



AFFINITY

CREDIT UNION



ANNUAL REPORT

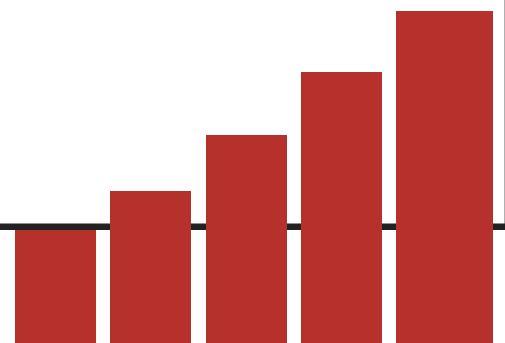
2024



Agenda



Call to Order	<i>Cara Harris, Board Chair</i>
Determination of Quorum	<i>Cara Harris, Board Chair</i>
Reading of the Chair Report	<i>Cara Harris, Board Chair</i>
Reading of CEO Report	<i>Jeremy Smith, CEO</i>
Financial Coaching Services	<i>Gage Smith, Financial Coach</i>
Affinity Mortgage Services	<i>Todd Darland, Mortgage Loan Officer</i>
Wealth Management Services Partnership	<i>Kristin Evans, First Community Trust</i>
Recognition of Scholarship Recipients	<i>Jeremy Smith, CEO</i>
Reading of the 2024 Annual Meeting Minutes	<i>Terry Jones, Board Secretary</i>
Acceptance of Committee Reports	<i>Cara Harris, Board Chair</i>
Unfinished Business	<i>Cara Harris, Board Chair</i>
New Business	<i>Cara Harris, Board Chair</i>
Introduction of Board Nominees	<i>James Reasoner, Board Member</i>
Oath of Directors	<i>James Martens, Former Board Chair</i>
Adjournment	
Prize giveaway following adjournment.	



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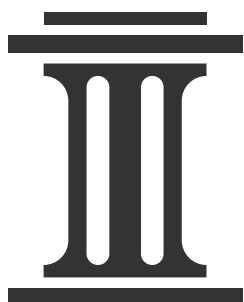
Chair Report
CEO Message
Speaker Information
Scholarship Recipients

Financials
Credit/Audit Committee Reports
Board of Directors
Community Impact

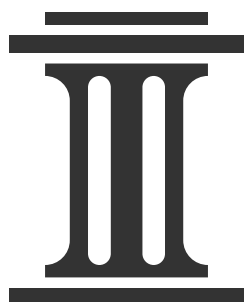
Vision/Mission

BUILDING BETTER LIVES

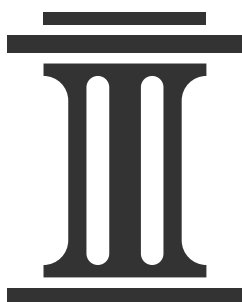
Brand Promises



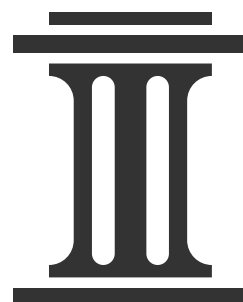
**It Starts
With
Employees**



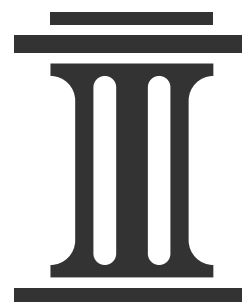
**Work in the
Members'
Best
Interest**



**Simplify the
Members'
Life**



**Enrich Our
Communities**



**Provide
Solutions to
Help Our
Members
Achieve
Financial
Success**

Chair Report



Welcome to the 2025 Affinity Credit Union Annual Meeting. It is my honor to present the Chair's Report on behalf of the Board of Directors of Affinity Credit Union.

As we reflect on 2024, I am filled with a great sense of pride in all that we have accomplished together. This past year has been one of impact, growth, and positive change. Despite the ever-changing financial landscape, Affinity Credit Union remains financially strong, strategically focused, and deeply committed to serving you, our members.

