

Guadalupe Credit Union

2021 Annual

**REPORT**



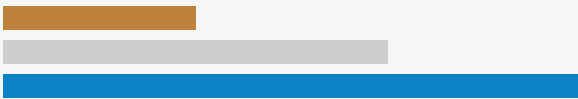
## President/CEO Report

Winona Nava, President/CEO

The coming year of 2023 will be my last year of service to Guadalupe Credit Union. As a result, I decided it would be best for the items I usually cover in my report to be covered by Tanya Romero, Senior Vice-President and Chief Operations Officer and Diane Sandoval-Griego, Chief of Financial Empowerment. This will give you the opportunity to get to know both of them better.

I want to thank my wonderful staff and volunteers for all of their hard work and support of the mission and vision of Guadalupe Credit Union: Providing Financial Empowerment Within The Communities We Serve. The year of 2021 was very successful.

Another huge contribution to our success has been your loyalty to GCU, using our products and services and referring friends and family continues to be a key to your credit union's success. Rather than spending a large amount of money on advertising, GCU continues to grow through word of mouth from our loyal members. Instead, we use our advertising dollars to support organizations in the community that have the same values we do. GCU remains safe and sound and is here to guide and help you and your family navigate the difficult times our country is now facing.



## Board Of Directors' Report

Linda Medina, Board Chair

Throughout 2021, COVID-19 severely tested our communities. The pandemic has touched so many of us in one way or another. Now in 2022, forest fires and floods have added to our challenges. Guadalupe Credit Union, along with many others in the community, have been working to empower our members to recover and progress forward. GCU has been assisting members with emergency loans, as those in our communities have continuously been impacted by economic difficulties.

Last year we increased our membership to 24,273 and assets grew to \$252.4 million. Even through 2019, 2020, and 2021, the most challenging years of COVID-19, loans grew each year. Our projections for 2022 indicate we will continue to grow. The Las Vegas Branch has been open for nearly a year and at our relocated Taos/El Prado Branch we have so much more room and the drive up lanes are more convenient for our members. The in-house call center has been able to assist our members with an increased variety of inquiries.

We want to congratulate GCU for earning first place from CRMNEXT in the Right On The Money Contest, which recognizes financial institution "superheroes" for ingenuity and innovation that transform the communities that they serve. GCU's free financial coaching program, predatory relief loans, BizKids financial literacy program, COVID-19 relief, and it's special "Pay Yourself First Certificate of Deposit" contributed to earning the amazing accolade! This award is an excellent example of how the whole staff sees a problem, brainstorms, and creates a solution which will help our members and communities.

On behalf of the Board of Directors, I want to thank Winona, President/CEO, Management and Staff for their hard work and dedication in serving our members and participation within the communities we serve. They go beyond their daily duties because they are an integral part of GCU and the community they live in. To our members, thank you for your loyalty and trust in Guadalupe Credit Union.



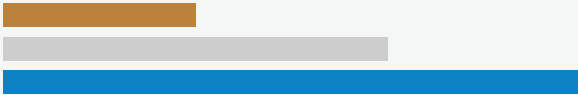
## Supervisory Committee Report

John Block III, Supervisory Committee Chair

Welcome fellow members. As the Supervisory Committee, we are charged with providing reasonable assurances of keeping your assets with Guadalupe Credit Union safe. I am glad to report GCU has completed another successful year. The Committee is thankful for the dedication of GCU management and staff, who carry on to thrive toward the success of our Credit Union. We continue to enhance tools to help review processes and procedures by the Compliance and Internal Audit Department to safeguard your money.

We contracted with Jaramillo Accounting Group to complete the 2021 audit, which resulted in unqualified opinions and finding GCU financial information was accurate, complete and in accordance with financial reporting requirements. Management was responsive to any requests or concerns by the audit team. The Supervisory Committee, through staff, issued a request for proposals for upcoming annual audits. There were a number of qualified proposals, and after a thorough review and analysis by staff, the Committee voted to continue with Jaramillo Accounting Group to perform the 2022 audit.

As we continue with new challenges, forest fires, inflation and supply shortages, the Committee will continue, through our monthly meetings, to oversee the safeguarding of GCU membership assets. Our commitment is to GCU and its members to assure your trust through our efforts by recommending improvements in protecting products and services for you and the communities we serve.



