

## 2022 ANNUAL REPORT



**Alijah + Emrie**  
Alltru Members

**alltru.**  
CREDIT UNION

## Our Core Focus

Help people achieve their financial dreams by providing accessible financial tools.

## Our Three Uniques

(A) Local Not for Profit Financial Cooperative (THAT IS) Impacting the Community with Accessible Financial Tools (IN A PLACE WHERE YOU ARE) Not Just a Credit Score

## Our Core Values

(WE ARE) Brave, Big Hearted, Banking Nerds (WHO) Do the Right Thing (WITH) Curiosity!



Kenneth + Stephanie  
Alltru Employees

## Together we make our communities stronger.

Fifty-five years ago, a small group of men and women in North St. Louis County, began pooling their funds together. They trusted one another. They started this credit union with the belief that everything is possible when people work together with integrity and trust.

Alltru is a name that reflects our collective ownership and demonstrates our shared integrity. We are all in this together, just as we always have been. Just as we always will be.

There is much work still to do, but together we make our communities stronger. Thank you for going on this journey with us.



**Michelle Rosner**  
Chief Executive Officer

## 2022 CEO Report

To The Owners of Alltru Credit Union,

I am so excited to write this letter to you after my first full year as CEO of Alltru. Although I am not new to the credit union, this year it often felt like I was seeing it all with new eyes. I am humbled and honored to lead such an impactful organization. Thank you for being an owner in this cooperative as we set out to provide accessible and affordable banking services to every community in the St. Louis and St. Charles areas. We are growing and well-capitalized because of the way you have invested in and remained loyal to Alltru.

In 2022 we successfully forecasted and were well prepared for the rate increases initiated by the Federal Reserve to stem inflation. In fact, while other lenders tightened up their underwriting and struggled to meet their loan projections, Alltru increased loans by 12.9% and capital by 13.5%. Additionally, we offered some of the best loan rates in St. Louis. Proving once more, the

importance of credit unions in today's economic environment. While some focus on bottom lines, we focus on kitchen tables; making sure families have a trusted financial partner when they need it most.

We continued with our onward and upward approach with a continued focus on our four strategic intents of Employee Experience, Member Growth, Community Presence and Member Experience.

### Employee Experience

#### We Received the National Great Place to Work Certification

This accomplishment speaks to the culture, values, and our focus on supporting and developing our employees, and was 100% won based on their direct feedback.

#### We Enhanced our New Employee Orientation and Training Schedule

This was done to increase training to provide an even better onboarding experience for new hires, which increases retention and improves the level of member service.

#### We Produced Our Third "Huddle", An All-Employee Day of Development and Learning

We brought in speakers on different topics related to leadership, economics, and technology to provide employees with an opportunity to learn and grow.

#### We Launched a Loan Discount Program for our Employees

As an added benefit to working at Alltru, our employees now enjoy generous percentage discounts on their loans with the credit union.

#### We Invested in Improved System Efficiencies

To make our internal processes as efficient as possible for our employees who are working harder than ever to provide exceptional service, we contracted with our core provider to advise on impactful improvements which resulted in hundreds of hours in efficiencies saved for our employees across the credit union. This gives our employees more time to focus on service to our members.

#### We Further Strengthened Our Future Focused Hybrid/Work From Home Plan

To ensure our employees can effectively and efficiently collaborate with employees offsite or in the branch, we developed strategies for hybrid meetings, schedules for on site collaborative gatherings and purchased new hybrid technology.

### Member Growth

#### We Now Serve More Than 38,000 Member/Owners

In 2022, Alltru increased marketing and sales efficiencies to exceed our growth goals and increase membership by 3.34%.

#### We Continued Our Lending Relationships with Local Auto Dealerships

Our Indirect Lending program brought in 2,476 new loans with 90% of them being new members.

### Community Presence

#### We Deployed Highly Accessible Loans to Families Experiencing Low Credit

Alltru distributed \$33,295,933 to families with lower than a 659 credit score in 2022. When other lenders said no, Alltru looked at more than just the credit score to say yes.

**\$1,647,705**

2022 TOTAL LOAN EXTENSIONS

#### Loans to Low Income Households

In 2022, we provided more than 5,051 checking and savings accounts, and 1,447 loans to families living in low-income areas.

