

ANNUAL REPORT

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Building Success Through Membership



AMERICA'S
CREDIT UNION



Federally Insured by NCUA

MISSION STATEMENT



We make your passions our priority.

CORE VALUES

-  We are community-minded.
-  We provide personalized service.
-  We are forward-thinking.
-  We provide customized solutions.
-  We strive to exceed expectations.

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President's Report



As America's Credit Union grows, our commitment to the members remains steadfast. The Credit Union acknowledges its success is intertwined with every member's dreams, aspirations, and financial milestones. Guided by our mission statement, America's CU is more than just a financial institution; it promises to prioritize your passions, dreams, and well-being above all else. We pledge to be more than just a service provider; we strive to be your trusted partner on your journey to financial prosperity and personal fulfillment.

At the heart of everything, we embody the fundamental credit union principle of People Helping People. Integrity, honesty, and respect are not just words to us; they are the guiding principles that shape every decision we make.

Driven by our commitment to community support, we decided to significantly bolster our Business Development team at the beginning of 2023. This strengthens our efforts to empower the communities we serve. The teams' dedicated involvement at the grassroots level allows us to personalize our members' experience and customize the solutions they truly need and want.

In May 2023, we proudly inaugurated the Royal Branch location as part of our strategic initiative to broaden our reach and deepen our impact within the community. We kicked off the event with a community block party, which was a great success. Since its inception, the Royal Branch has received an overwhelmingly positive response from the community, underscoring the importance of our presence in meeting the evolving needs of our members at the Royal Branch and all of our locations.

The trust members put in America's CU to protect their identities and account information will never be taken for granted, and the commitment to this vital aspect of the organization is another building block of our overall success.

President's Report - Cont.

Being forward-thinking allows us to evaluate and implement new innovative features through multiple channels to safeguard our members' financial information. In 2024, we will offer contactless cards as a small part of helping us accomplish this.

We pride ourselves on offering flexible products that cater to the diverse financial needs of our members. What sets us apart is the range of deposit and loan options we provide and the exceptional value we offer through our competitive interest rates. Our members consistently express their satisfaction with our services, especially regarding rates and rewards. Our Kasasa Checking and Kasasa Savings accounts are prime examples, where members earn more and enjoy rewards that enhance their overall banking experience. With us, it's not just about banking—it's about empowering our members to achieve their goals confidently.

As 2024 progresses, America's CU will kick off a 9-month celebration in honor of our 90th anniversary. Watch out for member events, promotions, and activities to honor and celebrate our members! From a business perspective, we will continue to advocate for our members by monitoring and assessing the economic climate, keeping your personal and private information safe, offering competitive loan and deposit products, and offering financial education and guidance programs that will set you on the path of monetary success today and in the future.

We thank you for your confidence in us and your support over the last nine decades. From the birth of a child to retirement, we are honored and humbled that you would select us as your financial partner through each life-changing event.

Warm regards,

Bert Beal
CEO & President
America's Credit Union

Building Success Through Community

America's CU Block Party

We kicked off the Grand Opening of our newest location, Royal Ln, in Dallas, with a Block Party. We had fun kids' activities, including painting piggy banks, bounce houses, Kona Ice, a DJ, and a photo wall. Smoak Town BBQ provided the food. The community gathered and learned more about us and how we can serve their needs.



What our Members Say

DEPARTMENT SPOTLIGHT

Central Branch

“

I have been a member of this bank for over 20 years when it was Dallas Telco. Best customer service and folks that work there hands down.

”

DEPARTMENT SPOTLIGHT

Garland Branch

“

I recently had the pleasure of becoming a member of America's Credit Union, and I must say that my experience has been outstanding. From their customer service to their great rates, America's CU has truly exceeded my expectations.

”



