Community First Credit Union is a cooperative financial institution, owned and controlled by the people who use and benefit from the products and services. This makes us unique in the financial services industry. The philosophy of all credit unions is “people helping people.” Each member is an equal owner, regardless of how much money he or she has invested with the credit union.

As member-owners, we help each other meet each other’s financial goals by providing a safe, convenient place to save money, get loans at reasonable rates, and receive honest, factual information to help us make better life decisions. The success of our members is reflected in the success of our credit union.

Our members are the heart and soul of this organization and we feel honored to be able to serve you. This report is a celebration of our success as an organization and a thank you to the 132,396 members (and counting) for sustaining and supporting us yesterday, today and tomorrow.

MILESTONE: A SIGNIFICANT POINT IN DEVELOPMENT

In many ways, life can be measured by defining moments, by milestones. Birthdays, anniversaries, graduations, moments of joy and of sorrow are woven into the fabric of our lives.

Here are just a few of the milestones we accomplished together in 2017:

• Completed construction and moved into our new home office and 25th branch on Dressang Way, in the Village of Fox Crossing.
• Welcomed 5,852 new member-owners to our cooperative.
• Achieved record net income of $43 million, a Return on Assets of 1.58% and one of the lowest expense ratios in the nation.
• Assets climbed to $2.4 billion.
• Loans grew to $2.4 billion. Made 22,733 loans to members for $896 million.
• Deposits increased by more than 7% to $2 billion.
• Reserves grew by 13.6% to more than $364 million. Our capital ratio of 13.4% is significantly above the regulatory requirement of 7%.
• Introduced mobile deposit for both personal and business accounts.
• Began our “Technology Transformation” to enhance member service by converting our financial accounting and lending systems.
• Welcomed the members and employees of St. Elizabeth Hospital Employee Credit Union to the Community First family in September through a merger.
• Delivered financial literacy to thousands of students through our School Branch programs, including a new student-run branch at Badger Elementary in Appleton and Reality Check budget simulations in Oshkosh.
• Received the Crystal Performance Award (9th consecutive year) as one of the top 10 credit unions in the nation for financial performance. One of three credit unions to achieve the 100th percentile. (Awarded by Raddon Financial Group)

YOUR COMMUNITY FIRST MEMBERSHIP MAKES AMAZING THINGS HAPPEN!

When we work together, we make it better. In 2017, 483 Community First employees (83%), volunteered 20,468 hours, at 468 local non-profit and community organizations. Together with our members we contributed just over $1 million to enhance lives, fulfill dreams, build communities and improve the quality of life for all in the places we call home. Our achievements are your achievements.

LOOKING AHEAD

Community First Credit Union has always been guided by the principle that people come first and profits second. We exist to make a positive difference in the lives of our member-owners.

The Board of Directors is committed to making smart financial decisions to ensure your credit union remains strong, relevant and can serve you for many more years to come. Community First will continue to invest time and resources appropriately and efficiently to provide members the best financial products and services, and to be a place where everybody counts, everybody cares and everybody delivers – everyday!

Plans for 2018 include:

• A new online/mobile banking system for enhanced member service and access.
• New websites, social media and improved member communications.
• Constructing a new branch at Lake Park & Highway 10/114 in Menasha, opening December 2018.
• New product development for business services, deposits and loans.
• Rollout of a new “No Money Down, Home Loan” program.
• Continued work to remodel the Onaide Street branch and training facility.
• Ongoing preparation for a core data system conversion in 2019.
• More communication to members about the benefits of working with Community First Financial Advisors and Community First Insurance Center teams.

Thanks to our wonderful members, our dedicated staff and a visionary board, 2017 was a year of great progress and special milestones. Our record-breaking success could not have been achieved without the passion and talent of everyone on our team.

We hope you enjoy reading this year’s report. And if, by chance, it inspires you with a new idea about how we can serve you better, or help you build a better future for your family, we hope you’ll let us know.

We are committed to “Finding A Way!”
More than five years of planning and two years of construction has created a home not just for today, but for the future. Thoughtful planning and stewardship entered every phase to ensure the changing needs of our membership can be met for many years to come from Dresang Way.

Along the way, the positive impact of the project was felt throughout the community; spurring additional growth and development nearby, generating work for local businesses and jobs for individuals throughout the region. In all, more than 640 workers had a hand in the building, earning at least one week’s wages – while others worked months and some even years – bringing it from concept to completion.

Those wages went back into the community for homes and cars, groceries and gas, and much more – creating a ripple effect that extends far beyond our walls.

