

THE COMMUNITY'S CREDIT UNION
for over



years

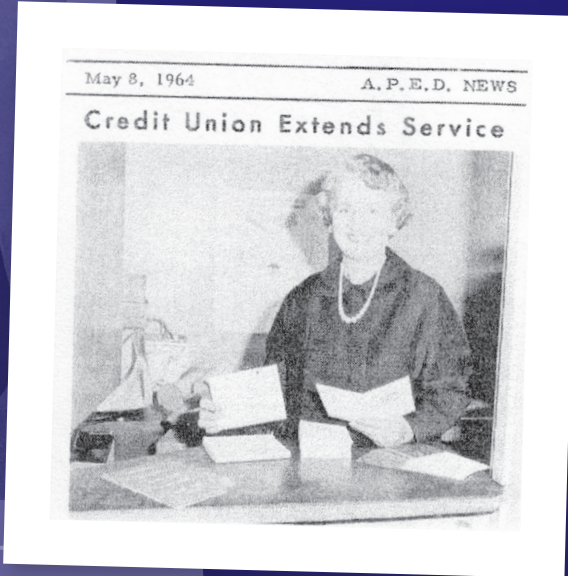


bridge to your financial future™
20th
Anniversary
ALLIANCE FEDERAL CREDIT UNION
Wilmington, NC



History

OF THE COMMUNITY'S CREDIT UNION



70 years and going strong. This year we are excited to celebrate our 70th year of supporting our communities. Our dedication to the community goes back to 1952 when first founded by a group of

forward-thinking General Electric employees. As we take a look back at the decades gone by, our mission has not wavered from its original purpose of “people helping people,” but has evolved to focus on empowering people so our communities can thrive.

Our communities are at the core of everything we do, and a commitment to investing in the neighborhoods we serve.

As a result, our Member community has grown to over 44,000 Members as well as numerous business partners across nine counties in California and North Carolina.

Our communities are at the core of everything we do, and a commitment to investing in the neighborhoods we serve. From helping families achieve their financial goals, assisting small businesses with essential services, to partnering with local nonprofits that are caring for foster youth and tackling homelessness, Excite’s focus continues to support traditionally underserved communities.

At Excite Credit Union, we are a Member-owned financial cooperative, giving everyone the chance to build a stronger future so together we can all be part of a stronger community.



Letter from CEO

BRIAN DORCY
President/CEO
Team Member since 2010

Although we've believed it for over 70 years, we've only recently begun articulating the fact that we are "The community's credit union." We consider this statement more than a simple tagline, it's our mantra, our mission, and our purpose. We exist to serve our Members and our community.

Perhaps that is why we were designated a CDFI – Community Development Financial Institution, awarded to organizations that offer economic opportunities to underserved people and communities. This certification recognizes the good work that we do every day with more than 60% of our lending being directed toward lower-income consumers in our core markets in Silicon Valley and New Hanover County, North Carolina. We are pleased to say that as a CDFI, we have applied for grants that, if successful, will allow us to make significantly more loans this year to more Members in traditionally underbanked areas.

From a business perspective, throughout 2022, our net income increased to \$3.6 million, and total assets grew by over 8%, to over \$720 million. We built up our Membership base by over 4.7%, resulting in a year-end total of 44,636 primary Member accounts! We ended the year with \$531 million in total loans for an increase of 29% over 2021. Additionally, we maintained a lower than industry-average delinquency ratio of 0.35%.

Looking forward, we are developing many ways to make your financial life easier as Members by expanding our branch capabilities, upgrading online tools, building more efficient processes, offering better rates, and developing team members who are ready to meet your needs.

We plan to enhance our Member Experience and internal Team Member Experience (since happy Team Members contribute to an excellent Member Experience) through continued refinement of our customer relationship management system and ongoing enhancements in our career development opportunities.

We continue to build greater efficiencies through our Repetitive Process Automation and Data Strategy efforts. Both projects promise to make it easier to serve Members quickly.

Further, we will be updating and expanding our branches to provide Members with modernized facilities that can address their needs comfortably, safely, and efficiently. We plan to upgrade our Curtner and Blossom Valley branches and add a new branch at our Bernal HQ.