Financial Information

December 31, 2023 Compared to December 31, 2022

	2023	2022
<i>Financial Strength</i>		
Total Assets	\$390,407,296	\$407,039,109
Total Gross Loans	\$268,278,971	\$243,762,091
Total Gross Capital	\$52,469,974	\$48,930,256
Total Members	31,274	31,844
<i>Income and Expenses</i>		
Total Income	\$22,224,485	\$18,077,340
Less Operating Expense	\$17,543,106	\$14,996,728
Less Non-Operating Inc/Exp	\$20,788	-\$31,011
Less Cost of Funds	\$1,162,419	\$401,174
Transferred to Equity	\$3,539,747	\$2,648,428
<i>Financial Statement - Assets</i>		
Net Loans	\$267,285,343	\$242,819,181
Cash	\$40,165,759	\$6,008,011
Investments	\$62,357,030	\$141,744,687
Fixed Assets	\$12,194,609	\$11,309,168
Other Assets	\$8,404,555	\$5,158,062
TOTAL	\$390,407,296	\$407,039,109
<i>Financial Statement - Liabilities</i>		
Liabilities	\$3,549,344	\$3,999,961
Deposits	\$334,387,978	\$354,108,892
Equity or Reserves	\$52,469,974	\$48,930,256
TOTAL	\$390,407,296	\$407,039,109
<i>Loan Information</i>		
Number of New Loans	5,502	3,554
Dollars of New Loans	\$107,802,263.36	\$132,938,598.20

What our Members Say

EMPLOYEE SPOTLIGHT ON

Tish R.

“

I'm ecstatic to share my phenomenal experience purchasing a C8 with America CU, and I cannot thank Tish enough for her generous service. She patiently addressed all my questions and concerns, ensuring I felt completely confident in my decision. Her in-depth knowledge of the loan product was impressive, and her ability to explain its features and benefits greatly contributed to my understanding of the transaction. This is why I'm a credit union member. It's people like Tish R. that make the difference.

”



Building Success Through Community

America's CU Non-Profit Resource Fair

Our Non-Profit Resource Fair aimed to connect members in the Dallas metroplex to free services available in the community. We have proudly sponsored Women Rock, From Ordinary to Extraordinary, Dialogue Institute of Dallas, Ability Connection, Boys & Girls Clubs of Dallas, Be An Angel, Carry the Load, Mesquite Arts Center, and North Texas Behavioral Health Authority.



What our Members Say

DEPARTMENT SPOTLIGHT

Lancaster Branch

“

Our family has been with this Credit Union for more than 40 years and is very happy with the service we receive. The employees at America's Credit Union are very professional and friendly; they make you feel like you're part of their family. I would suggest anyone who's interested in joining a bank with great customer service choose this one.

”

DEPARTMENT SPOTLIGHT

Mesquite Branch

“

I've been a member of this Credit Union for over 15 years and have never had any issues. The staff is always polite and professional, and they always do an outstanding job. I'm very happy that they have a location in Mesquite, TX.

”

What our Members Say

DEPARTMENT SPOTLIGHT

Royal Branch

“

I have recently become a member of America's Credit Union and I can't say enough about the excellent service they provide. They made the process of changing over from my old bank very easy and quick. I love the mobile app and I think I will be a member for years to come.

”

DEPARTMENT SPOTLIGHT

Springfield Branch

“

I've been using Americas CU for over 25 years. This CU never disappoints. The staff is always helpful, friendly and willing to help you. Latisha is always available and full of life and extremely kind in her manners and presence. This CU is a one stop shop for all your needs.

”

Building Success Through Community

Community Partnerships 2023

In 2023, we created partnerships with Texas Outlaws, Civil Pour, Mesquite Fire Corps, Hispanic Forum of Mesquite, and Mesquite Arts Center.



Board of Directors



Our Board of Directors and Committees consist of volunteers dedicated to making decisions that benefit the entire membership and continue the success of America's Credit Union.

