

THE COMMUNITY'S CREDIT UNION

Community-Driven Growth



excite[®]
CREDIT UNION



Community-Driven **GROWTH**



Rooted in our commitment to being **The Community's Credit Union**, Excite's 2023 efforts are dedicated to making banking easier and more inclusive for everyone in the community. We're all about making sure everyone has access to the financial tools they need to thrive, no matter their background.

Excite's designation as a Community Development Financial Institution (CDFI) shows our commitment to serving underserved communities, amplifying our lending focus towards those traditionally overlooked by mainstream financial institutions. In 2023, Excite's efforts yielded significant results as we helped 509 Members without a credit history establish their credit scores for the first time. Excite's lending program played a pivotal role in extending financial opportunities to non-US citizens, offering support to recent immigrants as they strive to build financially stable lives. With initiatives such as first mortgage purchase loans, auto loans, personal loans, and credit cards, we funded a total of 361 loans amounting to over \$9.2 million, further solidifying the commitment to providing inclusive financial solutions.

In 2023, our efforts yielded significant results as we helped 509 Members without a credit history establish their credit scores for the first time.

Excite Credit Union is deeply invested in financial literacy, recognizing it as a key factor of economic empowerment. Through financial literacy workshops and strategic partnerships with organizations like BALANCE, Banzai, and SavvyMoney, we continue to equip Excite Members with the knowledge and tools necessary to make informed financial decisions. We remain committed to being more than just a financial institution; we are a trusted partner for the communities we proudly serve.



Letter from CEO

BRIAN DORCY
President/CEO
Team Member since 2010

I'd like to start by reiterating our commitment to Members. 2023 was a year when mid-sized banking institutions met uncertainty and turmoil and caused a stir among all banking consumers. Through our efforts, we have consistently maintained a stable balance sheet to ensure that your funds are always secure.

Beyond this, we have also continued to improve your Member Experience and the communities that we serve. Here are a few highlights to stress our commitment to you:

- We continue to improve Member Experience. In 2023, we made the website easier to navigate and added more resources. Additionally, we opened a new branch at our HQ and have remodeled our Blossom Hill branch. We plan to update Curtner, Racine, and Glen Meade in 2024.
- We continue to build greater efficiencies by providing more self-service options for ATM activation and PIN by Phone. We have also added a new suite of services for our business Members. All of these enhancements are saving our Members time.
- As a Community Development Financial Institution (CDFI), we have applied for and received over \$3.1 million in grants that has allowed us to make significantly more loans to more Members in traditionally underserved, underbanked areas.
- We continue to make good on our purpose – to give everyone the chance to build a financially strong future, so together, we can build a stronger community – by providing financial literacy training to over 3,500 individuals in our communities in 2023.

In 2023, Excite's net income was \$2 million, and total assets maintained a respectable level at over \$700 million. We grew our Membership base by over 3.5%, resulting in a year-end total of 46,225 primary Member accounts! We ended the year with \$516 million in total loans. Additionally, we achieved a rolling 12-month delinquency rate of 0.65% in 2023.

Looking forward, we are developing more ways to make your financial life easier and safer as Members by fortifying against cyber-attacks, expanding our branch capabilities, upgrading online tools, offering better rates, and developing team Members who are ready to step up to meeting your needs.

Through speaking with Members, employees, and business partners, it becomes more apparent that the only way to make the community stronger is to work together. We promise to keep strengthening our communities through 2024 and beyond!



Letter from Chair

DONNA RHODY
Board of Directors
Volunteer since 1996

2023 was a year of strong growth in Membership and revenues directly attributable to the work we put in to be The Community's Credit Union. Here are some highlights I'd like to share with you:

- Excite Credit Union increased our Total Revenue by nearly \$9 million year-over-year! Additionally, our Membership grew 3.5% versus 1.1% for our peers.
- Excite Credit Union was able to exceed our giving levels from the previous year to step up and help our community. In all we were able to provide financial assistance to 62 local nonprofits totaling \$425,000 an increase of 48% from 2022's giving total.
- We opened our new Bernal branch in our HQ – to better serve our Members in Morgan Hill and Gilroy and other parts of South Santa Clara County.
- We greatly expanded our business banking unit by exceeding our goals for accounts opened and deposits! Five hundred business accounts with deposits of \$5.9 million were opened in 2023.
- Finally, in keeping with our purpose to give everyone the chance to build a financially stronger future, so together we can build a stronger community, we funded 361 CDFI/ITIN loans in 2023. CDFI/ITIN loans help those Members who are recent immigrants to build a financially-stable life in our communities.

We ended 2023 with over \$700 million in assets and improved our capital ratio to 8.39%. 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 and for the Members benefit. This 2023 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 2023.

We look forward to what 2024 brings in terms of expanded opportunities for us to grow and to help our Members and our communities.