We are looking at 2023 as a year for helping our Members through recessionary effects brought on by rising rates, and one way is to create more products that reward Members for working with us. We are developing credit and debit card programs that reward Members for their continued patronage. Just another way for us to address our Members' needs during challenging economic times.

As you've heard us say, the only way through difficult times is by working together. We are grateful every day for our Members and most sincerely thank you for your friendship, partnership, and steadfast support.



Letter from Chair

DONNA RHODY
Board of Directors
Volunteer since 1996

2022 was an exciting year of rapid growth in our Membership, lending, asset size, and our community outreach efforts. Excite Credit Union successfully originated \$267 million in loans in 2022 – a record year! We are happy to report that our Membership grew 4.7% versus an average of 1.5% amongst our peers. This demonstrates the trust and confidence we have built within our communities.

Additionally, we were able to exceed our giving levels from the previous year further demonstrating our commitment to helping our neighborhoods. In all, we were able to provide financial assistance to 47 local nonprofits totaling \$286,675, an increase of 17% from 2021's giving total.

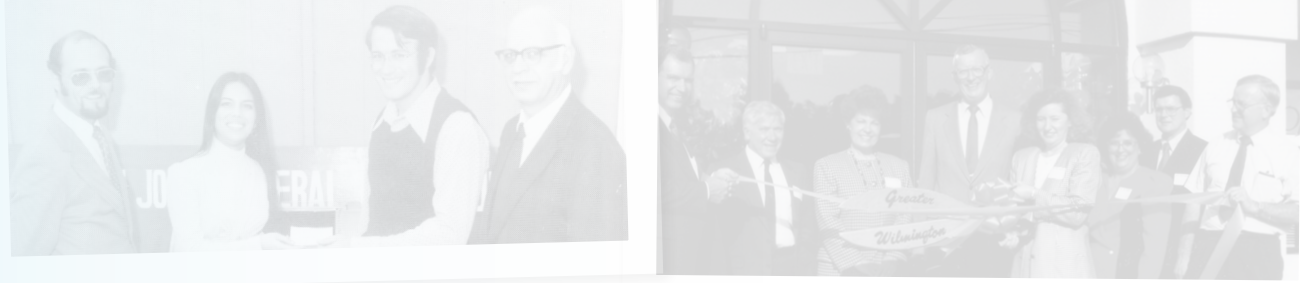
We proudly opened our new Quetzal Gardens branch in East San Jose – in an area that is considered a banking desert for its residents, and created a successful partnership with the Latino Business Foundation of Silicon Valley to provide assistance for small businesses in a traditionally underserved region.

We ended 2022 with over \$720 million in assets – an all-time high – and maintained our capital ratio at 7.87%. The capital ratio is a vital measurement of a credit union's financial stability and ours shows we are sufficiently capitalized.

On a final note, it is the responsibility of the Board of Directors to ensure that actions taken by the credit union are done with sound judgment, for the Members' benefit. This 2022 Annual Report is prepared in accordance with policies, laws, and regulations; and they prove Excite Credit Union is safe, financially sound, and well-positioned for the future.

On behalf of the Board of Directors, I want to acknowledge the Excite Team for their continued dedication to serving Members at a continued high level of excellence. I am also deeply grateful to you – our Member – for your continued support during 2022.

It is our hope that 2023 brings expanded opportunities for us to grow and to help our Members and our communities despite the difficult economic environment we expect to face.



Letter from Chair

DEVIN MCALPINE
Supervisory Committee
 Volunteer since 1996

The Supervisory Committee acts independently for the Board of Directors and Excite Credit Union Management. We serve as an oversight committee whose duty is to monitor, evaluate, and assure our Members that the Credit Union is soundly managed through the quality of operations, accuracy of records, and the protection of Member assets.

We are committed to serving Members by maintaining the trust you have in the Credit Union.

We are committed to serving Members by maintaining the trust you have in the Credit Union. Our dedication to integrity and efficiency is resolute.

The CPA firm Turner, Warner, Hwang & Conrad AC serves as our internal audit agency. The Committee also meets regularly with state and federal examiners to ensure all laws and regulations are enforced.