We marked several major milestones in 2024 that reflect our mission in action. We hosted our 30th annual charity golf outing, raising an incredible \$30,000 for Big Brothers Big Sisters of Central Iowa. This record-breaking effort shows what we can achieve when we come together for causes that strengthen our community.

We also continued to expand our commitment to service. Through our Tame the Hunger event with the Iowa Wild, our employees help package over 50,000 meals to support local children and families facing food insecurity. Events like these demonstrate that Affinity is more than a credit union – we are a force for good in the lives of those we serve.

Inside our organization, 2024 was a year of excellence and leadership. We were proud to be recognized as a 2024 Top Workplace by the Des Moines Register – a reflection of our incredible team and the positive culture we work hard to maintain.

One of our own, financial coach Gage Smith, received national recognition as a Rising Star finalist for the CU Times Luminaries awards. Gage personifies the selfless spirit of service that defines Affinity.

This year also marked an important leadership transition, with Jeremy Smith beginning his tenure as CEO. Jeremy has brought fresh energy and vision to Affinity while remaining deeply rooted in our mission and member-first values. Under his leadership, we have strengthened our financial position, advanced key strategic initiatives, and laid the groundwork for an even brighter future. On behalf of the Board, I want to sincerely thank Jeremy for his outstanding leadership during this pivotal year.

Personally, as this was my first year serving as Board Chair, I want to extend a heartfelt thank you to my fellow Board members. Their steady guidance, collaboration, and support have been invaluable as I navigated this new role. It is a privilege to work alongside dedicated individuals who share a deep commitment to our members and the long-term success of our credit union.

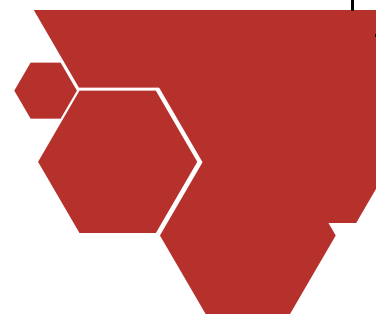
As we look ahead to 2025 and beyond, our focus remains clear: building better lives. Everything we do is grounded in that simple but powerful promise: to create meaningful value for our members and make a lasting difference in the communities we call home.

On behalf of the Board of Directors, thank you for your trust, your loyalty, and your ongoing commitment to Affinity Credit Union. We are honored to serve you, and we are excited for all we will achieve together in the year ahead.



CARA HARRIS

CEO Message



As I look back upon my first year as CEO, I could not be more appreciative of the opportunity I've received to lead our credit union. I truly appreciate the faith that has been placed in me by the board of directors, and I assure you, I will always strive to do what is best for Affinity and its members.

During this past year, we have undertaken several initiatives aimed at improving the overall efficiency and effectiveness of our services. One of the most notable changes has been the implementation of our new core and digital banking system, designed to streamline our operations. I fully recognize that these recent system changes have posed challenges and pain points for many of you. Transitioning to new processes is never an easy feat, and I greatly appreciate your patience during this period of adjustment. We understand that change is not easy, but these changes are crucial for positioning Affinity for a better future. They will streamline our operations, enhance our service delivery, and ultimately provide more robust support for our members. We continue ironing out the remaining kinks from this conversion to ensure a better member experience.

Our overarching goal remains to provide the best possible service to all our members. We are committed to ensuring that these improvements translate into tangible benefits that will enhance your experience with Affinity. We believe in the strength and unity of our credit union and are dedicated to fostering an environment where everyone can thrive and feel supported.

I also want to thank our Affinity staff for their hard work during this transition. We have 38 team members serving over 12,000 members, and through it all, they showed dedication and commitment to our members that I could not be more proud of.

Beyond the system changes, we have also focused on expanding our footprint in the greater Des Moines area. I am excited to announce that we have purchased land in the city of Norwalk, which will become our third branch in a few years. Our board and management team feel that additional branch locations are a key element of growth, and we will continue to evaluate options to expand our physical presence.