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 2023, 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.



Executive Leadership



Brian Dorcy
President and CEO
Served since 2010



Deborah Sunderman
Executive Vice President
Served since 2014



Alexis Hoang
VP Technology Solutions
Served since 2016



Timothy Furlong
VP Finance
Served since 2012



Hector Espinoza
VP Risk Management
Served since 2012



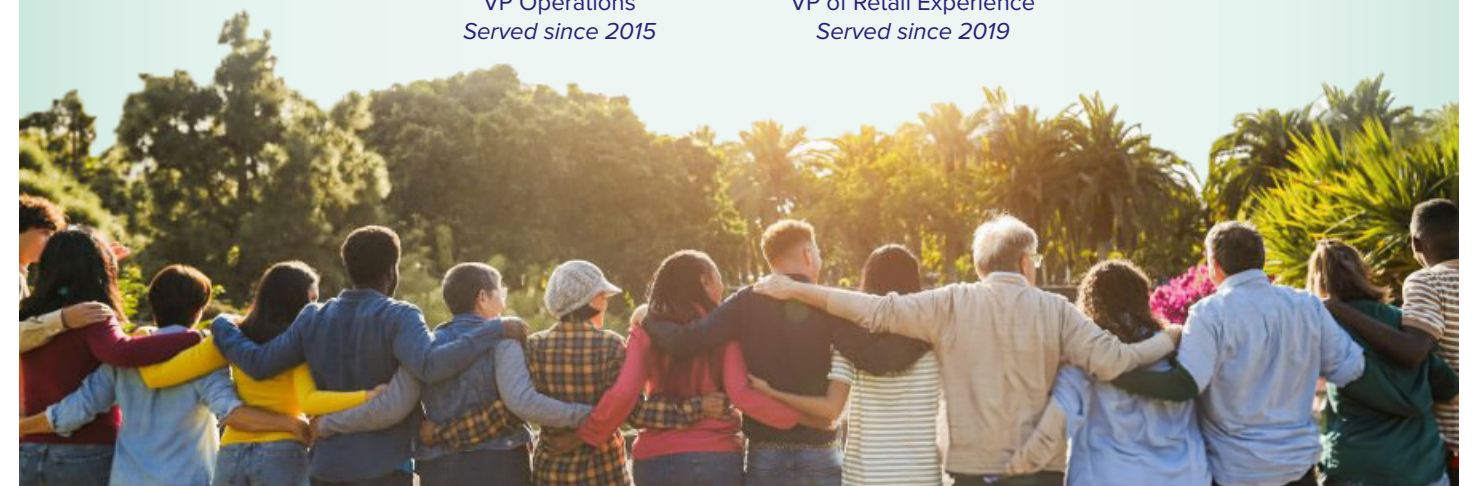
Jackie Howard
VP Lending
Served since 2020



Kelly Burke
VP Operations
Served since 2015



Sarah Stone
VP of Retail Experience
Served since 2019



Statement of Financial Condition as of December 31, 2023 and 2022

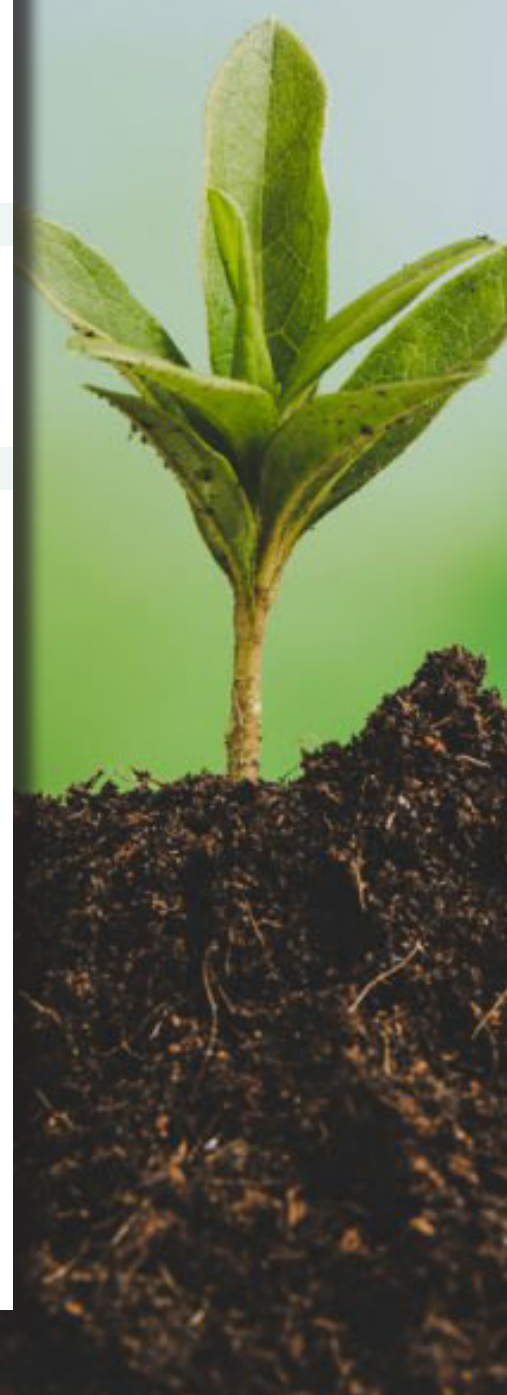
	2023	2022
Assets		
Cash and Investments	\$139,337,223	\$ 144,466,248
Loans to Members	515,610,521	532,278,910
Property and Equipment	20,017,203	19,568,807
Federal Share Insurance	5,523,049	5,714,662
Other Assets	20,096,541	18,472,226
Total Assets	\$700,584,537	\$720,500,853
Liabilities		
Accrued Expenses and Other Liabilities	\$6,821,252	\$ 4,155,720
Borrowed Funds	\$79,875,000	\$82,250,000
Total Liabilities	86,696,252	86,405,720
Equity		
Member Deposits	571,528,514	592,596,885
Member Equity	42,359,771	41,498,248
Total Liabilities and Equity	\$700,584,537	\$720,500,853

