



# THE APPLE CORE

Annual Member Newsletter

February 2023

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## HOLIDAY CLOSINGS

All offices closed unless otherwise noted

### New Year's Day

Monday, January 2<sup>nd</sup>

### Martin Luther King Jr. Day

Monday, January 16<sup>th</sup>

### President's Day

Monday, February 20<sup>th</sup>

### Memorial Day

Monday, May 29<sup>th</sup>

### Juneteenth Observed

Monday, June 19<sup>th</sup>

### Independence Day

Tuesday, July 4<sup>th</sup>

### Labor Day

Monday, September 4<sup>th</sup>

### Columbus Day

Monday, October 9<sup>th</sup>

### Veteran's Day

Saturday, November 11<sup>th</sup>

### Thanksgiving Day

Thursday, November 23<sup>rd</sup>

### Christmas Day

Monday, December 25<sup>th</sup>

### New Year's Day

Monday, January 1<sup>st</sup>, 2024

## CONTACT US

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## A MESSAGE FROM THE PRESIDENT



ROBERT ARES

Not many organizations can boast of celebrating 75 years of service. In 2022, that is exactly what Land of Lincoln Credit Union did throughout the year, and in all our markets served. Serving our communities, serving our members, and serving one another is our passion. And the financial performance of LLCU continued to exceed all expectations.

In 2022, your credit union continued to outpace other similarly situated financial institutions. At December 31, 2022, total assets were, approximately, \$380MM. One year prior, assets totaled \$357MM. This growth of 6.5%, compares favorably to that of peer growth of 4.3%.

Your credit union also experienced growth in membership and deposits. At December 31, 2022, membership totaled 34,988 with \$333MM in deposits. By comparison, at December 31, 2021, membership was 34,055, and deposits totaled \$320MM.

Loans outstanding to our members also increased in

2022. At the close of 2022, loans totaled \$243MM. For the same date in 2021, loans totaled \$207MM. The growth in loans fueled our profitability. Return on assets, at 0.94%, well exceeds peer ROA of 0.67%. Moreover, our capital ratio remains healthy at 10.49%, or 350 basis points above the regulatory minimum.

In late 2022, it was announced that your credit union had successfully negotiated the purchase of Colchester State Bank, in McDonough County. This transaction, only the 39th of its kind, will allow LLCU to continue its strategy of growth in new markets, and providing our members with branches throughout central and southern Illinois. Regulatory approval for this transaction is expected in the second quarter of 2023.

While LLCU's financial performance is impressive, what is most important is the impact that LLCU continues to have in the communities that we serve. Dividends paid to our members exceeded \$940K. More than 1,300 members obtained car loans. As a result of financial counseling provided by our employees, more than 250 members

improved their credit scores. LLCU reinvested in excess of \$200K in our communities through monetary donations and sponsorships. This includes \$72K in donations to human service agencies, \$45K to youth arts and athletic programs, \$8K to first responders and military, \$31K for education, \$30K for community events, and \$8K to local area food banks. And, while these monetary investments are remarkable, more outstanding are the more than 2,400 hours of investments of time that our employees provided to so many good causes.

The goal for 2023 is simple: outpace other credit unions in growth – growth in assets; growth in service; growth in profits; growth in giving, while being guided by our core values of compassion, opportunity, respect, and excellence.

Our focus is clear for 2023. We continue on our journey with the wind in our sails.

Sincerely and respectfully,

Robert Ares  
President/CEO

## 2022 YEAR-IN-REVIEW

OUR growth is YOUR gain. We've compiled a list of our TOP TEN MEMORABLE MOMENTS of 2022...

1. On January 11th, LLCU celebrated our official 75th Anniversary & vowed to give away \$75 each week to one lucky employee & \$75 each week to one lucky member all year long!
2. On April 4th, LLCU launched our first podcast – navigating a new channel to provide the community financial tips.
3. On May 9th, LLCU relocated our Bloomington-Normal branch to a new full-service location on Veterans Parkway.
4. On June 2nd, LLCU introduced CardHub to our members, a new & improved app to manage your credit & debit cards.
5. On June 6th, LLCU opened a second branch in Effingham at Crossroads Plaza North.
6. In July, LLCU began offering Clover – a merchant service platform that provides business members with state-of-the-art point-of-sale technology.
7. On August 3rd, LLCU announced we will be Presenting Sponsor of the Decatur Turkey Tournament for the next five years – with a \$10,000 donation per year to the event.
8. In October, 18 more LLCU staff members became Certified Financial Counselors, bringing our total number of counselors on staff to 46.
9. In December, LLCU launched a redesigned website, making things easier to find and more user-friendly.
10. In late December, LLCU announced that we entered into an agreement to purchase a bank in Colchester, IL.

## 2023 ON-THE-HORIZON

We Keep Moving Forward!

Here are some exciting things to watch for in 2023...

- Watch for a new & exciting Home Mortgage and Home Equity Line of Credit promotion kicking off in March.
- Keep an eye out for an incredible incentive offering for those who may want to open a new checking account at LLCU.
- Keep an ear out for our third podcast season to drop in April, marking the kick-off of National Financial Literacy Month.
- Learn & Earn begins in April, a program that gives qualifying members the chance to earn cash for completing financial education.
- In June, we will kick-off our "PLAY BALL" Auto Loan promotion, giving members a chance to pick their savings!
- Pending regulatory approval, we will host the grand opening of our newest branch in Colchester, IL in late summer.
- Keep an eye out for a fun "Christmas in July" Christmas Club Savings account promotion.
- Watch for a special learning opportunity and special appreciation for our more mature LLCU members as we recognize them on National Senior Citizen Day!
- Didn't get your chance at a reduced auto loan rate in June with PLAY BALL, no worries – we kick-off "Drive to the End Zone" in August.
- Watch for LLCU Holiday Loans to be offered earlier and for a longer time period than ever before!