Looking ahead, we have ambitious plans to further enhance our services and expand our reach. We envision a future where our credit union continues to be a pillar of support and a beacon of hope for our community. Together, we will work towards achieving our collective goals and aspirations of Building Better Lives.

Thank you for your continued support and trust. Together, we will build a brighter future for our credit union.

JEREMY SMITH



Gage Smith

Financial Coaching Services

- Credit Building
- Debt Management
- Budgeting
- Collections
- Crisis Management
- Building a Savings Plan

Phone: 515-777-7824

Email: gsmith@affinitycuia.org

Book an Appointment: Call, Email, or go to affinitycuia.org/financialcoaching



Todd Darland

Mortgage Loan Officer

- Selected as a winner of the Iowa Mortgage Association Presidents Club for many years.
- 35+ years of mortgage lending experience.
- Ability to give options that meet the financial needs and goals of each individual borrower.
- FREE mortgage consultations!

Phone: 515-229-3202

Email: tdarland@affinitycuia.org

Book an Appointment: Call or Email



Kristin Evans

Wealth Management Services

- Investments, 401(K) and IRA Rollovers
- Pensions, Annuities
- Retirement Planning
- Trusts, Estates
- Beneficiaries (Succession Planning)

Phone: 515-518-1801

Email: Kristin.Evans@fctrust.com

Book an Appointment: Call or Email



Scholarship Recipients



CARLOS GUADARRAMA JIMENEZ
SAYDEL HIGH SCHOOL

Future Plans:

Attend Drake University to study Law, Politics, and Society, and receive an undergraduate and law degree within six years.



FRISE MUKINA
NORTH HIGH SCHOOL

Future Plans:

Study Business and Finance at Iowa State and later use her skills to start a nonprofit organization that supports marginalized communities.



AMARIA DAYE
LINCOLN HIGH SCHOOL

Future Plans:

Attend Grand View University to study Criminal Justice and be a part of the dance team.



CHLOE CALLIES
CARLISLE HIGH SCHOOL

Future Plans:

Attend Roanoke College in Salem, VA, while majoring in Biochemistry on the path to attending medical school and becoming a physician.



JUSTICE PARKEY
HOOVER HIGH SCHOOL

Future Plans:

Attend Wayne State to study Business and Marketing.



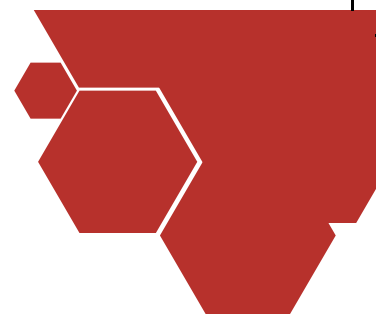
UJUMBE TEMBEYA (SOLOMAN)
DES MOINES CENTRAL CAMPUS

Future Plans:

Attend Grand View University.

Congratulations

Financial Report



	2024	2023
Assets		
CASH/CASH EQUIVALENTS	\$15,138,154	\$14,981,525
INTEREST BEARING DEPOSITS IN FINANCIAL INSTITUTIONS	-	-
AVAILABLE FOR SALE INVESTMENTS	\$22,469,973	\$20,719,578
EQUITY SECURITIES	\$595,948	\$581,101
RESTRICTED INVESTMENTS	\$601,900	\$603,400
LOANS TO MEMBERS, NET OF ALLOWANCE FOR LOAN LOSS	\$102,237,716	\$98,752,907
ACCRUED INTEREST RECEIVABLE	\$472,186	\$388,607
PROPERTY/EQUIPMENT	\$4,491,420	\$3,020,047
NCUSIF DEPOSIT	\$1,278,024	\$1,277,882
OTHER ASSETS	\$1,305,899	\$1,874,449
TOTAL ASSETS	\$148,591,220	\$142,199,496
Liabilities		
MEMBERS' SHARES/SAVINGS ACCOUNTS	\$129,873,610	\$124,498,347
ACCRUED EXPENSES/OTHER LIABILITIES	\$2,235,285	\$2,969,370
BORROWINGS	-	-
INTEREST PAYABLE	\$181,422	\$112,009
TOTAL LIABILITIES	\$132,290,317	\$127,579,726
Members Equity		
REGULAR RESERVES	\$6,729,535	\$5,470,834
UNDIVIDED EARNINGS	\$10,515,522	\$10,515,515
MEMBERS' EQUITY, SUBSTANTIALLY RESTRICTED	\$292,249	\$292,249
ACCUMULATED OTHER, COMPREHENSIVE LOSS	(\$1,236,402)	(\$1,658,828)
TOTAL MEMBERS' EQUITY	\$16,300,904	\$14,619,770
TOTAL LIABILITIES/MEMBERS' EQUITY	\$148,591,220	\$142,199,496