#### We Opened our 20,000th College Kids Account

Children in the St. Louis City and Public school district have saved more than \$355,000 of their own funds at Alltru for the purposes of higher education. Research shows that children with less than \$500 saved are three times more likely to enroll in college and four times more likely to graduate from college than children without college savings accounts.



### We Celebrated Culture and Heritage

We developed our corporate diversity, equity, and inclusion (DEI) strategy for our managers with a focus on inclusion and cultural intelligence. Also, with the help of our members and community, we designed and launched our first cultural heritage award and gave our employees a paid day off to celebrate Juneteenth with their families.

### Member Experience

#### We Added Ten New Online Banking Enhancements

Including a major navigation update, external transfers available directly to loans, mortgage loan integrations and statements in mobile banking, just to name a few.

#### We Extended Hours For Card Services

We added to our team of credit card specialists, began offering Saturday hours and extended our Friday hours to 6 PM to provide more personable service to our members who need help with their credit or debit cards.

**\$464,852.38**

2022 TOTAL REWARDS PAID OUT

### KidSmart Volunteer Day 2022



**448**

2022 TOTAL VOLUNTEER HOURS

### We Worked Hard to Earn and Receive Great Member Feedback Scores

After a year of onboarding and training many new employees, we were so excited to have met our goal for member feedback scores. We hire people according to our values and it showed in 2022!

#### We Launched a New Literacy Gaming App

We were able to launch the new Zogo gaming app that teaches our members how to manage their money AND gives them cash incentives for finishing classes!

We ended the year well capitalized, optimistic for the future and ready to dig into new and better ways to serve you. In 2023, we are excited to explore the idea of breaking ground on new branches, new services and improved products that serve you best. Thank you for your ownership. Your trust and support have been the foundation of this cooperative credit union for 55 years and that is not lost on us. In closing, our purpose to serve members is clear... we exist to help you achieve your financial dreams. We are thankful for the opportunity to be a part of your life.

Sincerely,

*Michelle R. Rosner*

Michelle R. Rosner, CEO  
Alltru Federal Credit Union

**Gina Hakenewerth**  
Chairwoman of the Board



2022

## Chairwoman's Report

2022 brought waves of change for Alltru as our members went from enjoying a fruitful economy, to fighting the battle of rising costs and inflation. Internally, we brought forth a change in leadership with a new CEO. Outgoing CEO, Carol Minges, decided to pursue retirement in 2022 and we seamlessly welcomed Michelle Rosner to the role. While not new to the credit union, Michelle brought 26 years of industry experience along with a compassionate heart and heartfelt belief that credit unions are the last bastion of banking hope for middle class and low-income families.

Through every season, Alltru Credit Union continued to grow and evolve. Obvious effects of the pandemic slowed but continued as a reminder that we are still in a state of flux. Cybersecurity, highly increased instances of fraud, and compliance continued to be at the forefront of the challenges combined with consumer inflation. Demand for deposits and member growth in a highly competitive environment kept the credit union seeking new ways of defining efficiency and productivity. If that wasn't enough, inflation kept us on our toes with compressed margins, increased expenses, and a reduced return on assets. As a result, according to CUNA Mutual's published trend report, credit union mergers are set to pick up pace in 2023 and see record high numbers, such as was noted in 2015.

Given the easy access and quantifiable differences in rate, tech savvy mobile and online banking institutions made it difficult for Alltru to break through the competitive noise late in the year as we all sought to bring in increased deposits. In 2023, the battle for the consumers attention will continue, and we believe our mission for the community will act as our major differentiator. The knowledge of our role in serving the underserved is at the very root of what we do and why we do it.

Our teams successfully completed three major projects in 2022 with our location selection for a new branch near a CDFI census tract, a formal review of our current core system by Symitar advisory teams, and implementation of advisor recommendations to create the most impactful efficiencies. Additionally, our retail team improved member satisfaction scores on loans and reduced errors congruently to improve member service. Best of all, we were able to slow down the Great Resignation within the credit union and during the fourth quarter, we also received the Great Place to Work™ certification through our Employee Engagement efforts!

While a return to the office remained an important focal point for our employees in 2022, we continued to measure employee productivity, scalability, and happiness. Member service remained a top priority for Alltru; however, we know nothing happens without great people who care about the credit union's purpose and ensuring we push our goals forward each day. Many teams and department leaders worked together in 2022 to find ways to keep employees feeling connected and it showed in our overall scores with engagement at an 88% level for the credit union. Our focus on employee experience continues in 2023 with a finalized step-by-step approach to our hybrid work environment.