Chris English

Chairman of the Board, 2024*

Raul Mercado

Vice Chairman, 2026

Dena Smith

Secretary/Treasurer, 2026

Renee Bartlett

Board Member, 2025

Kevin Crawford

Board Member, 2026

RaFaye Nesmith

Board Member, 2026

Maggie Rubin

Board Member, 2025

Sandy Thornton

Board Member, 2024*

Larry Wadsworth

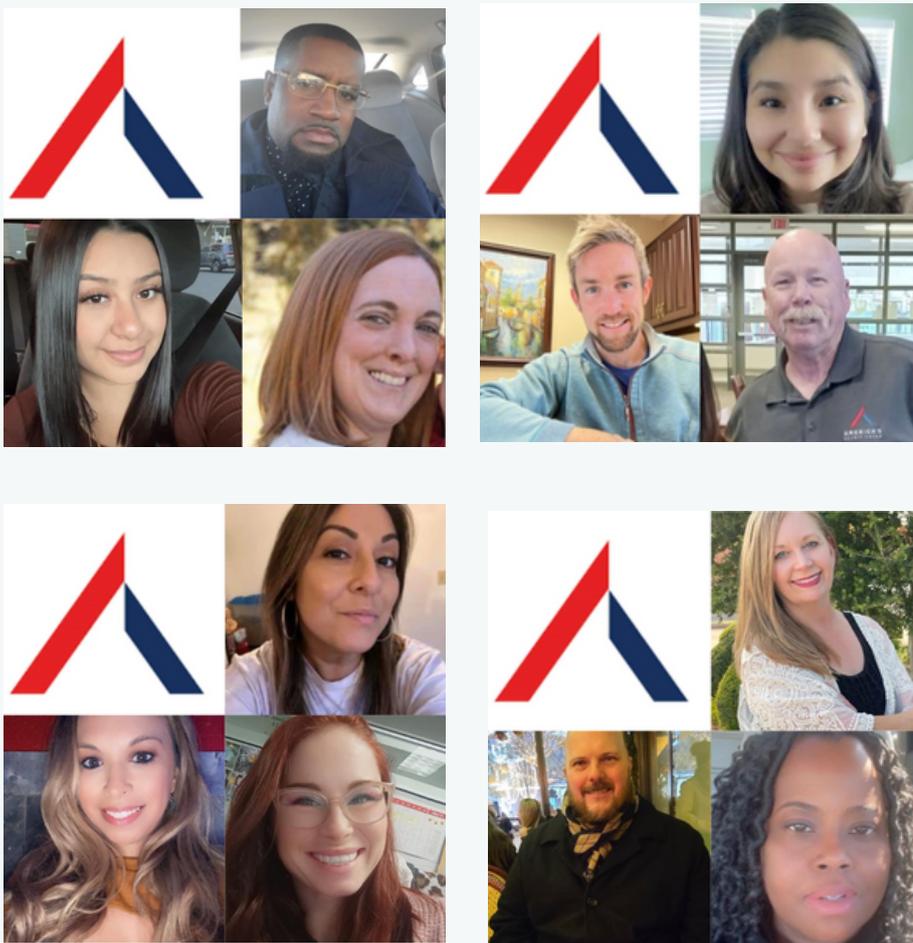
Board Member, 2025

*The following Board positions are up for a 3-year term on May 22, 2024. All have agreed to seek re-elections.

Brand Ambassadors

Brand Champions 2023

Our brand ambassadors are constantly on the lookout for respective team members who live out the brand and display our company's core values of being community-minded, providing personalized service, forward thinking, customizing solutions, and exceeding expectations. The following represent some of our Brand Champions and the two runner-ups who are selected on a monthly basis.



2023 Brand Champion



Building Success Through Community

Best Day Ever

In partnership with Charlie Rocket's Dream Machine Foundation, Kasasa, and community banks and credit unions across the country, we worked together to make November 3 the Best Day Ever! We aimed to impact 100,000 lives by performing 100,000 acts of kindness daily. We contributed over 400 acts of kindness, leading to the nationwide total reaching 3x the goal amount.



Donating to the Community

Children's Miracle Network Hospital

In 2023, we presented a \$1,500 check donation to Children's Miracle Network Hospital. We proudly collected these funds from our candy sales in each branch location throughout the year.



What our Members Say

DEPARTMENT SPOTLIGHT

Lending

“

Excellent service, I was assisted by Miss Ana B., a very kind person. Best of all, she assisted me with my language and clarified my doubts without a doubt, 5-Star service.

”



America's CU strives to exceed its members' expectations at every interaction. We are proud to have a 4.3 or above Google review rating for all of our branch locations.



Senior Leadership



Bert Beal

President & Chief Executive Officer

Shelley Pence

Chief Financial Officer

Jason Steele

Chief Strategy Officer

Tammy De La Cerda

Chief Lending Officer

Scarlett Mihailov

SVP, Retail Operations

Tammy Chambers

VP, Human Capital

Alexa Bridges

VP, Acquisition and
Communications

Nominating Committee

Larry Wadsworth
Chairman

Sandy Thornton

Renee Bartlett

Toll-Free

Email

Branch Locations

Garland

2154 Forest Lane
Garland, TX 75042

Royal Lane

10501 N Central Expressway
Suite 100
Dallas, TX 75231

Central

4040 N Central Expressway
Suite 100
Dallas, TX 75204

Mesquite

3001 Motley Drive
Suite A
Mesquite, TX 75150

Lancaster

3200 W. Pleasant Run Road
Suite 100
Lancaster, TX 75146

Springfield - MO

2350 East Bennett
Springfield, MO 65804

Website

[Americascu.org](https://americascu.org)

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info@americascu.org

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Dallas-Area Local

214-742-6551



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