## Board Treasurer's Report

Gladys Cobos-Romero, Board Secretary/Treasurer

Guadalupe Credit Union remained financially strong and well capitalized in 2021. A comparison of the change in GCU's financial condition from 2019 to 2021 is included in this report. GCU experienced significant growth for the second year in a row due to government stimulus payments. Assets grew at a rate of 15.95%, and loans grew by 5.72%, almost back to pre-pandemic totals.

Due to the continued drop in rates by the Federal Reserve, GCU earned 46% less investment income in 2021. Loan income increased 5.56% and other income grew 20.29%. This resulted in a substantial increase in net income for 2021. GCU remained well capitalized at 11.83%, which well positions our credit union to face any challenges that may lie ahead.

Guadalupe Credit Union strives to manage our members' funds with the upmost care, all while remaining committed to excellent stewardship of our resources. All of us on the Board of Directors, Supervisory Committee, Management Team and the entire staff appreciate the trust you place in Guadalupe Credit Union. We would like to express sincere appreciation to our entire membership for your loyalty and dedication, which has contributed to keeping our credit union strong through 2021.

**Our Mission**

Providing financial empowerment  
within the communities we serve.

## Statement of Financial Condition

ASSETS	2021	2020	2019
Loans to Members	\$137,059,791	\$129,647,206	\$136,272,833
Less Allowance for Loan Loss	(2,113,829)	(2,568,208)	(1,825,720)
Cash	3,915,375	3,450,747	3,473,877
Investments	99,090,858	75,001,530	35,358,045
Building and Equipment	10,467,096	8,835,794	9,002,544
Other Assets	4,028,868	3,346,405	739,112
<b>TOTAL ASSETS</b>	<b>\$252,448,158</b>	<b>\$217,713,473</b>	<b>\$183,020,690</b>

Liabilities, Shares and Equity			
Liability	\$4,706,862	\$2,379,141	\$4,645,135
Share Certificates	47,155,905	48,148,168	48,254,347
IRA Deposits	4,607,222	4,818,995	5,084,020
Share Draft/Checking	40,010,730	33,478,079	22,540,371
Money Market Shares	27,928,480	22,825,349	19,383,534
Shares	102,976,549	84,104,724	62,418,178
Other Comprehensive Income	(2,685,207)	(3,046,307)	(3,051,749)
Undivided Earnings	27,017,558	24,275,263	23,016,796
Regular Reserve	730,059	730,059	730,059
<b>Total Liabilities, Share and Equity</b>	<b>\$252,448,158</b>	<b>\$217,713,473</b>	<b>\$183,020,690</b>

## Statement of Income

INCOME STATEMENT	2021	2020	2019
Loan Income	\$8,980,627	\$9,479,778	\$9,331,929
Investment Income	163,177	303,041	647,045
Other Income	5,460,214	4,539,359	4,041,737
<b>Total Income</b>	<b>\$14,604,018.00</b>	<b>\$14,322,178.00</b>	<b>\$14,020,711.00</b>
Less Operating Expense	10,982,825	10,673,309	10,331,557
<b>Operating Income</b>	<b>3,621,193</b>	<b>3,648,869</b>	<b>3,689,154</b>
Dividends to Members	840,923	1,052,515	941,489
Less Interest on Borrowed Money	16	0	0
Less Loan Loss Expense	57,433	1,344,309	1,023,797
<b>Total Net Income Before Gains or Losses</b>	<b>2,722,821</b>	<b>1,252,045</b>	<b>1,723,868</b>
Gain (Loss) on Investment	(5,153)	0	(6,667)
Gain (Loss) on Disposition of Assets	24,626	6,423	(105,778)
Gain (Loss) from Sale of Osage Building	0	0	223,030
<b>Net Income</b>	<b>\$2,742,294</b>	<b>\$1,258,467</b>	<b>\$1,834,452</b>



## Consumer Lending Report

### Mario Vega, VP of Consumer Lending

On behalf of the lending team at Guadalupe Credit Union, we would like to thank you for trusting us with your financial well-being and allowing us to work with you to meet your ongoing financial needs.

In 2021, Guadalupe Credit Union consumer loans increased 7.20% from December 2020. We implemented Emergency Fast Cash loans. Thank you to our Lenders and Financial Coaches for all of their hard work and contributions during the 2021 year. All together, they processed 3,905 new loans totaling \$42,233,091.96 with an average loan balance of \$10,815.13.