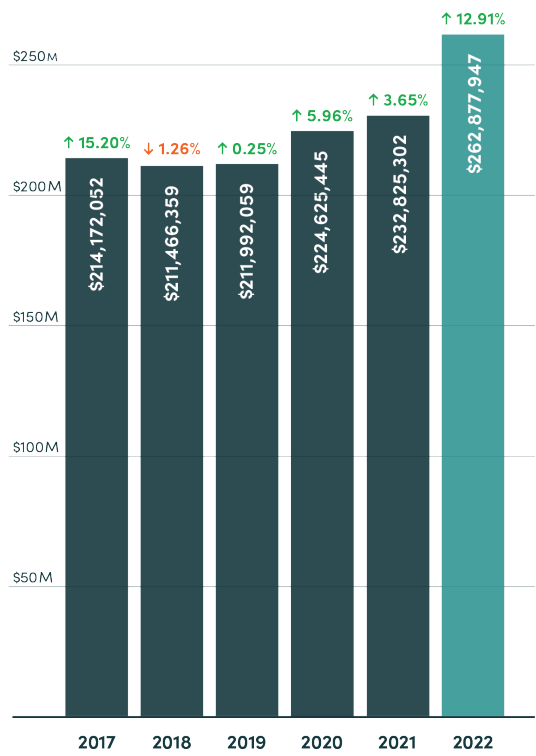
Finally, as part of our Entrepreneurial Operating System (EOS) journey, we graduated from the EOS business model in October 2022. We have shown solid traction over the past three years, and we continue to utilize what we learned to move our credit union forward in a hyper competitive industry to do what we've always done since 1968... serve our members and help them achieve their financial dreams.

Respectfully yours,

*Gina Hakenewerth*

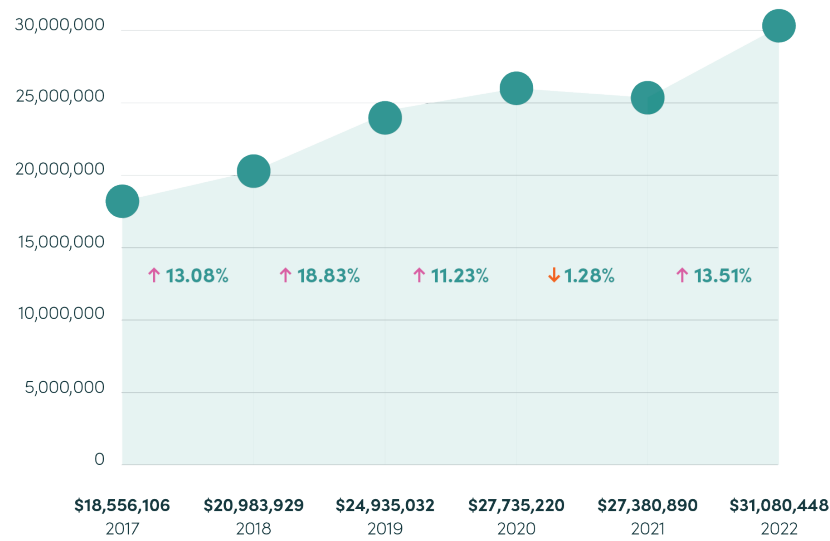
Gina Hakenewerth  
Chairwoman of the Board, 2022