The Committee meets monthly. One of our annual responsibilities is to hire an outside, independent auditor to examine the Credit Union's financial statements and operations. In 2022, we engaged RSM US LLP to audit the financial statements. Their thorough examination produced a set of audited financial reports which are available for Members to view upon request.

We would like to thank the Board of Directors, management, and staff for their ongoing commitment to quality and Member service. The team atmosphere has created a family that serves our Members and community well.



<p>Brian Dorcy President and CEO Served since 2010</p>	<p>Deborah Sunderman Executive Vice President Served since 2014</p>	<p>Alexis Hoang VP Technology and Analytics Served since 2016</p>
<p>Timothy Furlong VP Finance Served since 2012</p>	<p>Hector Espinoza VP Risk Management Served since 2012</p>	<p>Jackie Howard VP Lending Served since 2020</p>
<p>Kelly Burke VP Operations Served since 2022</p>	<p>John Hogan VP Community Relations and Outreach Served since 2019</p>	<p>Richard Walter SVP Retail Experience Served since 2019</p>

Executive Leadership

Statement of Financial Condition as of December 31, 2022 and 2021

	2022	2021
Assets		
Cash and Investments	\$144,466,248	\$215,098,420
Loans to Members	534,746,221	415,684,104
Allowance for Loan Losses	(2,467,311)	(2,396,620)
Net Loans	532,278,910	413,287,484
Property and Equipment	19,568,808	18,852,144
Federal Share Insurance	5,714,662	5,649,231
Other Assets	18,472,225	13,228,219
Total Assets	\$720,500,853	\$666,115,498
Liabilities and Equity		
Accrued Expenses and Other Liabilities	\$4,155,720	\$2,487,998
Borrowed Funds	82,250,000	-
Total Liabilities	86,405,720	2,487,998
Member Deposits	592,596,885	612,839,092
Member Equity	41,498,248	50,788,408
Total Liabilities and Equity	\$720,500,853	\$666,115,498

This is an unaudited report. For a complete auditor's report and opinion, please contact us.



Statement of Income for Years Ended December 31, 2022 and 2021

	2022	2021
Interest Income		
Interest from Loans	\$19,683,139	\$17,406,244
Income from Investments	1,950,544	1,625,846
Total Interest Income	21,633,683	19,032,090
Interest Expense		
Dividend Expense	1,493,861	1,821,091
Interest on Borrowings	1,195,424	-
Total Interest Expense	2,689,286	1,821,091
Provision for Loan Losses	2,196,567	1,265,563
Total Non-Interest Income	10,198,120	8,209,019
Operating Expenses		
Compensation and Benefits	\$11,337,816	\$11,195,890
Office Operations	6,192,555	5,840,347
Office Occupancy	1,506,181	1,450,914
Professional and Outside Services	1,223,074	1,136,672
Marketing	1,456,518	1,118,929
Loan Administration	1,281,337	1,103,710
Other Expenses	399,524	386,143
Total Operating Expenses	23,397,005	22,232,605
Net Income		
Income from Operations	3,548,945	1,921,850
Non-Operating Income	82,167	80,000
Net Income	\$3,631,112	\$2,001,850

This is an unaudited report. For a complete auditor's report and opinion, please contact us.

2022 ACCOMPLISHMENTS

The COMMUNITY'S CREDIT UNION

In 2022 Excite Credit Union refined its key messaging with a new tagline, **The Community's Credit Union**, to better reflect the core values of the organization. We treat our Members like neighbors and this value is reflected in everything we do as a credit union. Our commitment to the community is supported by our robust Community Relations program and the multiple awards and designations bestowed on our credit union this past year. We are the community's credit union.



Designations & Awards

2022 Designations: Excite is the only credit union based in Santa Clara county, California, to have earned CDFI certification for Community Development Financial Institutions that provide access to financing to economically distressed communities. Additionally, Excite is the first credit union to receive the Juntos Avanzamos recognition in Santa Clara County.



Community Development Financial Institution

This past year as a CDFI, we continued with our mission of serving the underserved with the best financial services and education available.



Juntos Avanzamos, Together We Advance

Over the summer, this special designation was officially presented to Excite Credit Union for our continued commitment to serving and empowering Hispanic and immigrant communities.

