

pheple^{FCU} Annual Report

2024

Letter from the CEO

Dear Members of Pheple Federal Credit Union,

Thank you for coming to the 73rd Annual Meeting.

As we reflect on the past year, I am proud to share how Pheple Federal Credit Union has continued to grow and serve you, our valued members. In a year filled with challenges and opportunities, our commitment to improving the financial well-being of our members has never wavered.

Our focus has always been on improving member benefits; this year was no exception. We introduced new products and services, such as Instant Issue, which allows you to acquire a new debit card in minutes and is designed to meet your evolving card needs. Additionally, our efforts to improve accessibility and convenience have resulted in a Credit Card Conversion, ensuring you can manage and access your credit card how and when you prefer. We also created a Member Advisory Board that consists of a diverse group of members who meet quarterly to offer insight to the credit union on future initiatives and the needs of the membership. This will assist in aligning future products and services with those needs.

Community is at the heart of what we do. This past year, we implemented a Corporate Social Responsibility Policy. The policy emphasizes our commitment to Financial Wellness, Community Engagement and Partnerships, Diversity, Equity, and Inclusion. In 2023, we supported many non-profits with monetary donations and employee volunteers. Some of those organizations were Western Pennsylvania Diaper Bank, Westmoreland County Food Bank, Bender Leadership Academy, Blackburn Center, Heroes Never Alone, and the YWCA. We remain committed to financial literacy within the schools. We partnered with Jeannette School District and rolled out our Save Day Program in elementary schools. Today, we are in over 20 schools throughout Westmoreland County. Through these efforts, we strengthen our community and uphold our cooperative principles and values.

As we look to the future, we are excited about the opportunities ahead. We are planning to expand our field of membership, merge with a small local credit union, implement centralized lending, and focus on succession planning. These initiatives and priorities are designed with you in mind, aiming to enhance your member experience and the credit union's stability for the future.

I want to express my deepest gratitude to our members for your continued trust and engagement. Your involvement fuels our commitment to not just meet but exceed your expectations. I also extend heartfelt thanks to our dedicated team, Board of Directors, and Supervisory Committee, whose hard work and dedication make our successes possible.

In closing, we remain steadfast in our mission to improve the financial well-being of our members and our community. Pheple Federal Credit Union is your credit union, and we are here because of and for you. We look forward to serving you in the coming year and beyond.

Once again, thank you for joining us tonight.

Warm regards,

Maria A. LaVelle
Chief Executive Officer



Your #PheplePeople at our 2023 Annual Holiday Party

Letter from the Board Chairman

Dear Fellow Credit Union Members,

The credit union experienced increased shares/deposits of \$2.5 million and a slight loan growth of \$474K this past year. The credit union had a net income of \$365K in 2023.

I want to thank my fellow Directors and Supervisory Committee. They willingly volunteer their time and knowledge and are deeply committed to the credit union's success. We will remain diligent and focused on making decisions to position our credit union for long-term profitability and stability.

I would especially like to thank Maria and our staff for everything they do regularly and their extraordinary efforts this past year. We could not have done it without their dedication. Thanks also to you, the members, for joining us today and for your ongoing support of the credit union.

Sincerely,

Kim Stawicki

Chairman

Supervisory Committee Report

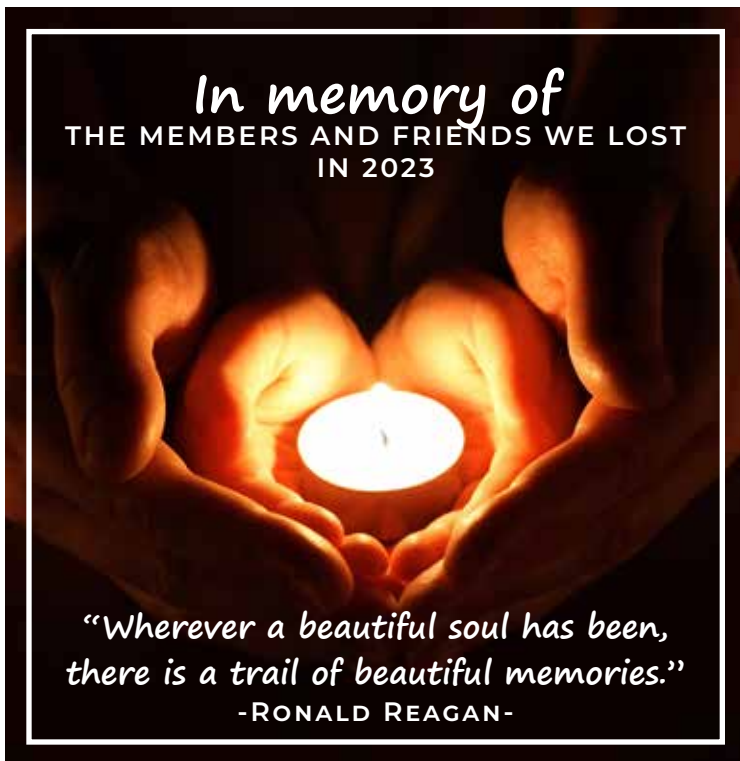
McKeever Varga and Senko perform an independent full financial audit of Pheple Federal Credit Union. This review's scope is from January 1, 2023, through December 31, 2023. The agreed-upon procedures are conducted in accordance with the guidelines established by the American Institute of Certified Public Accountants and the Supervisory Committee Manual for Federal Credit Unions, as set forth on Form FCU 701, Supervisory Committee Annual Audit Report.