# Net Loan Growth

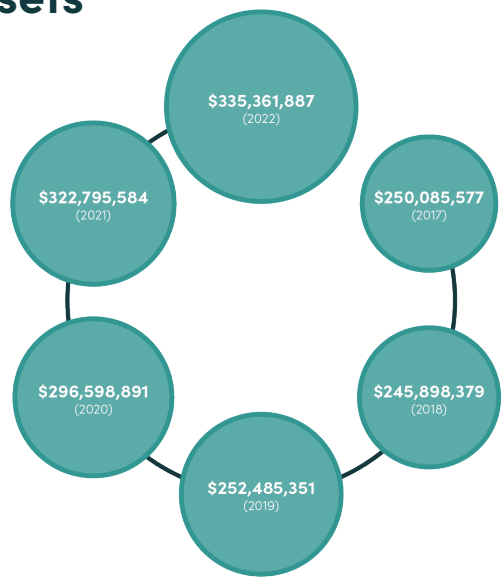


**Bradley**  
Alltru Member

# Total Net Worth Growth



# Total Assets



## Comparative Balance Sheet

<b>Assets</b>	<b>2022</b>	<b>2021</b>
Cash on-hand and in Banks	\$3,577,357	\$3,915,624
Investments & Deposits	\$48,932,359	\$67,039,235
Loans to Members	\$262,877,947	\$232,825,303
Land, Office Property, & Equip.	\$11,973,716	\$12,449,961
Other Assets	\$8,000,508	\$6,565,461
<b>Total Assets</b>	<b>\$335,361,887</b>	<b>\$322,795,584</b>
<b>Liability and Equity</b>		
Member Savings	\$285,115,669	\$285,677,829
Nonmember Deposits	\$747,513	-
Accrued Expenses & Other Liabilities	\$25,439,186	\$10,192,025
<b>Total Liabilities</b>	<b>\$311,302,368</b>	<b>\$295,869,854</b>
<b>Equity and Reserves</b>		
Regular Reserves	\$2,923,808	\$2,923,808
Reserve for Contingency	\$28,156,639	\$24,457,082
Unrealized Gains (Losses) on Investments	(\$7,020,928)	(\$455,160)
<b>Total Equity and Reserves</b>	<b>\$24,059,519</b>	<b>\$26,925,730</b>
<b>Total Liabilities, Equity &amp; Reserves</b>	<b>\$335,361,887</b>	<b>\$322,795,584</b>

## Comparative Income Statement

	<b>2022</b>	<b>2021</b>
Interest Income	\$14,981,179	\$13,685,035
Interest Expense	\$679,805	\$685,477
<b>Net Interest Income</b>	<b>\$14,301,374</b>	<b>\$12,999,558</b>
Provision for Loan Losses	\$2,125,910	(\$220,738)
<b>Net Interest Income After Provision</b>	<b>\$12,175,464</b>	<b>\$13,220,296</b>
Other Income	\$6,852,887	\$6,733,948
Other Non Interest Expenses	\$15,328,793	\$20,308,573
<b>Net Income</b>	<b>\$3,699,558</b>	<b>(\$354,329)</b>



**Todd Grizzle**  
Alltru Supervisory  
Committee Chairman

**2022**

## Supervisory Committee Report

The purpose of the Supervisory Committee is to ensure that the financial condition of the credit union is accurately and fairly presented in the credit union's financial statements; and the credit union's management practices and procedures are sufficient to safeguard members' assets. The Committee supervises an annual external audit of the financial condition of the credit union, verifies account information, and reports the results to the Board of Directors. In 2023, the Certified Public Accounting firm of Forvis CPAs was retained by the Committee to perform the annual audit of the credit union's 2022 financial statements.

In addition to these audits and examinations, the Committee conducts periodic tests of the credit union's operations and accounting practices. All items disclosed by the above referenced audits, examinations, and tests have been addressed and any necessary corrective action(s) has been taken. It is the unanimous opinion of the Supervisory Committee that Alltru Federal Credit Union is a financially solid credit union and is being operated safely and soundly while providing quality member service.

Respectfully submitted,

Todd Grizzle  
Supervisory Committee Chairman

## ALLTRU BOARD MEMBERS & MANAGEMENT

### Board of Directors

Gina Hakenewerth, Chairwoman

Bob Cote, Vice Chairman

James Setzekorn, Board Secretary

Jennifer Coliny, Board Director

Robert Rutkowski, Board Director

Lawrence Pionke, Board Director

Christopher Wood, Board Director

### Supervisory Committee

Todd Grizzle, Chairman

Lisa Gates, Committee Member

Kasie Orso, Committee Member

Tyrome Petty, Committee Member

Nila Tuckson, Secretary

### Associate Volunteer Program

Stanley Kohn, Associate Volunteer

Kelli Boruff, Associate Volunteer

### Executive Management

Michelle Rosner, Chief Executive Officer

Lone Jensen, Chief Member Experience Officer

Dave Franke, Chief Financial Officer

Robyn Whalen, VP of Employee Experience

Laura Woods, VP of Marketing & Community Presence

Donn Dischert, VP of Technology



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