

# Why We Give Back



*Belonging Never Felt Better®*

**Coast Central**  
Credit Union 

# WHY WE GIVE BACK

After three long years, the pandemic is thankfully showing signs of winding down, yet our members and communities still find themselves with hardships related to the devastating effects of fires last summer, damaging storms during winter, recent earthquakes, and skyrocketing inflation. It's safe to say that individuals, families, businesses, and organizations will continue to need – and be able to rely on – the unique support that only a credit union can and does give.

So just why do we give back? That's the easy part. So communities can thrive, the local economy can strengthen, we can make a difference in our members' lives and their future generations, and our employees can take care of themselves and their families. But it's a collective effort. Throughout last year, the motto "People Helping People" was on full display many times and will continue to shine in 2023 and beyond. It's the strength and soundness of this exceptional organization, coupled with strong member loyalty and unwavering employee commitment, that allows for a people-first approach in everything we do.

## Community Giving

Through our various giving programs including grants, sponsorships, and college scholarships, in 2022 we gave an unprecedented \$436,000 to our three counties. For 2023, our volunteer Board of Directors approved a new giving level of \$650,000, increasing Community Investment Grants to \$300,000. A substantial increase over the \$200,000 given each of the last five years, this exceptional program reached the \$2 million mark since its inception in 2008.

## Deposit Market Share

With 38.1% of deposits in our tri-county area currently with Coast Central, up an entire point from the previous year and nearly 2 points higher than 2020, we also have the increasing opportunity to make a difference in the lives of over 76,000 individuals who have placed their trust in the credit union. In an environment which saw dramatic slowdowns in deposits, these results are outstanding, especially with the next highest competitor at 12.5%. Noteworthy locations for CCCU include McKinleyville at 55%, Weaverville at over 41%, and Crescent City at nearly 40%.

## Digital Upgrades

Giving to members by providing the tools you need to preserve and enhance your financial well-being is also essential. In 2022, we introduced Owlbert, the “Know-it-All Chatbot,” available 24/7 on our web site, as well as Live Chat, staffed by our friendly Member Support team of experts, available six days a week. We are primed for exciting upgrades this year, including Voice Banking and Online and Mobile Banking. This important investment in the latest technology should bring you greater efficiency, convenience, and additional features, giving you access to your finances anywhere you happen to be, at any time you need it.

## 2023 Notables

Also of importance for the coming year are a much-needed expansion at our Fortuna Member Services Branch, remodels at Eureka Downtown and McKinleyville; and for the first time in nine years, more candidates running in our Board election than positions open. With nearly 90% of CCCU employees proud to work for Coast Central and a 94.4% satisfaction rating from members, we extend our sincere appreciation to both for your loyalty over the past year. On behalf of our volunteer Board of Directors, Management Team, and the entire CCCU family, we look forward to much “giving back” this year and for many years to come.



A handwritten signature in black ink, appearing to read 'Ron Rudebock'.

**Ron Rudebock**  
Chairman, Board of Directors



A handwritten signature in black ink, appearing to read 'James T. Sessa'.

**James T. Sessa**  
President and Chief Executive Officer

## TREASURER'S REPORT

The financial environment in 2022 can best be described as tumultuous, as the lingering effects of the pandemic and other factors played a role. While members continued to navigate uncharted waters personally and financially, our teams accepted unique challenges in supporting their needs.

The significance of Russia's invasion of Ukraine helped accelerate inflation to levels not seen since the 1980's and produced the seventh worst S&P stock market performance since 1931. Ultimately, the year ended with a bang as a 6.4 earthquake based near Ferndale in Humboldt County shook, affecting many members and employees. Through it all, the credit union persevered in being a safe and sound haven poised to provide outstanding financial service to members in 2023 and beyond.

Clearly the events of the past year affected results. Though we missed goals for assets and shares, the long-range prospects for the credit union to bolster its position as the largest and best financial institution on our marketplace remain positive.

