

2021 Online Annual Meeting Board Report

The arrival of 2020 was accompanied by an optimism and sense of promise that comes with the start of a new decade. Little did we know how quickly and profoundly our lives would be altered by the unprecedented effects of a global pandemic, widespread economic instability and increased social tension. As we reflect on the past 12 months, we acknowledge the losses and struggles experienced by far too many in our communities. However, we can also be strengthened by recognizing our collective resilience; the many ways in which we rose to the occasion, overcame challenges, created opportunities and continued moving forward. For Keesler Federal Credit Union, that resilience is a direct result of being united by our shared purpose: to build a better community, one member, one relationship, one financial solution at a time. This concept of a shared purpose is at the heart of the credit union movement's financial cooperative model, and it inspires us to work together for the common good.

As COVID-19 escalated, the credit union's first priority was ensuring your assets remained secure and accessible, while reassuring concerns by communicating frequently and transparently through the website, email, social media and advertising channels. Most importantly, the doors to our branches remained open to serve your needs by pivoting quickly and modifying operational procedures to meet state and federal guidelines for safety. To help members who were adversely affected by the pandemic, we offered many forms of financial assistance. In total, Keesler Federal deferred over \$11.5 million in payments and waived \$720,000 in fees for COVID relief.

We are especially pleased to report that despite these unforeseen challenges, business continued to grow. By remaining agile and embracing technology your credit union continued granting loans, adding members and new accounts, while launching new products and services. The addition of KASASA checking, as well as new online and mobile banking platforms, were all ways to expand the extraordinary service you deserve. In 2020, over 21,000 new members joined the Keesler Federal family, bringing us to a total of 269,006 members worldwide. Total assets increased 22% to over \$3.7 billion. The sixth Louisiana branch opened in Metairie, resulting in a total of

40 branches across our geographic footprint. Keesler Federal granted over \$1.3 billion in loans so members could buy, build or renovate homes, purchase vehicles and achieve other important goals. We continued to outperform competitors by offering consistently higher yields on savings products and lower interest rates for loans and credit cards. According to the independent research firm Datatrac, Keesler Federal members saved over \$57 million overall when compared to other local financial institutions. Last year, total dividends paid to members equaled \$28,235,352, an increase of nearly \$4.7 million over 2019. Additionally, Keesler Federal awarded nearly \$100,000 in prizes through the monthly Member Giveback program. Keesler Federal members also enjoyed over \$60,000 in discounted ticket fees through the credit union's partnership with the new Mississippi Aquarium. Providing members with sound financial products, better value and innovative technologies that make banking easier not only improves their lives, but also contributes to building greater prosperity within the community.

Due to safety concerns, some events were postponed and held at a later date, including the 2020 Annual Membership Meeting, which was hosted live as a virtual, online event in October. The Eagles Under the Oaks golf tournament was moved to September 11, raising over \$30,000 for Combat Wounded Veterans of South Mississippi. The First Responders of the Year event was converted from a single, large gathering to individual awards presentations at each winner's duty station and the program itself was expanded to include more locations. In Louisiana, branches and members teamed up for the Grub for Good campaign, resulting in monetary donations and over 1,400 pounds of non-perishable food items for Second Harvest food bank. Other popular initiatives such as Backpacks for Bright Futures and the Bit of Joy holiday gift card program also gave the Keesler Federal team an opportunity to make a meaningful difference within their communities. In all, Keesler Federal funded or raised over \$500,000 in donations and sponsorships for community-focused initiatives.

As you can see, even during a year of unprecedented change and challenges, Keesler Federal Credit Union stood strong and unwavering in its commitment to you. We believe it was important to provide what people needed most in a chaotic time: stability, reassurance, connection, familiarity and safety. We are honored to be here for you, not just in good times, but also difficult ones. And we are grateful for your continued loyalty and trust, which allow us to continue fulfilling our purpose not only to our membership but also the community at large. It is our sincere wish that 2021 will be remembered as year of renewal, hope and greater opportunities for all.