2022 Awards: Excite is a proud recipient of the following awards.



March: MemberXP 2022 Best of the Best Award

The coveted Best of the Best award is given annually to credit unions that consistently provide exceptional service, as reported by their own Members. Only the highest-performing credit unions using the MemberXP platform are given this honor.



November: Social Impact Award / California Nevada Credit Union League

This prestigious peer-nominated award recognizes the credit union's outstanding efforts to improve the communities it serves through its commitment to social responsibility, volunteerism, and philanthropy.



December: 2022 CX Organization of the Year

Given to Excite for demonstrating outstanding customer service. The Excite team was honored for being recognized for living by the credit union's tagline, The Community's Credit Union.



January 23: Cigna Healthy Workforce Designation™

Excite is a recipient of Cigna's Silver level Healthy Workforce Designation for demonstrating a strong commitment to improving the health and well-being of its employees through a workplace wellness program.

Overall Excite MEMBERSHIP GROWTH



Opening of **QUETZAL GARDENS** July 2022

Serving our community in East San Jose, California. A huge achievement in 2022 was the opening of our Quetzal Gardens branch. At this branch we have partnered with two like-minded community service organizations, the Latino Business Foundation Silicon Valley (LBFSV), and SOMOS Mayfair (SOMOS), to bring resources, programs, and training that reflect the needs and support East San Jose families' strengths, including language-accessible and culturally relevant services for the area's residents, neighbors, and businesses.

The Excite Quetzal Gardens branch offers our full range of financial services, including checking, saving, personal loans, retirement planning, business services, and more. With our new location, Excite can truly focus on our commitment to serve the unbanked and underbanked, and we

are able to provide flexible identification requirements for accounts and loans, in addition to services in Spanish and Vietnamese.

The adjacent SOMOS office serves as the organization's headquarters, with



meeting spaces, workstations, and internal and external programming spaces. San Jose families can access resources, referrals, leadership development workshops, organizing opportunities, and early learning programs. Additionally, in the communal space, LBFSV hosts a Small Business Resource Center.

With our partners, we have created a "one-stop-shop" for local entrepreneurs to gather, create community, and engage with direct business services. Excite is proud to be part of this first-of-its-kind Center focused on growing the diverse, entrepreneurial community of East San Jose.



Letter from **VP**

JOHN HOGAN
Community Relations

DORA BEYER
Community Relations Manager

As we reflect on our accomplishments in calendar 2022, we are excited to see our plans begin to flourish into actions. Last year, our letter mentioned three designations that we received reflecting our track record of serving low-to-moderate income communities and Members. These were the Community Development Financial Institution (CDFI), Low Income Credit Union (LICU), and Juntos Avanzamos credit union designations.

Here are some of the pending and current results that evolved from there:

- In June 2022, we opened our new branch on the ground floor of the Quetzal Gardens affordable housing development in East San Jose. At the grand opening, we received our official proclamation as a Juntos Avanzamos credit union from Inclusiv, a national certifying organization.
- During the year, we submitted three applications for federal funding programs that are only available to CDFIs. We are pleased to report that the first of those applications was approved on February 28, 2023 and Excite CU was awarded its first federal grant, known as a financial assistance award. We will utilize these funds to provide the capital support that will allow us to expand our small business lending to reach more entrepreneurs in our local communities. We are optimistic that we will gain additional federal support later this year to further expand our impact.
- We were selected as a winner of the inaugural Social Impact Award from the California Nevada Credit Union League in November 2022, joining just two other credit unions in this large region.
- Our team members continue to engage in our communities, with over 93% offering time, talent, or treasure to local nonprofits. We are pushing for 100% in 2023!
- We continued our direct financial support of nonprofits with an increase in funding of 17% from the prior year (see next page for more details.)
- In a continued effort to reach the unbanked and underbanked, we had 1,976 attendees at a variety of financial education seminars, many of which were presented in Spanish.

As we look ahead, our focus areas continue to be on building a team and product menu that reflect the richness and diversity of the regions we serve. We will continue our efforts to serve the entire community, with an emphasis on the unbanked and underbanked who can most benefit from the services of *The Community's Credit Union*.