I am very pleased with these results for 2022 as of December 31:

- Total assets were \$2.039 billion, down 5.0%.
- Total shares were \$1.822 billion, a slight decrease of 1.8%.
- Total loans grew 10.4% to \$882.1 million.
- Total membership reached 76,496, an increase of 1,096 new members or 1.4% in an area in which population growth is stagnant.
- Return on average assets had a healthy increase from 0.65% to 0.95%.
- Loan delinquency was unchanged from last year at 0.23%, and net charge-offs were at 0.065%, with our NCUA peers at 0.20%.

In closing, thank you to my fellow Board members and Supervisory Committee, who volunteer their time to provide prudent decisions and sage guidance in helping to ensure the long-term financial success of this exceptional organization. Thanks also to our dedicated Management team and staff for their fierce commitment to quality service, and to our membership for your unwavering loyalty.



A handwritten signature in black ink, appearing to read 'J. Gladding'.

John Gladding  
Treasurer



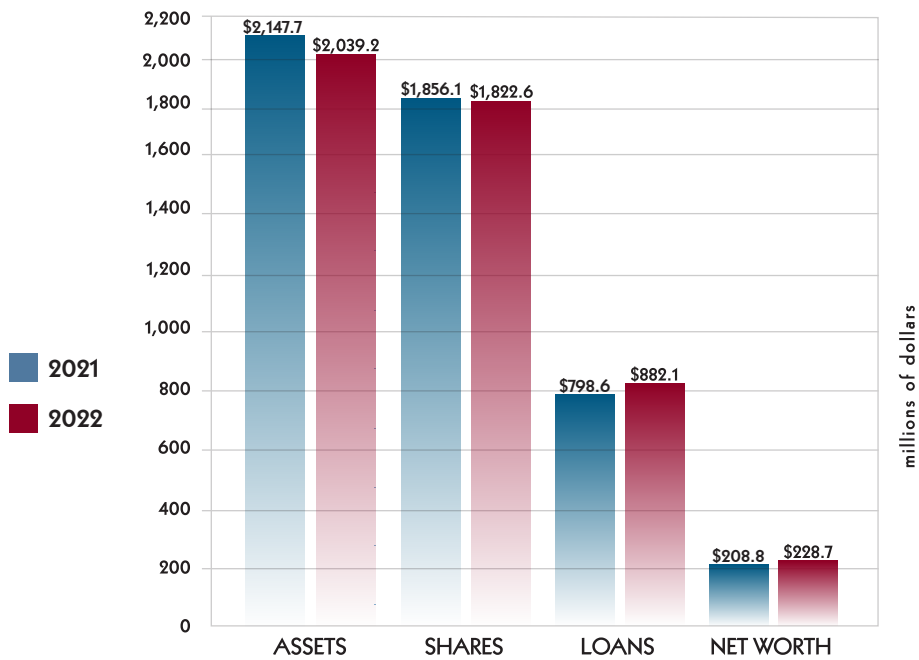
# CONSOLIDATED STATEMENT OF CONDITION

December 2021 and December 2022 (Unaudited)