We invite you to schedule an appointment with a GCU loan officer. Our loan officers are here to guide you by looking at your current financial picture and to help meet your lending needs with affordable rates. We are committed to our mission and look forward to continuing to support our members by promoting financial empowerment.



## Mortgage Lending Report

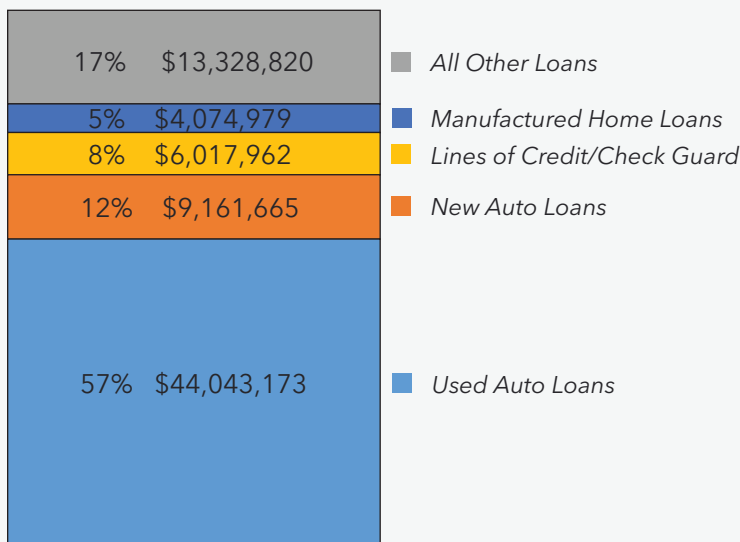
### Brenda Dominguez, VP of Mortgage Lending

In 2021, mortgage loans increased by 3.80% from year-end 2020. We originated over \$14.8 million in new mortgage loans.

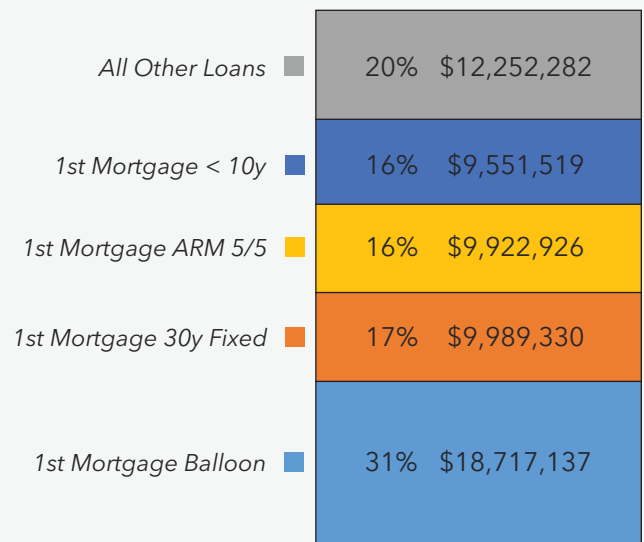
Last year I informed you about our new partnership with myCUMortgage. This has been very successful, as it has allowed us to offer rates and terms that are more competitive for First time homebuyers, VA, FHA, USDA, and Conventional fixed rate mortgage loans. Our mortgage staff and Financial Coaches continue to work together to help first time homebuyers with education, resources and services to meet their goals of becoming a homeowner.

We have many specialized mortgage loan products to ensure an option is available for all borrowers. If you are looking for to buy a home or refinance your current home. Please contact our mortgage department staff at 505-216-0518. We are committed to helping you find the best option for you and your family.

## Consumer Loans Year-End 2021



## Mortgage Loans Year-End 2021





## Operations Report

Tanya Romero, SVP/Chief Operations Officer

Welcome to Guadalupe Credit Union's Annual Meeting. This meeting is full of information on what went on in the credit union during 2021. I have some updates for you on the operations side of the credit union.

GCU went live with an Auto Attendant for our phone system. This allows for a direct connection to the department, branch or person that you are looking to speak with. Having this feature on our phone system added ease and convenience with getting your message to the right person. We transitioned to processing money orders in house vs through Money Gram. This allowed GCU to assist our members fully with money orders instead of having to refer them to Money Gram when there were questions or help was needed.