ECONOMIC IMPACT

There is something incredibly special about the heart that was put into this project by our partner businesses and even more so by the skilled and talented craftsmen that have left their mark. Each came to do their job, but left behind friendships and their best work.

Many told us they were also Community First members and took particular pride in creating the home for the credit union they owned. In their wake, is a space that belongs to you, our member-owners. We welcome you and the community to stop in and connect.

“It’s not everyday that you have the opportunity to build something that you own.”

Steve Lenz, Community First Member-Owner Project Supervisor, Miron Construction

A PLACE TO CALL HOME – FOR EVERY MEMBER

From the charter meeting where founder Maury Dresang and several Outagamie County Highway Department co-workers each contributed $10 to form our credit union... to the dedication of our new home office on the street named in Maury’s honor... the cooperative spirit continues.

On October 9, 2017, more than 220 employees arrived at Dresang Way for their first day in our new home office. While their view was different, their mission hadn’t changed. Each has a purpose of supporting you, our member-owners, as you go after your dreams in communities across Northeast Wisconsin and beyond. They are the team behind the familiar faces you see at the branch and the helpful voices on the phone.

More than five years of planning and two years of construction has created a home not just for today, but for the future. Thoughtful planning and stewardship entered every phase to ensure the changing needs of our membership can be met for many years to come from Dresang Way.

BUILT WITH PRIDE AND CARE

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“It’s not everyday that you have the opportunity to build something that you own.”

Steve Lenz, Community First Member-Owner Project Supervisor, Miron Construction
THE benefits of member-ownership are tangible and making a difference every day for members. Better deposit rates, lower loan rates and fewer fees fuel our promises to “Find A Way” and “bring the profits back to you.” Sounds good, but what does it mean?

In 2017, it meant $340 of value for every household we serve; money saved on loans and more money earned on deposits over what they would have received from other financial institutions. Extra money in their pockets just for choosing to be part of the financial cooperative they own.

For the 9th year in a row, Raddon, a leading provider of financial industry research, recognized Community First with the Crystal Performance Award that acknowledges the top ten U.S. credit unions for exceptional financial performance. Our greatest pride comes not from the award, but from what it means – that the health of the credit union is among the best in the nation for our members.

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SERVING YOU IN
NORTHEAST WISCONSIN

APPLETON
2626 S. Oneida St.
509 N. Richmond St.
2701 N. Ballard Rd.
455 S. Nicolet Rd.
1235 W. Spencer St.
St. Elizabeth Hospital
GREENVILLE
N1230 Cty. Rd. CB
NEENAH
125 E. Forest Ave.
2300 Industrial Dr.
1193 W. Winneconne Ave
1575 Dresang Way
MENASHA
201 Main St.
DARBOY
W6089 Cty. Rd. KK
BELLEVUE
3282 Eaton Rd.
DE PERE
1700 Lawrence Dr.
HOWARD
2949 Riverview Dr.
KIMBERLY
600 W. Kimberly Ave.
OSHKOSH
2424 Westowne Ave.
1492 W. South Park Ave.
FOX VALLEY TECHNICAL COLLEGE
Appleton Campus, Entrance 10
MANITOWOC
1100 S. 30th St.
TWO RIVERS
1819 Washington St.
WAUPACA
1006 Royalton St.
NEW LONDON
603 W. Wolf River Ave.
NICHOLS
W5644 Cty. Rd. F

NON-TRADITIONAL BRANCHES
• Appleton West High School
• Appleton North High School
• Appleton East High School
• Kaleidoscope Academy
• Badger Elementary School
• Appleton Retirement Community
• Heritage/Peabody Manor
• Touchmark Retirement Community
• Wisconsin Veterans Home at King

(920) 830-7200
TOLL-FREE (866) 273-2328

PROTECTING TODAY
Protect yourself from the unexpected with the Community First Insurance Center, an independent agency representing a variety of carriers to match your needs with the right coverage.

PLANNING FOR TOMORROW
Prepare for your future with retirement planning and investment services from Community First Financial Advisors, a full-service investment program offered through our broker dealer CUSO Financial Services, LP (CFS)*.

Non-deposit investment products and services are offered through CUSO Financial Services, LP. (“CFS”), a registered broker-dealer (Member FINRA/SIPC) and SEC Registered Investment Advisor. Products offered through CFS: are not NCUA/NCUSIF or otherwise federally insured, are not a deposit or guarantee of the credit union, and may involve investment risk including possible loss of principal. Investment Representatives are registered through CFS. Community First Credit Union has contracted with CFS to make non-deposit investment products and services available to credit union members.

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