



# No Box **U**nchecked

## 2023 ANNUAL REPORT

## PRESIDENT'S REPORT

As we celebrated the 100th anniversary of Freedom Credit Union in 2022, we introduced a little something we like to call “unbanking.” Throughout 2023, we left no box unchecked as we leaned into bringing this concept to life and exemplifying our undeniable difference.

You'll see in the following pages some of the many ways we do things differently. For example, we sought ways to help our members see that no goal is unattainable, and the numbers show they believe it. Home equity loans were up 52% over 2022 for an all-time-high loan volume, and we ranked third in Pioneer Valley mortgage market share for local institutions, up from fifth in 2022, helping more people achieve the dream of home ownership.

In 2023, we set the stage for two exciting new initiatives that will launch in 2024. The first is our new Interactive Teller Machine (ITM), which will be located at our Main Street branch in Springfield. It combines the convenience of an ATM with the personalized service of a teller using a video chat feature.

We'll also be launching new Freedom Credit Union VISA credit cards for individuals and businesses. They'll offer the fantastic benefits (such as roadside assistance, purchase security, NortonLifeLock™ and much more) and rewards our members want, with lower interest rates.

We never forget that minding your money is a big job, and strive to ensure we leave no penny unprotected. Our experts remain ever vigilant in their mission to prevent fraud losses.

We have a variety of internal processes in place, send our staff for ongoing training and coaching, and work with local law enforcement to crack down on thieves.

In 2023, we doubled down on helping our members and the community, particularly the vulnerable senior population, protect themselves from scams. This included holding 11 free educational sessions at senior centers throughout the region, as well for Health New England employees in Springfield and at the Senior Health and Safety Expo in Greenfield.

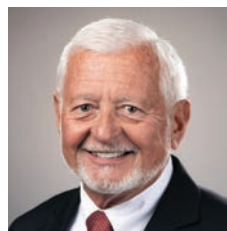
Of course, we continued to show unconditional support to a diverse range of community nonprofits throughout the counties we serve. This included, among many others, The Gray House, Griffin's Friends, the Foundation for TJO Animals, the Franklin County Regional Dog Shelter, Pioneer Valley Habitat for Humanity and Safe Passage.

To us, minding your money is just the beginning. As your credit union, we embody a cooperative spirit with products, programs and perks that benefit you. That's unbanking. Thank you for your continued trust.



A handwritten signature in black ink that reads "Glenn S. Welch".

**GLENN S. WELCH**  
*President and CEO*

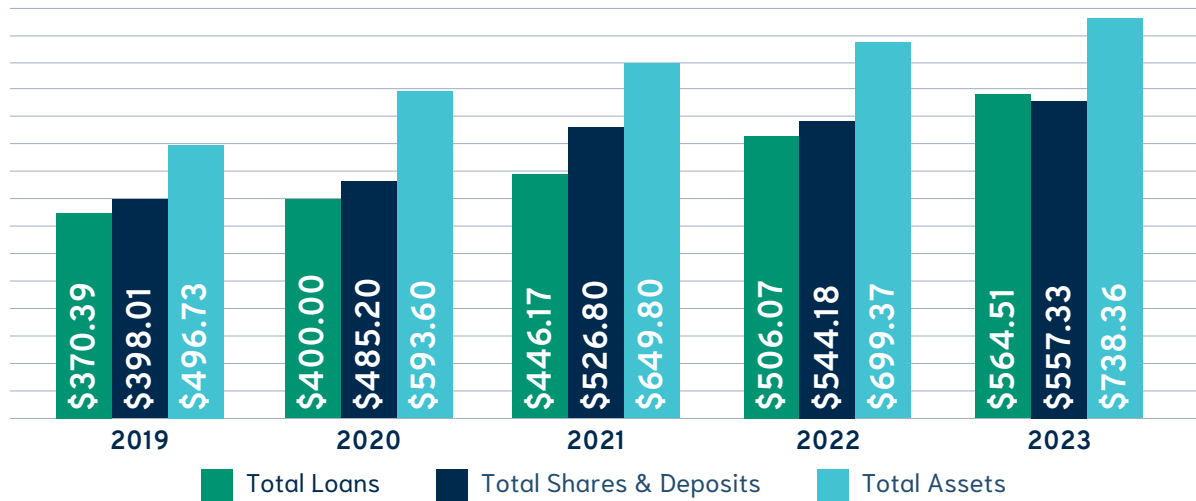


A handwritten signature in black ink that reads "Louis G. Guillette".