We increased our debit card limits to help members have easier access to their funds. ATM withdrawal limits increased from \$200 to \$500, transaction purchase limits increased from \$2,500 to \$3,000 and the number of purchases per day increased from 15 to 25.

Our Taos branch moved to a new location. We are now located at 1520 Paseo Del Pueblo Norte in El Prado, NM. This is a full service branch with account opening, consumer lending, a teller line and a Financial Coach. It has 2 drive up lanes and a drive up ATM. We opened a brand new branch in Las Vegas, located at 2504 7th Street. This is also a full service branch with account opening, consumer lending, a teller line and a Financial Coach. It has 3 drive up lanes and a walk-up ATM.

GCU participated in a program with the NCUA, who is our federal regulator and insures our deposits, called Minority Depository Institution Mentoring Cohort. This program paired larger credit unions with smaller credit union for mentorship opportunities. GCU had the honor of mentoring a local credit union, Northern New Mexico School Employees Federal Credit Union. It was so exciting to see credit unions working cooperatively together for the betterment of our communities.

Thank you all for your continued loyalty and membership to the Guadalupe Credit Union family!



## Empowerment Report

Diane Sandoval-Griego, Chief of Financial Empowerment

Guadalupe Credit Union is known in our communities for our financial coaching and outreach. In 2021, we had to find new ways to interact with our members and community partners. Staff quickly pivoted to virtual platforms for appointments, meetings and financial education classes. I want to share with you just a few projects that we worked on.

- Testified at legislative sessions advocating for our communities against egregious interest rates as high as 175% for small dollar loans. GCU has seen the damage that predatory lending can do to our communities and have asked our elected officials to lower the rates charged in our state.
- SCORE of Santa Fe & Northern New Mexico - Provided assistance to small businesses to learn about mentorship programs available, gig employment opportunities and relief programs during the pandemic.
- Free Credit Check promotions helped people work on credit, lower rates and payments, consolidate debt and more.
- Emergency Fast Cash Loan was introduced to provide loans up to \$2,500. Working with financial coaches, many received help to pay necessities in difficult times.
- GCU Christmas Families, a program that staff supports by donating through payroll deduction, helped 50 families in Northern New Mexico during the holiday season with food and clothing.

GCU financial coaching data reports show discussing money is helping open the doors to financial empowerment. Staff, members, friends or family, referred more than 46% of people in financial coaching. We are all making a difference by allowing one another to speak freely about finances. Thank you for allowing us to be part of your life and we are proud to be of service to you and your family.

## Board of Directors



**Linda Medina**  
Board Chair



**Bryan Maestas**  
Board Vice-Chair



**Gladys Cobos-Romero**  
Board Sec./Treasurer



**Carmen Dominguez**  
Board Member



**Roberta Armijo**  
Board Member

## Supervisory Committee



**John Block III**  
Committee Chair



**Alice Valdez**  
Committee Vice-Chair



**Donna Vigil**  
Comm. Sec./Treasurer



**Hazeldine Romero**  
Committee Member



**Mike Martinez**  
Committee Member

## Guadalupe Credit Union Branches



**Airport Branch**  
Santa Fe, NM



**Don Diego Branch**  
Santa Fe, NM



**Rodeo Branch**  
Santa Fe, NM



**Las Vegas Branch**  
Las Vegas, NM



**Española Branch**  
Española, NM



**Taos/El Prado Branch**  
El Prado, NM



**Mora Branch**  
Mora, NM



Federally Insured by NCUA | Equal Housing Opportunity

[www.GuadalupeCU.org](http://www.GuadalupeCU.org)

**Santa Fe**

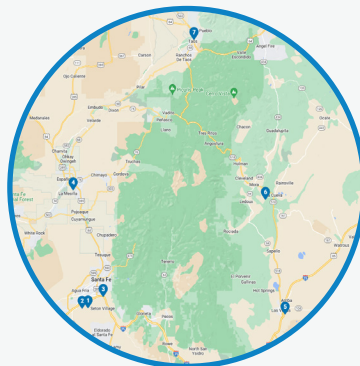
3601 Mimbres Lane

3721 Academy Road

1101 Don Diego Avenue

**Española**

460-G. N. Riverside Drive



**Las Vegas**

2504 7th Street

**Taos/El Prado**

1520 Paseo del Pueblo Norte

**Mora**

#508 Street Highway 518