<u>INCOME STATEMENT</u>	2024	2023
INTEREST INCOME	\$7,738,198	\$6,651,210
INTEREST EXPENSE	\$1,634,403	\$1,086,329
PROVISION FOR LOAN LOSSES	\$316,179	\$211,446
NON-INTEREST INCOME	\$3,023,474	\$3,235,317
NON-INTEREST EXPENSE	\$7,552,390	\$7,166,846
NET INCOME	\$907,526	\$1,421,897



Credit Committee

Your Credit Committee is responsible for ensuring Affinity Credit Union's sound credit policies are maintained and loans are processed in an efficient manner. Most loans to members are granted by Financial Services Officers in the loan department. The Credit Committee, however, meets to process applications for persons in difficult or unusual borrowing situations.

In 2024, 1,640 loans were granted to members, totaling more than \$25 million. This is attributed to several factors, including our members refinancing debt, our competitive interest rates, and our board of directors ensuring we have sound credit policies.

Remember to check with Affinity Credit Union for all your lending needs - you'll be glad you did! The Credit Committee would like to commend the staff for their dedication and service to our membership.

CREDIT COMMITTEE MEMBERS

Terry Jones, Lee Roy Porter, Aaron Olson

Audit Committee

The summarized financial statement information included in this annual report was prepared by Affinity Credit Union's management team. The Audit Committee monitors the accounting system on behalf of you, members of Affinity.

As part of its duties, the Committee engages the independent accounting firm, CliftonLarsenAllen LLP, to conduct an annual audit of the credit union and provide an opinion of the financial statements as a whole. A copy of the report is available for review by interested members upon request.

We retained the services of ViClarity, who conducted an audit of the Bank Secrecy Act. Recommendations were made and subsequently corrected by the credit union.

It is the Committee's opinion, the credit union's daily practices remain in compliance with the credit union's policies, state and federal regulations and acceptable accounting procedures.

AUDIT COMMITTEE MEMBERS

James Reasoner, Isabelle Hanson, Bill Downing

Board of Directors



Cara Harris
Board Chair



Aaron Olson
Board Vice Chair



Terry Jones
Board Secretary



Lee Roy Porter
Board Treasurer



Isabelle Hanson
Board Member

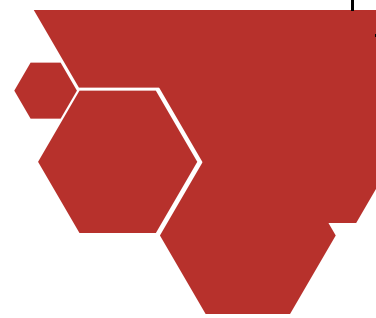


James Reasoner
Board Member



Bill Downing
Board Member

Community Impact



Annual Charity Golf Outing raised a record-breaking \$30,000 for Big Brothers Big Sisters of Central Iowa.



Staff members packaged over 50,000 meals to support local children and families through our Tame the Hunger event with the Iowa Wild.



Recognized as a 2024 Top Workplace by the Des Moines Register.





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