Findings and recommendations made by McKeever Varga and Senko will be evaluated and implemented.

Respectfully submitted,

Dawnice Berg, Chairperson
Kathleen Ritenour, Member

Ronald Hasnauer, Member
J. Evan Bradbury, Member



Branch Locations

Eastgate Plaza

5142 ROUTE 30 SUITE 105
GREENSBURG, PA 15601

Penn Valley Plaza

1075 HARRISON CITY EXPORT RD
JEANNETTE, PA 15644

Willow Crossing

708 STATE ROUTE 119
GREENSBURG, PA 15601

The Vault by Pheple FCU

WCCC STUDENT
ACHIEVEMENT CENTER
145 PAVILION LANE
YOUNGWOOD, PA 15697

Administration Office

230 THEOBOLD AVENUE
GREENSBURG, PA 15601

#PeopleHelpingPeople



3RD GRADE AUTHOR VISIT

We brought author Floyd Stokes to local third-grade classes to read his book "Save Day" about our award-winning Financial Literacy program. After Mr. Stokes answered questions about being an author, each student got their own copy of "Save Day" to take home.



RANDOM ACTS OF KINDNESS

We surprised members and folks in the community with gift cards, groceries, lunch and more!



JEANNETTE CITY SCHOOL DISTRICT

We deepened our relationship with Jeannette Schools as we launched our award-winning Save Day program at McKee Elementary School. We also spent time getting to know the students and community by volunteering at Field Day and their Annual Holiday dinner.



DISCOVERY DAYS Local fifth-grade students joined us and community business members to explore the various career options available to them in our local area.



FINANCIAL REALITY FAIR

Junior students at Penn Trafford and Kiski High Schools got a dose of "reality" when they were tasked with choosing a career and then building a budget by considering everything from housing and transportation to entertainment, clothing, and pets.



THINK IT, SEE IT, BE IT In a partnership with Seton Hill, we provide education to students interested in a finance career at Greensburg Salem and Jeannette High Schools.

#PeopleHelpingPeople



BLACKBURN CENTER WALK-A-MILE IN HER SHOES We sold “red high heels” in our branches and walked to support the end of gender-based violence in our community.



BREAKFAST WITH THE EASTER BUNNY AND SANTA CLAUS Our youngest members joined us to celebrate the holidays with breakfast, crafts, and lots of fun!

MEMBER APPRECIATION DAYS We thanked our members with lunch from Lynn’s Franks Hot Dog Cart.



HEROES NEVER ALONE We continued to support this wonderful organization that helps local veterans with housing and other resources. We planted trees on Earth Day and helped with their Rucksack Rations food distribution program.

MOSAIC COMMUNITY DEVELOPMENT CENTER A great new partnership kicked off as we volunteered at their annual Christmas Shop.

Annual Meeting Minutes

Pheple Federal Credit Union · The 72nd Annual Meeting was held at Giannilli's II on May 17, 2023.

Call to Order: The meeting was brought to order at 6:45pm. Board Chairman Kim Stawicki conducted the meeting.

Roll Call: It was ascertained that a quorum was present. There were 109 members in attendance.

Reading of Minutes: Copies of the annual reports were distributed to all members present. A motion was made to approve the Minutes of last year's Annual Meeting. Motion seconded and approved.