**LOUIS G. GUILLETTE**  
*Chairman, Board of Directors*

## HIGHLIGHTS FROM 2023

### FREEDOM'S FINANCIAL PERFORMANCE In Millions



### LENDING

- Personal loans up 37% over 2022
- Home equity loans up 52% over 2022; all-time-high loan volume of \$40.8 million
- Loan delinquency below 1.00%
- Freedom ranked #3 in Pioneer Valley mortgage market share for local institutions
- 24/7 loan closings available for unsecured loan borrowers



The Freedom Credit Union leadership team participated in the 2023 EANE Leadership Summit. The sessions, built around the theme of Navigating the New Workforce, gave them tremendous insights. The keynote speakers, Mohammad Anwar and Frank Danna, authors of *Love as a Business Strategy*, especially inspired them.



Freedom Credit Union was among 12 businesses honored in the revenue category by the Springfield Regional Chamber during its annual Super 60 award program.

## CONSOLIDATED STATEMENTS OF FINANCIAL CONDITION

As of December 31, 2023 and 2022

<b>ASSETS</b>	<b>2023</b>	<b>2022</b>
	(In Thousands)	
Cash and cash equivalents	\$ 5,171	3,670
Investments	48,329	51,791
Mortgage-backed securities	80,341	89,971
Loans receivable (net)	564,513	502,970
Capital assets (net)	5,264	5,464
Accrued interest receivable	3,740	2,939
NCUSIF deposit	5,030	4,939
Other assets	<u>25,972</u>	<u>37,623</u>
<b>Total assets</b>	<b>\$ 738,360</b>	<b>699,367</b>
<b>LIABILITIES AND NET WORTH</b>		
Members' shares and savings accounts	\$ 557,327	544,184
Borrowed funds	89,550	68,041
Other liabilities	<u>4,993</u>	<u>6,326</u>
<b>Total liabilities</b>	<b>\$ 651,870</b>	<b>618,551</b>
<b>Net worth</b>	<b>86,490</b>	<b>80,816</b>
<b>Total liabilities and net worth</b>	<b>738,360</b>	<b>699,367</b>

## CONSOLIDATED STATEMENTS OF INCOME

<b>Interest income:</b>		
Interest on loans	\$ 22,558	17,683
Interest on investments	<u>4,693</u>	<u>2,799</u>
<b>Total interest income</b>	<b>\$ 27,251</b>	<b>20,482</b>
 <b>Interest expense:</b>		
Dividends on shares and savings accounts	\$ 5,023	1,333
Interest on borrowed funds	<u>3,133</u>	<u>769</u>
<b>Total interest expense</b>	<b>\$ 8,156</b>	<b>2,102</b>
 Net interest income	\$ 19,095	18,380
Provision for loan losses	<u>420</u>	<u>420</u>
<b>Net interest income, after provision for loan losses</b>	<b>\$ 18,675</b>	<b>17,960</b>
 <b>Non-interest income:</b>		
Member service fees	\$ 5,488	5,451
Net gain on sale of investment securities	726	738
Mortgage banking income	305	295
Increase in cash surrender value of life insurance	476	601
Other non-interest income	<u>0</u>	<u>249</u>
<b>Total non-interest income</b>	<b>\$ 6,995</b>	<b>7,334</b>
 <b>Operating expenses:</b>		
Compensation and benefits	\$ 10,503	9,547
Office occupancy and operations	601	684
Computer costs	2,822	2,674
Insurance	123	129
Other	<u>7,932</u>	<u>7,814</u>
<b>Total operating expenses</b>	<b>\$ 21,982</b>	<b>20,847</b>
<b>Operating income</b>	<b>3,688</b>	<b>4,447</b>
 <b>Non-operating expenses:</b>		
Gain on fixed assets	\$ 2	3
Unrecognized gain (loss) on equity portfolio	<u>305</u>	<u>(981)</u>
<b>Net income</b>	<b>\$ 3,995</b>	<b>3,469</b>

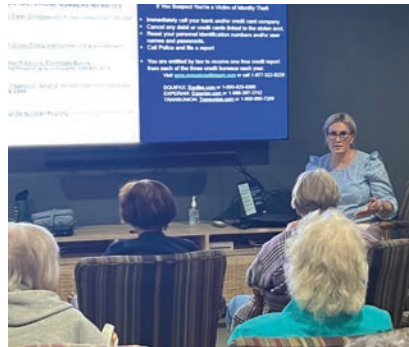


## COMMUNITY SUPPORT

Throughout 2023, Freedom Credit Union contributed financial support to well over 70 charitable organizations throughout the four counties of western Massachusetts, donating a total of \$181,898.

This included:

- Corporate charitable giving totaling \$130,432.00, which benefitted local and regional organizations such as the Children’s Advocacy Centers in Hampshire and Franklin counties, the Hispanic American Library in Springfield and West Springfield Boys and Girls Club.
- Our “Month of Giving” campaigns, which raised \$17,316 to support local organizations including The Food Bank of Western Massachusetts, the Massachusetts Coalition for the Homeless and Unify Against Bullying.
- Local branch and department giving, which contributed an additional \$34,150 to local charities.



