on assets. Total assets surpassed \$1 billion in 2019 and total loans increased 9.24% to \$948 million.

Community Financial's equity increased to \$121 million from \$113 million last year, resulting in a net worth ratio of 11.90% at year-end. This increase in equity is the result of positive net income for the year. With this net worth ratio, Community Financial is considered well capitalized by our regulator, National Credit Union Administration.

We thank all of our members/owners for trusting us to help you reach your financial goals.

	December 2019	December 2018
Assets		
Net Loans to Members	943,514,807	864,560,277
Cash	5,575,363	4,365,736
Investments	38,339,831	38,769,408
Other Assets	25,805,545	24,322,254
Total Assets	1,013,235,547	932,017,676

Liabilities & Equity		
Shares	548,514,685	525,169,928
Certificates	260,534,852	196,177,277
Other Liabilities	83,575,599	97,800,009
Reserves	6,846,126	6,846,126
Undivided	113,764,285	106,024,335
Total Liabilities & Equity	1,013,235,547	932,017,676

Statement of Income and Expenses

Income		
Income from Loans	43,083,368	36,825,813
Income from Investments	818,717	641,923
Other Income	12,840,050	10,930,879
Total Income	56,742,135	48,398,615

Expenses		
Salaries/Benefits	23,245,126	20,857,187
Office Occupancy	1,730,428	1,581,245
Office Operations	6,312,714	3,730,310
Educational/Advertising	2,077,024	1,524,659
Outside Services	2,077,024	1,097,233
Dividends	6,264,980	3,693,774
Interest on Borrowed Funds	1,827,780	1,415,919
Provision for Loan Losses	4,471,739	2,231,401
Other Expenses	1,838,407	3,650,191
Total Expenses	49,078,835	39,781,919
Net Income	7,663,300	8,616,696

Signature Giving Programs

Community Financial Credit Union prides itself on enhancing our communities. Through several annual signature giving programs, we are able to partner with our members and our neighbors to lend a hand and help build stronger communities.

THUMBS UP FOR CHARITY

\$25,000

DOLLARS DONATED

TOTAL VOTES **17,792**

Samaritas Family Center _____	\$10,000
Crossroads Industries, Inc. _____	\$5,000
The Caring Place _____	\$5,000
Trinity House Theatre _____	\$2,500
Novi Youth Assistance _____	\$2,500

THANKFUL THURSDAYS

\$60,000

DOLLARS DONATED

Blessings In a Backpack- Livonia
Food Bank of Eastern MI Backpack Lunch Program
Open Door Food Ministry
Community Sharing of Lewiston
Novi Rotary Foundation Feed the Need
Gleaners Community Food Bank
Salvation Army of Plymouth
Salvation Army of Alpena
Salvation Army of Westland
New Beginnings
The Caring Place
Ostego Food Pantry
Northville Civic Concern
Hospitality House

WARMING HEARTS & HOMES

\$42,000

DOLLARS DONATED

THAW
Salvation Army of Plymouth
Salvation Army of Gaylord
Salvation Army of Alpena
Salvation Army of Westland
Forgotten Harvest
Food Bank of Eastern MI
Habitat for Humanity of Western Wayne County
Habitat for Humanity of Otsego County

SUMMER OF SHARING

\$60,000

DOLLARS DONATED

TOTAL NOMINATIONS **297**

Partnering with Schools

At Community Financial we believe that it's never too early for kids to learn about saving and managing money.

From scholarships to financial education presentations and student-run credit unions, we are proud to support every level of learning throughout Michigan. Our initiatives help students gain positive money habits that will last a lifetime.



COMMUNITY SHARES

\$45,500
DOLLARS DONATED

- Atlanta Community Schools
- Clarenceville School Foundation
- Gaylord Community Schools
- Hillman Community Schools
- Johannesburg-Lewiston Schools
- Livonia Schools Foundation
- Plymouth-Canton Educational Excellence Foundation
- Northville Educational Foundation
- Novi Educational Foundation
- Wayne-Westland Community Schools
- Walled Lake Consolidated Schools Foundation for Excellence

STUDENT-RUN CREDIT UNION

51

STUDENT-RUN CREDIT UNIONS

9

EDUCATION PARTNERSHIP COORDINATORS

CLASSROOM PRESENTATIONS

31,040

STUDENTS REACHED

3,014.5

HOURS DEDICATED TO LOCAL SCHOOLS

COMMUNITY SCHOLARSHIPS

\$30,000

AWARDED

20

STUDENTS

\$1,500

SCHOLARSHIP

Community Outreach

Community Financial team members are the heart of our credit union. They not only strive to provide our members with outstanding service but also dedicate themselves to enhancing the communities in which they serve. Our team works together to provide both time and dollars to help local service organizations make a difference in our neighborhoods.



AMERICAN CANCER SOCIETY/RELAY FOR LIFE

\$20,780
DOLLARS DONATED

7,390 + 13,390

(TEAM MEMBER CONTRIBUTIONS + CFCU MATCH)

VOLUNTEER HOURS

OVER
4,617
HOURS DONATED

TEAM MEMBER
VOLUNTEER HOURS IN OUR
COMMUNITIES & OUR SCHOOLS

SPONSORED EVENTS

HELPED
SPONSOR OVER
154
EVENTS

TEAM MEMBER DONATIONS

DOLLARS DONATED
(TEAM ALSO DONATED
CANS OF FOOD AND
SCHOOL SUPPLIES
IN 2019)

American Red Cross _____	\$4,581
Veterans Day _____	\$465
Win For Charity _____	\$14,430
United Way _____	\$12,506
Food Pantry Cash Donations _____	\$773

Member Outreach

We understand that managing money isn't always a straight forward task. Community Financial is committed to providing our members with the tools they need to make sound financial decisions and help improve their financial well-being. To complement our many online resources, our Financial Sales Representatives have all earned Elite Financial Coaching certification allowing them to provide personalized help in steering our members' financial future.

MONEY MATTERS^{\$} eLEARNING



GREENPATH FINANCIAL WELLNESS



MAD CITY MONEY/REALITY FAIRS



MAD CITY MONEY/REALITY FAIR SIMULATIONS



STUDENTS REACHED AT THE MIDDLE AND HIGH SCHOOL LEVELS

JUNIOR ACHIEVEMENT



JUNIOR ACHIEVEMENT PRESENTATIONS



STUDENTS REACHED AT THE K-5 LEVEL

People Helping People

The credit union industry was founded on the principle of “People Helping People,” and Community Financial Credit Union has always taken that to heart. Traditional banks keep large chunks of their earnings as profit for their shareholders or trustees, but credit unions like us redistribute profits back to members in the form of lower interest rates on loans and higher interest rates on savings. Since opening our doors in 1951, we have been committed to enhancing the financial well-being of our members and our communities.

As a financial cooperative of owners, our members borrow and save together, growing together with each passing year. At Community Financial, our members are more than just a credit score. By looking at the whole picture, we are able to lend based on all of the information available, helping our members borrow at a competitive rate. We are proud to continue this philosophy into 2020, helping our members when they need it most.



COMMUNITY
FINANCIAL

cfcu.org

(877) 937-2328

Plymouth Canton Northville Novi Livonia Westland
Wixom Gaylord Hillman Lewiston Atlanta



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