Community Impact in 2022

This year our efforts in the community have grown tremendously. Our position as **The Community's Credit Union** continues to shine in many different ways!

Time
93% of our Excite team has volunteered and/or donated to organizations that support our communities.

Whether our volunteers are distributing food at La Plaza's Mercadito at Mexican Heritage Plaza, helping with a school clean-up day at Kennedy Elementary School in San Jose, or packing 1,500 pounds of Healthy Snack Packs for NourishNC in Wilmington, our team is proud to serve throughout our communities.



Talent
Our skilled community relations team has conducted seminars and coaching sessions with **1,976** people to build financial literacy in our neighborhoods. Topics have focused on: Access to fair, safe financial services; Building credit; and Saving for college. We believe in empowering people with financial knowledge so our communities can thrive.

Treasure
In 2022, our donations reached **\$286,675** to **47** organizations, primarily serving the areas of Entrepreneurship, Education and Economic Mobility.





COLLEGE in my FUTURE



As the Community's Credit Union, we believe every child should have a savings account. When we learned that low-income children with just \$500 in a college savings account are four-times more likely to complete college than low-income children without a college savings account, we decided to Step Up our children's savings strategies.

Excite Foundation

We established Excite Foundation, a 501c3 nonprofit, in 2020 to enhance the lives of people living in the communities served by Excite Credit Union. We will do this by primarily focusing on Children's Savings programs and standing ready to support disaster relief when needed.

College in my Future (CIMF) Program

College in My Future is the signature program of Excite Foundation. For the past two years, we have automatically enrolled every first grade student in the Franklin-McKinley school district in a college savings program. That means we have over 1,200 low income children that are already saving for college, while their parents learn about the importance of savings and other critical educational and developmental milestones that lead to college-going success.

OUR NORTH CAROLINA MOBILE BRANCH



Opened 85 new Member accounts



Visited

- **Wilmington Housing Authority:**
 - Houston Moore Community
 - Creekwood Community
 - Hillcrest Community
 - Rankin Terrace Community
- **Cape Fear Community College**
- **Dock St. Farmer's Market**
- **Wilmington Sharks baseball stadium**

THREE TIMES the community engagement compared with 2021

Deployed 156 DAYS (an average of 3 days per week)



Our Members are the Heart of Excite

Small Business Members benefit from innovative business services and solutions at Excite.



"We wish to share our experience with the community of San Jose, CA and surrounding areas. Our experience with Abraham Valle, Business Banking Advisor of **Excite Credit Union** and his team has been optimal and has given us great satisfaction. My husband and I feel part of the big Excite family, because they always support us in everything we need. Abraham, thank you for all your support, dedication and availability that you always have with us and our business."

JUVENAL Y RUBI
DAVID & ARON LANDSCAPING



"I have been with **Excite Credit Union** for almost 20 years. When I first joined it was just me and a personal account. As I grew my business from a solo entrepreneur to a million dollar business with over 25 team members, Excite has been there, supporting me as I grew. They helped me set up my first business account and have been there for me every step of the way. Currently, as a Business Partner, my team members have certain advantages like discounted car loan rates and better CD rates that set them up for success too. I'm grateful to Excite for being with me all these years."

DR. GRETCHEN S. RIVAS
INFINITY ACUPUNCTURE

"Our experience with **Excite Credit Union** has been successful and we are looking for it to continue to grow as partnership further develops. We have been able to collaborate by introducing small businesses within the East San Jose community through financial education, services, and by building rapport. We look forward to continue building upon our partnership through our shared space within La Esquina at Quetzal Gardens."

STEPHANIE FLORES
LATINO BUSINESS FOUNDATION
SILICON VALLEY



"Our team of business advisors is dedicated to helping small business owners succeed and can offer guidance on the best financial solutions for your business."



ROMONDO McEACHERN
Business Banking Manager

Excite has many happy, long-term Members and we love hearing from them.



Here's what I like about **Excite Credit Union**: the personalized service, the competitive rates, and the ease of completing applications and receiving approvals. The minute you walk in a branch you're greeted with a smile and you can tell that everyone enjoys helping you. I have used many of the services, (multiple) auto loans, RV loans, savings accounts and a credit card account and each time the process has been flawless.