## LLCU ANNUAL FINANCIAL STATEMENTS

(Audited)

INCOME STATEMENT	2022	2021
Interest Income	\$12,713,292	\$11,057,325
Interest Expense	\$1,056,458	\$885,085
Net Interest Income	\$11,656,834	\$10,172,240
Provision for Losses	\$950,719	\$830,864
Net Interest Income after Provision	\$10,706,115	\$9,341,376
Non Interest Income	\$9,903,832	\$9,393,982
Non Interest Expense	\$17,160,990	\$15,288,484
NET INCOME	\$3,448,957	\$3,446,874

### FINANCIAL CONDITION

ASSETS	2022	2021
Cash and Cash Equivalents	\$9,171,806	\$18,876,561
Investments	\$109,898,977	\$113,722,590
Loans to Members, net	\$243,330,940	\$207,886,475
Buildings, Land, and Equipment, net	\$11,235,396	\$10,130,890
Share Insurance Deposits	\$3,303,330	\$3,034,428
Other Assets	\$3,899,281	\$3,788,747
TOTAL ASSETS	\$380,839,730	\$357,439,691
LIABILITIES, SHARES, & EQUITY		
Member Shares and Deposits	\$344,301,129	\$320,139,139
Borrowed Funds	\$5,000,000	-
Other Liabilities	\$1,807,030	\$1,491,845
TOTAL MEMBER SHARES & LIABILITIES	\$351,108,159	\$321,630,984
TOTAL EQUITY	\$29,731,571	\$35,808,707
TOTAL LIABILITIES, SHARES, & EQUITY	\$380,839,730	\$357,439,691



## "OUR MISSION IS TO PROVIDE OUR MEMBERS EDUCATION & TOOLS TO ACHIEVE FINANCIAL SUCCESS."

The Guiding Values at the CORE of LLCU are Compassion, Opportunity, Respect, & Excellence (C.O.R.E.). All our daily efforts center around living out these values. Our top priorities are our MEMBERS, our EMPLOYEES, and our

COMMUNITIES. We believe the results expressed in this report demonstrate the impact LLCU made in 2022 by faithfully practicing our CORE values, and by consistently prioritizing our members, employees & communities.



## 2022 COMMUNITY IMPACT

Our Guiding Growth Visions at LLCU are as follows:

- Growth in Profits.
- Growth in Assets.
- Growth in Giving.
- Growth in Serving.

When we experience a growth in profits and/or assets, we are wholeheartedly committed to answering that growth with a growth in giving to, and serving within, our communities.

**\$202,000** Total Dollars Donated and Reinvested in our Communities.

**\$72,557** Donated to Human Service Agencies.

**\$31,512** Total Dollars Donated to Education.

**\$45,425** Donated to Youth Arts & Athletic Programs.

**\$30,025** Donated to Community Events.

**\$8,554** Donated to First Responders & Military.

**1,817** Hours of Financial Literacy Provided by LLCU.

**171** Agencies Impacted by LLCU Dollars & Volunteers.

**2,454** Total Volunteer Hours Provided by LLCU.

**108** Number of Businesses We Helped Open or Expand.

**\$1,313,000** Total Forgiven in PPP Loans.

**\$8,500** Donated to Local Food Pantries, or **85,000** meals served\*.

\*www.feedingamerica.org

*"I alone cannot change the world, but I can cast a stone across the waters to create many ripples."*

-MOTHER TERESA



## 2022 MEMBER IMPACT

Our members are our top priority. Whether developing a new process, introducing a new product or service, launching a new promotion, or if changing policy or operations, analyzing the impact it will have on our members will always be our first concern.



**\$940,000** Paid in Dividends to LLCU Members.

**\$17,351** Paid in Prizes & Gifts to LLCU Members.

**\$70,391** Rewards Paid to LLCU Members.

**\$1,715,000** in Holiday Loans to LLCU Members.

**\$98,368** Saved by Members with VISA® Balance Transfers.

**\$2,575** Paid to Youth Members for earning A's & Reading.

**1,580** Loan Payments Skipped with LLCU Skip-A-Pay Program.

**1,367** LLCU Members We Helped Get a New Ride.

**97** Members were Helped to Become Homeowners.

**257** Members Improved Their Credit Scores.

**952** LLCU Members are Protected by GAP Insurance.

**131** Number of LLCU Employees as of Dec. 2022.

**90%** Job Satisfaction Rate\* Among LLCU Employees.

**\$675,000** Incentives Paid to LLCU Employees.

**\$520,000** in Benefits Paid to LLCU Employees.

**\$28,181** Paid in Added Gifts to LLCU Employees.

**18,731** Hours of Paid Time Off Awarded to LLCU Staff.

**\$19,550** in Employee Training & Certification.

**\$5,807** Paid in Tuition Reimbursement to Staff.

**20** Employees Promoted & **4** Transferred to New Roles.

**63** Employees Received Free Wellness Screenings & Vaccines.

\*65% IS THE AVERAGE JOB SATISFACTION RATE IN THE U.S. (U.S. News & World Report Nov. 2022)



## 2022 EMPLOYEE IMPACT

Our employees continue to be our most valuable resource. At LLCU, we work tirelessly to create programs that provide optimum job satisfaction and benefits to our staff. We believe in treating our staff like family. Doing so results in happy employees, which equals happy members.

*"Pleasure in the job puts perfection in the work."*

-ARISTOTLE