

Dream
Big

Thrive
BIGGER



A JOINT
MESSAGE
FROM THE
BOARD
CHAIR AND
CEO

A SPECIAL THANK YOU
TO OUR BOARD CHAIR

HOWARD SHERER, WHO HAS BEEN AN UNWAVERING STRENGTH TO SCCCU FOR THE PAST 13 YEARS. HE'S A STRATEGIC THINKER AND IS THE MASTER BEHIND THE STRONG SUPPORT TO NON-PROFITS DURING THE COVID YEARS. THE CALIFORNIA CREDIT UNION LEAGUE AWARDED HIM AS AN OUTSTANDING BOARD MEMBER IN 2022, AND HE CONTINUES TO BE A BRIGHT LIGHT AND INTELLIGENCE ON OUR BOARD OF DIRECTORS.

THANK YOU FOR YOUR SERVICE, HOWARD!

Santa Cruz Community Credit Union (SCCCU) is proud to announce that over the past year, we've assisted many members in realizing their dreams. We provided low-rate loans amid rising rates, offered high-yielding certificate and savings products, and delivered financial education to our community, ensuring everyone has the knowledge to navigate the ever-changing financial landscape. Our unwavering commitment to providing affordable financial services remains at the forefront of our mission.

Our most significant accomplishment in 2023 is moving our Downtown Santa Cruz branch to 55 River Street. We're thrilled to see our Member Access Plan continue to thrive, as now access is better, members have a place to park, and we have two brand new ATMs at the branch to meet your cash needs. Coming soon is our Santa Cruz Branch Open House at 55 River Street on May 16; we hope you will attend and tour our new branch.

In addition to moving our Downtown Santa Cruz branch, we plan to relocate our back office staff to a new location in July 2024. These moves have allowed us to reduce the size of our space, reduce our carbon footprint, streamline our processes, and target what's most important to our members. We appreciate your patience during this transition.

In 2023, we also worked to improve our ability to help members set and achieve financial goals. Five employees became Certified Financial Counselors in 2023, with two more pending in 2024. What does that mean for our members? This is an opportunity for our members to thrive with new financial tools to help them move forward with their financial dreams. You'll find a Certified Financial Counselor at each branch.

Additionally, we launched our Passport to Financial Freedom financial literacy program, an eight-week program designed to teach teens and young adults about essential financial topics. We're grateful to the Santa Cruz Juvenile Detention Center and JANUS for letting us test our program and reach over 150 students willing to learn.

With our continued focus on our strategic Member Access Plan, we're constantly looking for new ways for our members to thrive. In 2023, we introduced a newly revamped Home Equity Line of Credit with a low introductory rate. We continued offering our low-rate "Project Home" loan or "Proyecto Hogar" loan, which helps low-income community members qualify to purchase a home. And, as many of you know, we continued to offer high-yielding certificates and money market accounts throughout the year.

Thriving means helping you improve your saving skills. Recently we launched two new savings accounts designed to give you special benefits for saving money. And stay tuned because we plan to roll out special certificate offers in the coming months!

Additionally, we're adding two new ATMs on Pacific Avenue in May 2024. We also plan to launch more pop-up financial service options for our members by the end of the year.

As a certified Community Development Financial Institution (CDFI) and a certified low-income provider, we continually seek new ways to provide financial assistance and support to our community, often through non-profits who live on the front line of service delivery. This past year, we donated approximately \$75,000 to our non-profit partners, including Pajaro Valley Loaves & Fishes, Second Harvest Food Bank, The Diversity Center, Pajaro Valley Shelter Services, Community Bridges, Community Action Board, and the Arts Council. We continue to work closely with our non-profit partners to provide ongoing financial education to their clients. Additionally, several of our managers and staff volunteer tirelessly at local non-profits, many serving on non-profit boards, and two of our executive managers participated in and graduated from Leadership Santa Cruz.

As you can see, we have a lot of good news, including installing "Happy or Not" kiosks in our branches so you can tell us how we're serving you in real-time. We review member feedback at least weekly to see where we can improve our efforts to provide exceptional member service. And Happy or Not has now been extended to a digital platform so members can provide feedback on all transactions at the Credit Union (not just at our branches).