TOM WALSH
MEMBER SINCE 2010



What I like about **Excite Credit Union** is the customer service they provide. Every employee is friendly, and they genuinely care about their Members. I see it every time I visit whether it's through interactions with me or other customers. Our family has been Members for nearly ten years, and it's been like this since day one. The staff continuously goes out of their way to help you with any of the wide variety of products they offer.

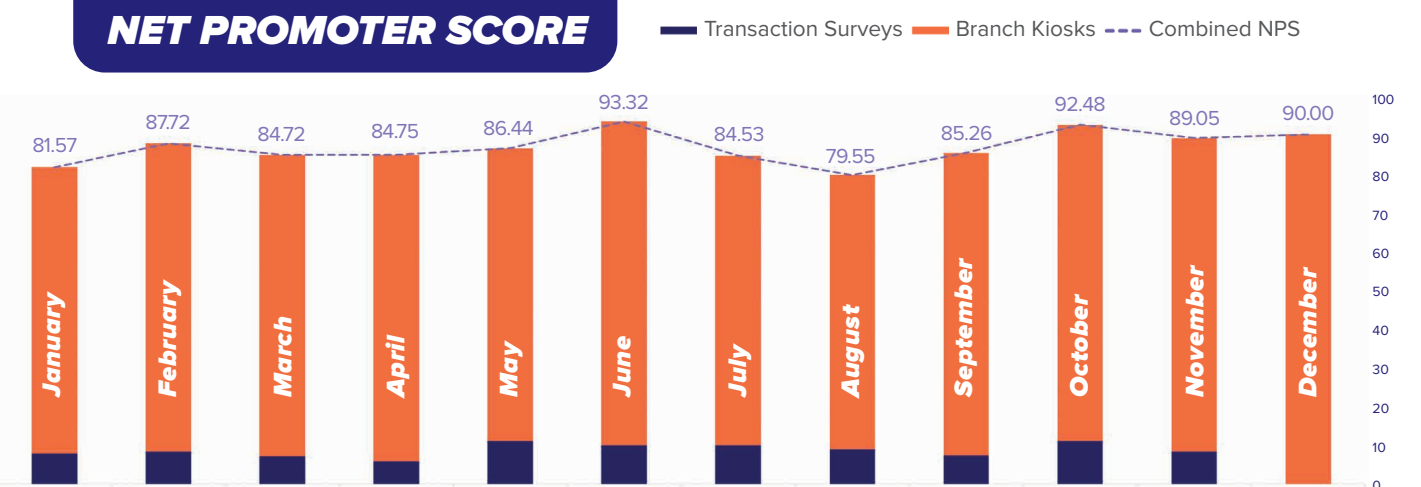
BRIAN CADWALLADER
MEMBER SINCE 2013



Excite Credit Union has created programs that give me the opportunity to educate and talk to my young children about their financial health now and in the future.

JANINA SANCHEZ
MEMBER SINCE 2019

NET PROMOTER SCORE



Excite Credit Union's total blended NPS score for 2022 was 86.62, exceeding the financial industry average of 77. We are proud to consistently maintain an NPS well above the industry average year-over-year, demonstrating our commitment to providing exceptional service and care to our Members.

We treat our Members like neighbors



Employee Milestones

35 YEARS

Nikki Johnson
Central Operations Specialist
Central Operations

25 YEARS

Tasha Johnson
Indirect Lending Specialist
Consumer Lending

20 YEARS

Sargis Moghadas
Network Administrator
Technology Solutions

15 YEARS

Traci Zuberbier
Loan Servicing Specialist
Loan Servicing

Ve Adams

Remote Services Specialist II
Digital Services

Amanda Lonander

Business Development Officer
Financial Center Operations

Jayne Love

Sr. Technology Support Specialist
Technology Solutions

10 YEARS

Dolores Ledesma
Loan Servicing Specialist
Loan Servicing

Janet Lanier

Senior Financial Service Representative
Racine Financial Center

Joaquin Rivas

Business Development Officer
Mobile Branch

Patricia Dimalanta

Mortgage Underwriter
Real Estate Lending

John Rincon

Senior Payment Solutions Specialist
Credit Services

Natalie Romero

People Generalist
People and Culture



Excite Credit Union gives me the opportunity to have a **positive impact** on people's lives

and make a difference every day. I go home and *I know I made a real difference.*

**ANGIE GODWIN,
BRANCH MANAGER**

From Our Team Members



I like working at Excite because not only do we have a fantastic team full of warm hearted and down to earth individuals but I am so proud of the work we do for our community, we're really out there making a difference in the lives of the people who need it.