Annual Reports: During the last year, the Board of Directors held twelve regular monthly meetings to conduct the business of the credit union. Copies of the following reports were given to all meeting attendees: Director, Treasurer, Loan Review Committee, and Supervisory Committee.

A motion was made, seconded, and approved to dispense with the reading of the Director's Report, the Treasurer's Report, the Loan Review Committee Report, and the Supervisory Committee Report.

Old Business: There was no old business.

New Business:

- A motion to pay the annual meeting expenses was made, followed by a second, approved by all.
- Maria A. LaVelle, CEO, recapped recent and upcoming events: the year 2022 & 2023, the system upgrade that happened and the issues that occurred. Maria discussed the Strategic Initiatives for 2025: Asset Management, Member Experience, Membership Growth, Product and Service Delivery, and Succession Planning.

Maria thanked her staff for their efforts and dedication.

- Dan Stevens announced the nominees for the Board and Supervisory Committee. He reminded everyone that the Bylaws eliminate nominations from the floor when there is one nominee for each position to be filled. The unopposed nominees were:

Kim Stawicki	Board Member	3 Years	Returning
Carl Bartolomucci	Board Member	3 Years	Returning
Kathleen Ritenour	Board Member	3 Years	Returning
Gregory Walker	Board Member	3 Years	Returning
Ronald Hasnauer	Supervisory Comm.	3 Years	Returning

Dan Stevens declared each nominee elected by general consent. Anyone interested in running for a Board or Committee position in the future should contact the credit union or any Board or Supervisory Committee member.

Other Business: There was no other business.

Adjournment: The meeting was adjourned at 7:30pm.

Respectfully submitted,

Kathleen Ritenour, Board Secretary

Nominating Committee Report

The new nominees for the Board and Supervisory Committee: Reminder that the Bylaws eliminate nominations from the floor when there is only one nominee for each position to be filled. The unopposed nominees were:

Andrew Reese
3 year term (*Incumbent*)

Lyzona Marshall
3 year term (*Incumbent*)

Valen Tasser
3 year term (*Incumbent*)

Supervisory Committee 3 years – appointed by Board of Directors

Dawnice Berg

Each nominee is declared elected by general consent.

Nominating Committee

Daniel Stevens, Chairman

Kathleen Ritenour

Lyzona Marshall

2023 Report of Operations

Report of Operations of Pheple Federal Credit Union
Statement of Financial Condition As of December 31, 2023

Assets	End of this Period
Total Loans	\$90,932,531
Less: Allow for Loan Loss	(862,731)
Net Loans	90,069,800
Cash	8,962,451
Investments:	
Held To Maturity	
Certificates of Deposit	5,234,000
Federal Securities	8,473
Available for Sale	
SBA Pools	6,458,805
MBS	430,077
Bank Notes	-
Federal Agencies	500,013
Unrealized Gain/Loss	(384,799)
Total Investments:	12,246,569
Accrued Income	343,233
Prepaid & Deferred Exp	264,763
NCUSIF Deposit	1,057,933
Fixed Assets	1,481,773
Other Assets	2,807,257
Total Assets	\$117,233,779

Liabilities & Equity	End of this Period
Accounts Payable	\$537,479
Dividends Payable	-
Taxes Payable	-
Other Liabilities	559,375
Total Liabilities	1,096,854
Total Shares	106,204,789
Regular Reserves	802,347
Equity acquired in merger	3,447,755
Undivided Earnings	4,201,052
Net Income (Loss)	365,781
Accumulated Unrealized Gain/Loss	(384,799)
Uninsured Secondary Capital	1,500,000
Total Equity	116,136,925
Total Liabilities & Equity	\$117,233,779

Statement of Income
For the Period Ending December 31, 2023

Charter Number # 7297	
Operating Income	
Interest on Loans	\$4,427,450
Income from Investments	611,574
Fees and Charges	1,027,741
Miscellaneous Operating Income	1,315,618
Total Operating Income	\$7,382,383
Operating Expenses	
Compensation	2,077,859
Employee Benefits	411,488
Travel and Conference	75,370
Association Dues	17,399
Office Occupancy Expenses	213,938
Office Operations Expenses	1,814,385
Educational & Promotion Exp.	65,849
Loan Servicing Expenses	294,579
Professional & Outside Services	667,785
Provision for Loan Losses	326,362
Members Insurance	-
Fed'l Supv./Exam Expenses	18,183
Cash Over & Short	(600)
Interest on Borrowed Money	116,232
Annual Meeting Expense	2,468
Misc. Operating Expenses	163,157
*NCUSIF Stabilization Expense	-
Total Operating Expenses	6,264,454
**Non-Operating Gain (Losses):	-
Gain (Loss) on Investments	136
Gain (Loss) on Disp. of Assets	-
Total Non-Operating Gains/Loss	136
Income (Loss) Before Dividends	1,118,065
Dividends	752,283
Net Income (Loss)	\$365,781