As an SCCCU member, we hope you can feel proud of the success and strength we continue to experience even with an economy that has been challenging for the past few years. The Credit Union is well-capitalized, has good liquidity, and never engages in risky investments.

As we close another successful year at SCCCU, we are truly thankful for the ongoing support of our members. We wish you a wonderful 2024 and hope you will continue to turn to us as your safe, local financial partner. We genuinely want you to dream big and thrive BIGGER.

HOWARD SHERER, BOARD CHAIR
ELIZABETH CARR, PRESIDENT/CEO



FINANCIAL REPORT

	2023	2022
INCOME		
Loan Income	\$8,746,683	\$8,068,966
Investment Income	\$664,292	\$299,894
Non-Interest Income	\$3,952,125	\$5,808,216
Total Income	\$13,363,100	\$14,177,076
EXPENSES		
Operating Expenses	\$10,681,530	\$9,774,703
Provision for Loan Losses	\$585,544	\$1,574,880
Dividends and Interest	\$1,128,746	\$244,184
Total Expenses	\$12,395,820	\$11,593,767
NET INCOME/(LOSS)	\$967,280	\$2,583,309
ASSETS		
Total Loans	\$152,096,566	\$155,561,846
Allowance for Loan Losses	(\$1,532,131)	(\$1,280,373)
Net Loans	\$150,564,435	\$154,281,473
Cash	\$19,058,165	\$13,618,155
Investments	\$7,261,359	\$8,868,641
Fixed Assets	\$5,933,130	\$6,072,556
Other Assets	\$8,941,383	\$5,816,433
Total Assets	\$191,758,472	\$188,657,258
LIABILITIES, MEMBER EQUITY & RESERVES		
Total Liabilities	\$10,996,227	\$9,113,600
Borrowed Funds	\$-	\$-
MEMBER EQUITY		
Primary Shares	\$77,364,514	\$91,410,839
Checking/Money Market	\$50,365,854	\$52,175,917
Certificates	\$32,990,788	\$16,203,887
Individual Retirement Accounts	\$2,232,171	\$2,387,527
Total Deposits	\$162,953,327	\$162,178,170
RESERVES		
Total Reserves	\$17,808,918	\$17,365,488
Total Liabilities, Member Equity & Reserves	\$191,758,472	\$188,657,258

Total Assets	\$191,758,472	2023
	\$188,657,258	2022
Total Shares	\$162,953,327	2023
	\$162,178,170	2022
Total Loans	\$152,096,566	2023
	\$155,561,846	2022

Santa Cruz Community Credit Union is certified by the federal government as a Community Development and low-income Credit Union. Additionally, it holds a certification called "Juntos Avanzamos," which is awarded to credit unions who have demonstrated they have the commitment and the tools to serve the Latinx community.

2023
15,139
MEMBERS

2022
14,995
MEMBERS

REPORT OF THE SUPERVISORY COMMITTEE

The Supervisory Committee serves as the oversight committee for the membership and Board of Santa Cruz Community Credit Union. The volunteers on the Supervisory Committee bring professional expertise and experience to their oversight responsibilities. This expertise and experience results in a comprehensive review of the Credit Union's operational practices, procedures, and compliance.

Throughout 2023, we monitored the Credit Union's financial condition through a review of various audit and operating practices and procedures. The Supervisory Committee is responsible for ensuring that financial statements accurately and fairly represent the financial condition of Santa Cruz Community Credit Union and that management practices and procedures safeguard member assets.

We reviewed and selected the CPA firm that is performing the 2023 annual audit and member account verification. This Independent Auditor's Report covers the period of January through December 2023, and the Committee will review the findings in May 2024.

The Supervisory Committee meets routinely with SCCCUCU management and spends time reviewing the various reports to determine that your Credit Union remains a safe place for your finances. The Supervisory Committee is pleased to report that Santa Cruz Community Credit Union remains financially safe and sound.

Linda Brown, Chair | Suzanne MacLean, Committee Member

BOARD OF DIRECTORS

Howard Sherer, Chair
 Tammy Pelstring, Treasurer
 Matt Farrell, Secretary
 Ami Ebright
 Paz Padilla
 Sylvia Reyes
 Edward Van Valkenburgh
 Bonnie Lipscomb, Associate Director

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Juntos Avanzamos



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2023

ANNUAL REPORT



SANTA CRUZ COMMUNITY CREDIT UNION