**CAROL SOLIS,
COMPLIANCE SPECIALIST**



One reason I like working for Excite is because of my managers. I have worked many places, and never felt the type of backup I feel here from Janene and Lynnnda. They are amazing managers and make me feel heard and understood.

**LYNN PIERCE,
SENIOR SERVICE CENTER REPRESENTATIVE**



Excite's focus on doing good in the communities we serve resonates with me. We truly are "people helping people." We're hands on and present, and we go above and beyond to make financial success possible for everyone, no matter their walk of life. I am proud to tell people I work at Excite Credit Union, and our purpose inspires me to be involved and give back to my community.

**SARAH STONE,
DIRECTOR OF RETAIL EXPERIENCE**



I love working at Excite because I feel like I am making a difference for Team Members and myself.

**JAYNE LOVE,
SR. TECH SUPPORT SPECIALIST**



I like working for Excite Credit Union because we always find a way to

**give back
TO OUR
COMMUNITY**

and we make sure our Members know that financial success is a goal that is obtainable for everyone.

**LAQUANDRA PHILLIPS,
MEMBER SERVICES
ADVISOR**



To me and so many others,
Excite feels like more than just a bank. It's a

FAMILY-LIKE COMMUNITY OF PEOPLE

who love helping other people reach not just their financial goals, but their life goals. It's a mission I get behind, because every day I see the impact of my work and how it is bettering our community.

JERRY URIBE, BUSINESS DEVELOPMENT MANAGER

Board of Directors

A VOLUNTEER/MEMBER SINCE

Donna Rhody, Chair	1996
Surya Turaga, Vice Chair	2005
Alan Hansen, Treasurer	2015
Ralph Finelli, Secretary	1986
Barbara Alumbaugh	1970
Mark Hanson	2014
Alan Raby	2014
Chris Ekren	1995
Mike Kiernan	2014

Supervisory Committee

A VOLUNTEER/MEMBER SINCE

Devin McAlpine, Chair	1996
Deepja Bansal	2011
Laura Golding	2002
Mike Uhri	2014
Kim Campbell	2018

For over **70 years**, we have been **the community's credit union** committed to our Members and our community. We place our **Members first**, ensuring everything we do focuses on improving their experience.

BRIAN DORCY | PRESIDENT/CEO

BRANCH LOCATIONS & HOURS

CURTNER AVE
265 Curtner Ave.
San Jose, CA 95125

Monday – Thursday: 9 am – 5 pm
Wednesday open at 10 am
Friday: 9 am – 6 pm
Saturday: 9 am – 2 pm

BLOSSOM VALLEY
848-A Blossom Hill Rd.
San Jose, CA 95123

Monday – Thursday: 9 am – 5 pm
Wednesday open at 10 am
Friday: 9 am – 6 pm
Saturday: CLOSED

QUETZAL GARDENS
1695 Alum Rock Ave. & King Rd.
San Jose, CA 95116

Monday – Friday: 9 am – 5 pm
Wednesday open at 10 am
Saturday: CLOSED

RACINE DR
237 Racine Dr.
Wilmington, NC 28403

Monday – Friday: 9 am – 5 pm
Wednesday open at 10 am
Saturday: 9 am – 2 pm

GLEN MEADE
2465 S. 17th St.
Wilmington, NC 28401

Monday – Friday: 9 am – 5 pm
Wednesday open at 10 am
Saturday: CLOSED

MOBILE BRANCH
Serving our Members where they are.



excitecu.org | 800.232.8669
Fax (Lending): 408.979.2454
Fax (Service Center): 408.979.2483



excite[®]

THE COMMUNITY'S CREDIT UNION

for over **70** years

AND ON TO 70 MORE!

