

# TOGETHER, WE'RE BETTER

Midwest Community was founded in 1954 by a small group of General Motors employees whose purpose was to help one another ensure their vital needs were met. They liked the idea of friends & coworkers pooling their resources into a cooperative, not-for-profit financial institution they would own and manage themselves.

While much has changed in the last 67 years, the same philosophy that led to Midwest Community's origin still thrives today with our focus on promoting our members' financial health. When our membership is healthy, MCFCU is healthy, and we contribute to the health of the communities around us.

As 2020 has shown us, life is not without its challenges. But with one another's support, we'll make it through adversity and challenging times. We appreciate your commitment to Midwest Community FCU, and we'll remain dedicated to supporting the members and communities we serve. Together, we're making our communities better, all in the spirit of People Helping People.



| MCFCU AT A GLANCE              | 2019        | 2020        |
|--------------------------------|-------------|-------------|
| Members                        | 13,971      | 14,032      |
| Cash                           | 7,481,969   | 6,061,739   |
| Investments                    | 53,116,485  | 67,770,957  |
| Loans                          | 106,213,377 | 117,980,611 |
| Total Assets                   | 177,021,031 | 202,764,081 |
| Undivided Earnings             | 13,692,714  | 14,623,099  |
| Total Income                   | 9,324,234   | 9,328,243   |
| Total Operating Expense        | (7,228,524) | (7,514,123) |
| Provision for Loan Loss        | (290,000)   | (687,000)   |
| Dividends                      | (1,018,052) | (818,902)   |
| Net Income after Dividends     | 787,658     | 308,218     |
| Increase in Assets             | 8.99%       | 14.54%      |
| Increase in Loans              | 7.10%       | 11.08%      |
| Increase in Shares             | 8.68%       | 15.44%      |
| Increase in Undivided Earnings | 14.53%      | 6.79%       |

We're providing a highlight of our 2020 accomplishments here. You can find our full Report to Membership online at [midwestcommunity.org/reports](https://midwestcommunity.org/reports).



midwestcommunity.org | 419.783.6500  
Federally insured by NCUA



# 2020 ANNUAL REPORT SUMMARY

# 2020 HIGHLIGHTS

As a not-for-profit co-op, Midwest Community's growth helps us reinvest our profits back into the financial health of our members and communities.

**14,032 MEMBERS**  
.44% ANNUAL GROWTH

**\$202.76 MILLION**  
IN ASSETS  
14.54% ANNUAL GROWTH

**\$185.36 MILLION**  
IN SHARES  
15.44% ANNUAL GROWTH

**\$117.98 MILLION**  
IN LOANS  
11.08% ANNUAL GROWTH

**\$110,000**  
IN GRANT FUNDS DISTRIBUTED TO  
NEW HOME OWNERS  
ON 22 NEW HOME LOANS THROUGH THE WELCOME HOME GRANT PROGRAM

# MEMBER EXPERIENCE



**+76.75%**  
**NET PROMOTER SCORE**

NET PROMOTER SCORE IS A MEASURE OF CUSTOMER LOYALTY. A SCORE BETWEEN +50% AND +80% IS CONSIDERED BEST IN CLASS.

**MEMBER EFFORT SCORE 6.04/7**  
**TOTAL EXPERIENCE SCORE 4.31/5**



**FREE**  
**FINANCIAL COACHING**

PERSONAL, ONE-ON-ONE COACHING TO HELP DEVELOP A FINANCIAL PLAN



**ONLINE**  
**ACCOUNT OPENING**

WITH COVID RESTRICTIONS IN PLACE, WE INTRODUCED SAFE, SECURE ONLINE ACCOUNT OPENING TO ELIMINATE THE NEED TO VISIT THE BRANCH IN PERSON



**UPDATED**  
**RESOURCE LIBRARY**

ONLINE TIPS & ADVICE TO HELP MEMBERS IMPROVE FINANCIAL HEALTH

# COMMUNITY SUPPORT & IMPACT



**\$20,000+**

IN DONATIONS & COMMUNITY SPONSORSHIPS



**PEOPLE HELPING PEOPLE**

**\$7,000+**

IN STAFF DONATIONS THROUGH OUR EMPLOYEE ENGAGEMENT COMMITTEE AND GIVING TUESDAY



**FINANCIAL EDUCATION**

**384 STUDENTS**

EDUCATED THROUGH FINANCES 101 PROGRAM (VIRTUAL EDITION)



**SPREADING THE LOVE**

**18 RECIPIENTS**

OF STAFF DONATIONS OR VOLUNTEER HOURS