(Top left-right): Food donation for The Gray House; Toys for Tots donation; Walk to End Alzheimer’s; Pink Day benefiting Baystate Health Foundation; fraud prevention seminars at local senior centers, including Southwick Village; donation to the Westover Galaxy Community Council

## AWARD-WINNING EMPLOYEES

At our Annual Holiday Dinner in 2023, President and CEO Glenn Welch bestowed the distinguished President’s Award to Rae Brown, our Northampton branch officer. The President’s Award honors an employee who is committed to professional excellence, takes pride in the credit union and themselves, is a strong team player and communicator, motivates others and represents the credit union with an overall sense of integrity.

Rae serves her employees and members with a high level of professionalism and dedication. She has become a trusted resource to her peers and employees regarding business account activity, and does not hesitate to support other branches when staffing challenges arise, working with other managers to fill any gaps. Rae has

developed an amazing and dedicated team of cross-trained professionals who remain flexible to address scheduling needs in Northampton and across all our branches.



Glenn Welch with President’s Award winner, Rae Brown.

## 2023 GEM Recipients

In 2017, Freedom Credit Union implemented the GEM (Going the Extra Mile) Recognition Program. The following employees received Certificates of GEM Acknowledgment for their out-of-the-ordinary acts of kindness, bright ideas and/or great suggestions. Congratulations to all—and let’s keep identifying those GEMs among us!



Rae Brown  
Northampton  
Branch Manager



Kelly Bruce  
Head Teller in  
Chicopee



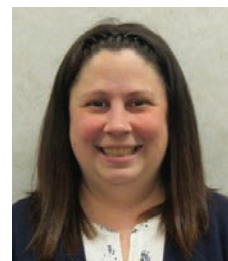
Lori Casineau  
Loan Processing  
Manager



Cynthia Champiney  
Feeding Hills Assistant  
Branch Officer



Michelle Charette  
Feeding Hills  
Universal Agent



Kristyn Lamoutte  
Member Contact Center  
Representative

## BOARD OF DIRECTORS

Louis G. Guillette, Chairman

William T. Carey, Vice Chairman

Brian D. Harrington, Treasurer

John R. Reigner, Security Officer  
*Past Chairman, 2009–2012*

Lawrence Bouley, Director  
*Past Chairman, 2015–2018*

Donald C. Emerson, Director  
*Past Chairman, 2018–2021*

William Flaherty, Director  
*Board of Directors, Vice President,  
West Springfield Federal Credit Union,  
2011–2019*

William G. O'Brien, Director  
*Past Chairman, 2006–2009*

F. Rory Santaniello, Director

Donald R. Senecal, Director

Daniel Reigner, Director

## SENIOR MANAGEMENT

Glenn S. Welch  
President & Chief Executive Officer

Lee Craig  
Senior Vice President & Chief Financial Officer

Gina Noblit Giannetti  
Vice President, Human Resources

Kara B. Herman  
Vice President, Retail Administration

Cheryl L. Podgorski  
Vice President, Operations

Jeffrey M. Smith  
Chief Lending Officer and Vice President

David Chase  
Vice President, Member Business Lending

## BRANCH OFFICERS

Eric Garcia  
Main Office

Michelle Caron  
Feeding Hills

Angela Gotay-Cheverez  
Chicopee

Carla DiLoreto  
Ludlow

Jamie Convery  
Sixteen Acres

Debra Mainolfi  
West Springfield

Rae Brown  
Northampton

Kriste Joy  
Greenfield and Turners Falls

**Want to see unbanking in action?**

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# Branch Locations

## Hampden County

Chicopee  
1976 Memorial Drive  
(413) 532-5085

Ludlow  
645 Center Street  
(413) 505-5800

Springfield, Downtown  
1976 Main Street  
(413) 739-6961

Springfield, 16 Acres  
296 Cooley Street  
(413) 505-5700

Feeding Hills  
959 Springfield Street  
(413) 786-6200

West Springfield  
58 Union Street  
(413) 733-6108

## Hampshire County

Northampton  
226 King Street  
(413) 586-3590

## Franklin County

Greenfield  
74 Main Street  
(413) 774-4182

Turners Falls  
191 Avenue A  
(413) 774-9909

## Connecticut

Enfield Loan Production Office  
115 Elm Street, Unit 214  
(860) 698-3607

## MEMBER CONTACT CENTER

(413) 739-6961  
(800) 821-0160

### Hours\*

Monday, Tuesday, Wednesday  
8:00 AM-4:30 PM

Thursday, Friday  
8:00 AM-5:00 PM

Saturday  
9:00 AM-12:00 PM

\*After-hours support is available.



unbanking

freedom.coop



Freedom Credit Union is federally insured by NCUA. Shares and deposits in excess of NCUA limits are fully insured by MSIC. Equal Housing Lender. NMLS #478769.