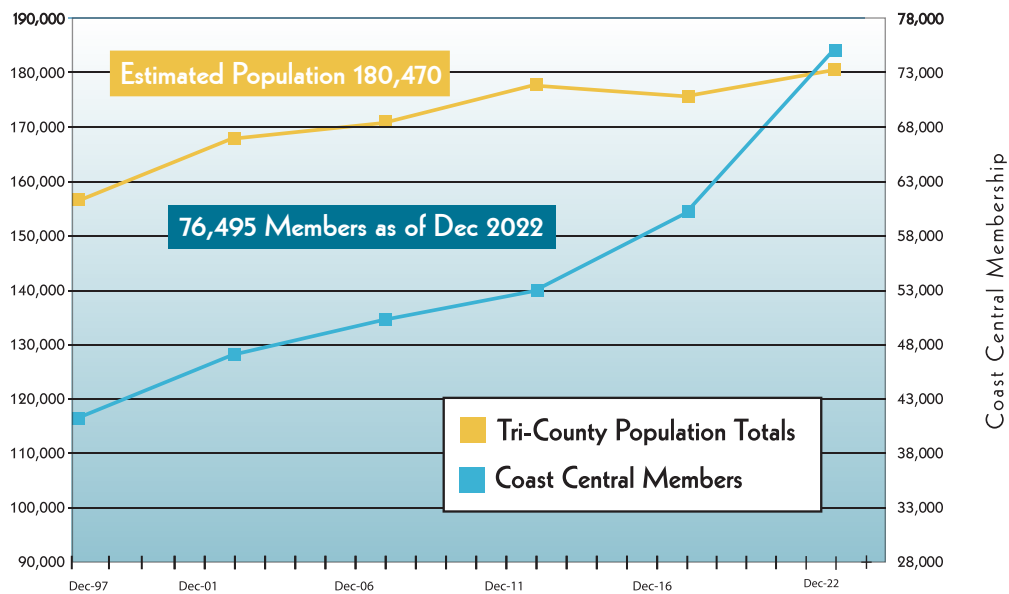
ASSETS	2021	2022
Loans	\$798,561,296.81	\$882,058,001.73
Less Net Orig Fees/Costs	-\$55,392.86	\$705,577.80
Less Allowance for Overdraft Loss	-\$81,731.47	-\$108,006.04
Allowance for Loan Loss	-\$5,282,207.32	-\$6,056,944.83
<b>NET LOANS</b>	<b>\$793,141,965.16</b>	<b>\$876,598,628.66</b>
<b>FEDERAL RESERVE DEPOSITS/ LIQUID FUNDS</b>	<b>\$514,357,219.34</b>	<b>\$364,719,954.19</b>
Other Investments	\$9,538,500.00	\$56,936,824.37
Securities, Available for Sale	\$725,906,745.29	\$668,308,497.37
<b>TOTAL INVESTMENTS</b>	<b>\$735,445,245.29</b>	<b>\$725,245,321.74</b>
Buildings, Land and Equipment	\$20,127,905.32	\$19,601,190.70
Share Insurance Funds	\$15,134,084.28	\$15,676,458.85
Other Assets	\$69,481,904.84	\$37,363,338.68
<b>TOTAL ASSETS</b>	<b>\$2,147,688,324.23</b>	<b>\$2,039,204,892.82</b>
<b>LIABILITIES AND MEMBER EQUITY</b>		
Accounts/Notes Payable	\$83,512,588.55	\$80,637,499.65
Other Liabilities	\$4,786,544.23	\$6,683,241.88
Member Shares*	\$1,856,060,664.54	\$1,822,567,594.74
Reserves/Undivided Earnings	\$208,824,734.76	\$228,714,934.00
Unrealized Gains (Loss)/Market Value	-\$5,496,207.85	-\$99,398,377.45
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$2,147,688,324.23</b>	<b>\$2,039,204,892.82</b>
*Includes collateralized deposits		

# FINANCIAL HIGHLIGHTS

As of December 31



## TRI-COUNTY POPULATION & COAST CENTRAL MEMBERSHIP GROWTH



## BOARD OF DIRECTORS



**BACK ROW, LEFT TO RIGHT:** Peter Pennekamp; Kelly Walsh; Robin Bailie, Secretary; Klark Swan; Louis Bucher; Brendan McKenny.

**FRONT ROW, LEFT TO RIGHT:** Denise Jones, Vice Chair; Ron Rudebock, Chair; John Gladding, Treasurer.

## SUPERVISORY COMMITTEE



**FROM LEFT:** Karen Zimbelman; Paula Mushrush; Diane Sharples

## MISSION STATEMENT

To be the primary financial institution for members by providing high quality financial services at competitively favorable rates consistent with maintaining financial strength.

*Belonging Never Felt Better®*



(707) 445-8801

**coastccu.org**



ARCATA • CRESCENT CITY • EUREKA • FORTUNA  
HOOPA • MCKINLEYVILLE • WEAVERVILLE • WILLOW CREEK