Statistical Report as of December 31, 2023

	#	Amount
Delinquent Loans:		
a. 2 to less than 6 mo.	36	\$404,514
b. 6 to less than 12 mo.	18	298,458
c. 12 months and over	6	67,951
d. Subtotal	60	770,923
Total Loans		\$90,932,531

	#	Amount
Loans Made:		
Loans made YTD	1,953	\$30,933,847
# Member accts. at end of period	16,976	
Lns Charged off YTD		469,498
Lns Recoveries YTD		48,285



Board & Staff

Board of Directors

Kim Stawicki, *Chairman*
Carl Bartolomucci, *V. Chairman*
Kathleen Ritenour, *Secretary*
Dan Stevens, *Treasurer*

Directors

James Antoniono
Lyzona Marshall
Andrew Reese
Valen Tasser
Gregory Walker

Associate Directors

Jennielynn McClimans
Elizabeth McManus

Supervisory Committee

Dawnice Berg, *Chairperson*
J. Evan Bradbury
Ronald Hasnauer
Kathleen Ritenour

Top Leadership Team

Maria LaVelle, *Chief Executive Officer*
Matthew Senkow, *Chief Financial Officer*
Linda Stein, *SVP of Community Relations & Marketing*
Kathleen Birkos, *VP of Lending*
Gretchen Davidson, *VP of Operations*

Community Relations & Marketing

Susan, *AVP of Community Relations & Financial Literacy*
Kristi, *Manager, Financial Literacy*
Jessi, *Financial Literacy Coordinator*
Lisa, *Director of Marketing/DEI Officer*
Sara, *Student Development/Branch Support Officer*

Compliance

Darcee, *Internal Auditor*

Contact Center & Cards

Elaine, *Contact Center & Cards Manager*
Blanche, *Operations Rep.*
Chelsea, *Contact Center Rep.*
Cheryl, *Contact Center Rep.*
Lee Ann, *Contact Center Rep.*
Tracy, *Deposit Operations Specialist*

Deposit Operations

Christi, *Sr. Deposit Operations Specialist*

Finance

Nicholas, *Controller*
Donna, *Finance Specialist*

Human Resources

Kirsten, *Team Development & Recruitment Coordinator*

Information Systems

Eric, *AVP of Information Systems*
Ashly, *Information Systems Administrator*

Lending & Member Solutions

Sherri, *Consumer Lending Manager*
Amber, *Lending Specialist*
Denise, *Real Estate Specialist*
Karen, *Lending Specialist*
Patty, *Member Solution Specialist*

Eastgate Plaza Branch

Kathy, *Branch Manager/Culture Officer*
Anthony, *Member Service Rep. II*
Beverly, *Member Service Rep.*
Debbie, *Member Service Rep.*
Haley, *Member Service Rep.*
Lance, *Member Service Rep. II*
Nicole, *Member Service Rep. II*

The Vault at WCCC

Kristi Haley

Penn Valley Plaza Branch

Dawn, *Member Service Rep. II*
Dee, *Member Financial Officer*
Evan, *Member Service Rep.*
Melissa, *Member Service Rep.*

Willow Crossing Branch

Stephanie, *Branch Manager*
Legacy Advocate
Braden, *Member Service Rep.*
Jamie, *Member Service Rep. II*
Kelly, *Member Service Rep.*
Krista, *Member Service Rep.*
Mary Beth, *Member Service Rep. II/IRA Specialist*
Michelle, *Member Service Rep.*

Kiski Area

Cash Stash
Student Tellers
Alivia, Cody
Cole, Helena

Warrior

Cash Stash
Student Tellers
Emma, Kyndal
Luke

#PheplePeople noun

1. People helping people
2. People who are employees of the Pheple Federal Credit Union
3. People who are members of Pheple Federal Credit Union
4. People who build trust through corporate citizenship
5. People who care about the financial well-being of the community
6. People who value, include, and respect other people for their individuality
7. People who provide the tools, resources, and solutions that promote financial independence