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

Statement of Income for Years Ended December 31, 2023 and 2022

	2023	2022
Interest Income		
Interest from Loans	\$25,616,913	\$19,683,139
Income from Investments	3,626,170	1,950,544
Total Interest Income	29,243,083	21,633,683
Interest Expense		
Dividend Expense	4,538,117	1,493,861
Interest on Borrowings	3,878,071	1,195,424
Total Interest Expense	8,416,188	2,689,286
Provision for Loan Losses	3,288,971	2,196,567
Total Non-Interest Income	11,452,386	10,198,120
Operating Expenses		
Compensation and Benefits	\$12,930,448	\$11,337,816
Office Operations	6,508,567	6,192,555
Office Occupancy	1,611,309	1,506,181
Professional and Outside Services	1,500,943	1,223,074
Marketing	1,727,101	1,456,518
Loan Administration	1,671,546	1,281,337
Other Expenses	1,106,039	399,524
Total Operating Expenses	27,055,952	23,397,005
Net Income		
Income from Operations	1,934,357	3,548,945
Non-Operating Income	83,500	82,167
Net Income	\$2,017,857	\$3,631,112

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



2023 ACCOMPLISHMENTS

The COMMUNITY'S CREDIT UNION



In 2023, Excite Credit Union

remained true to being The Community's Credit Union to align with the core values of the organization. We treat Members like neighbors and this value is reflected in everything we do as a credit union. The commitment to the community is supported by our robust Community Relations program and the multiple awards and designations bestowed on Excite Credit Union this past year. We are The Community's Credit Union.



Designations & Awards

Throughout the past year, Excite Credit Union continued to strengthen its alignment with the foundational values of community support and Member-centric service. This commitment is evident in every facet of Excite's operations, from the comprehensive financial services to our proactive community outreach initiatives. Excite's dedication to the community was underscored by the receipt of prestigious awards and accolades throughout the year, recognizing our unwavering commitment to excellence. Excite remains dedicated to empowering individuals, fostering economic resilience, and building stronger communities. As The Community's Credit Union, Excite stands as a leader of financial empowerment and social responsibility, continuing to make a meaningful difference in the lives of its Members and the neighborhoods it serves.

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

Excite Credit Union continues to be honored with this special designation in recognition of our ongoing dedication to serving and empowering Hispanic and immigrant communities.

2023 Awards: Excite is a proud recipient of the following awards.



Excite Credit Union Recognized with 2023 Cigna Healthy Workforce Designation™

2023 Gold Level Healthy Workforce Designation for demonstrating a strong commitment to improving the health and vitality of its employees through a workplace wellbeing program.



Excite Credit Union and Excite Foundation Receive \$1 Million Grant to Promote College Savings Programs for Low-income Students

Funds provided by the California State ScholarShare Investment Board to promote CalKIDS and local college and career savings programs



Excite Credit Union Receives \$3.1M in Grants to Support Small & Minority-owned Businesses

Federal grants allow Excite CU to offer new loans to low-income and COVID-impacted entrepreneurs and businesses



Excite Recognized as an Outstanding Business by City of San Jose's work2future program

The Community Builder Awards salute select individuals, businesses, and organizations who shine as examples of achievement and service in the area of workforce development

Overall Excite MEMBERSHIP GROWTH



Community Impact in 2023

Excite Credit Union's Growing Community Impact Reflects Our Continued Role as **The Community's Credit Union**, Shining Brighter Than Ever!



Dora Beyer
Director of Community Development
Served since 2021

Time

- 89%** of the Excite team volunteered hours to benefiting the community
- 3,595** financial literacy workshop participants, including NC and Business Development efforts
- 50 non-profit** organization partners in financial literacy

Talent

- Named **Business Partner of Excellence** by the Santa Clara County Office of Education
- Community Builder Award** by work2future, a program of the City of San Jose Office of Economic Development
- Good Morning America & ABC News featured Team Member, Angel Romero, during **Hispanic Heritage Month** for her volunteerism leading a women's lowrider club

Treasure

- \$425,000** total granted and facilitated across **62** non-profits
- 366** Community Impact Accounts Opened



Opening of **BERNAL BRANCH** April 2024

Excite Credit Union's newest Bernal Road branch in San Jose marks another milestone in their commitment to community service and financial empowerment. The April 26, 2024 Grand Opening event, which saw the participation of esteemed guests including California State Treasurer Fiona Ma and Diana Dykstra, President and CEO of the California and Nevada Credit Union Leagues, celebrated Excite's expansion and its unwavering commitment to serving the diverse needs of its Members and the broader community. The Bernal Branch, now fully operational, offers a comprehensive range of banking services tailored to meet the needs of both individuals and businesses. With a team fluent in seven languages and a suite of innovative offerings, Excite remains committed in its mission to empower individuals and communities on their path towards financial well-being.



MEMBER EXPERIENCE

NET PROMOTER SCORE

Excite's Net Promoter Score for 2023 was 86%.
The financial industry average is 44% - making Excite 95%
above industry average

"Mariela was exceptional from start to finish. She kept me up on a step by step basis, she was the best loan officer that I have come across in over a year. She was kind, patient and very knowledgeable about how the loan process works. It all worked out in my favor and for that I am so appreciative of her. I want to get my credit in right standing and for that reason I thank Excite for giving me a second chance."

"Megan was beyond Awesome. I went to Excite and spoke with Megan to INQUIRE about a possible auto Loan Refinance. And Megan said she could take care of the whole process that day. An hour later I was driving home with a refinanced auto loan saving me over \$85 a month. Thanks to Megan!!!"

"Carolina is an excellent employee, she is very kind, explains everything well and makes you feel important. Excite is an excellent bank because in addition to providing very good financial services, it is inclusive."

"Susan was wonderful to work with. She took time to explain all of the options available and made me feel comfortable with my decisions."

TEAM MEMBER MILESTONES

25 YEARS

SUSAN WELLS

15 YEARS

CAROLINA DUDDING

ANGIE GODWIN

JANENE TUBBS

JENNIFER CHEUNG

5 YEARS

ANITRA SANDERS

NAOMI NAVARRO

JENNY LI

DIANE WELLS

NEW PRODUCT OFFERING

Excite Credit Union expanded its product offerings to provide Members with enhanced opportunities for financial growth and flexibility. Amidst rising deposit rates, the introduction of the **VOLTAGE SAVE & SPEND** account proved to be a compelling option for Members seeking higher yields while retaining accessibility to their funds. The account garnered significant interest, with a total of **\$56 million in Voltage balances** recorded and **626 new accounts opened** throughout the year. This growth shows Excite's commitment to delivering innovative solutions that empower Members to achieve their financial goals effectively.

Volunteer Board of Directors

Chairperson

Donna Rhody

Vice Chairperson

Alan Hansen

Treasurer

Surya Turaga

Secretary

Ralph Finelli

Board Directors

Alan Raby

Chris Ekren

Barbara Alumbaugh

Mark Hanson

Colin Hackman

Associate Board Directors

Olujimi Jumoke

Mukta Dhanuka

Nadim Rahman

Volunteer Supervisory Committee

Chairperson

Devin McAlpine

Committee Members

Deepja Bansal

Mike Uhri

Laura Golding

Grayson Lynch

Volunteer Community Development Advisory Board

Olujimi Jumoke

Anthony Quihuis

Chris Ekren

Ruth Flores

Mayra Cerda

Raylene Hernandez

“ WE PLACE OUR MEMBERS FIRST,

ensuring everything we do focuses on improving their experience while fostering community growth.

BRIAN DORCY | PRESIDENT/CEO

excite[®]

CREDIT UNION

BRANCH LOCATIONS & HOURS

CURTNER AVE

265 Curtner Ave.
San Jose, CA 95125

BLOSSOM VALLEY

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

RACINE DR

237 Racine Dr.
Wilmington, NC 28403

QUETZAL GARDENS

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

BERNAL BRANCH

151 Bernal Rd.
San Jose, CA 95119

GLEN MEADE

2465 S. 17th St.
Wilmington, NC 28401

MOBILE BRANCH

Wilmington, North Carolina
Serving our Members where they are.



excitecu.org | 800.232.8669