You are our reason why!

Nancy K., Member-Owner, from our Oshkosh Westowne Branch
As the uncertainties of 2020 followed well into 2021, the importance of the service we provide was once again reinforced. It goes well beyond providing Northeast Wisconsin with convenient banking options. As a member-owned financial cooperative, we have the opportunity every day to ‘Find a Way’ in our members’ lives, while also making a difference, big and small, across our community.

“We continue to make a profoundly positive difference for you, your families and the communities you call home.”

Cathie Tierney
President/CEO,
Community First Credit Union

“‘We feel like we’re part of a family, and everybody is so friendly and helpful. It’s just like a hometown setting to help you out in any way they can. We definitely like the relationship we have with Community First.’

Susan G., Member-Owner”

“‘We love how Community First is so involved in the community and the staff is so friendly and helpful. With three kids, we have a pretty busy lifestyle. We’re going to Disney next month, and Community First found a way to make our kids extremely happy by changing a bucket full of coins into $300 for them to take along.’

Ryan & Kerri H., Member-Owners”

“I love Community First’s digital banking. It’s very easy to navigate, to deposit checks, make transfers or just check a balance in my account. Plus, they found a way to help me build my credit.”

Erica F., Member-Owner
EMPLOYEE EXPERIENCE
Understanding what matters most to you and how we can better serve you is important to us. Member survey results were very positive, with 77% of members indicating they are “members for life,” and 80% that the credit union is very easy to do business with. The survey (which it is comprised of 4 key metrics: Very satisfied; Will give Credit Union all future loan business; Will give all future deposit business; and extremely likely to recommend the Credit Union to others) in 2021, our Loyalty Score increased by 5 points, with members reporting: “CFCU likes to promise to find a way, a strong supporter of community events and organizations, provides service that goes above and beyond, and treats me like a member/owner of the credit union.”

GROWTH/FINANCIAL STRENGTH
We are proud to help make dreams come true. Deposits grew 17% to $4.4 billion, and loan growth increased by over 10%, from $2.86 billion to $3.1 billion. We ended the year with total assets of $4.9 billion, a 16.4% increase over 2020. The continued low interest rate environment meant reduced earnings from both loans and investments, but staff worked diligently to offset lower revenues by finding efficiencies in operations, resulting in a 2.5% reduction in operating expenses from the previous year. Loan delinquencies and charge-offs continued to stay below industry averages. At year end, we transformed $34 million in revenue to continue to build the credit union’s financial strength. Community First has a net worth of 11.16%, well above the regulatory requirement, and is one of the strongest credit unions in the country.

It’s a big point of pride that for the 13th consecutive year, your credit union has been named one of the strongest credit unions in the country. Being a part of a member’s life is a privilege and a joy, and we’re thrilled to note we were ranked 148,970 member-owners.

From everyday moments to life’s major milestones, Community First is here for you. As your needs change, your products and services evolve with you.

We’re here to help you live your best with financial services you need and advice you can trust.

Our team worked hard last year to expand our offerings with a new digital banking system. This innovative system enabled us to introduce many new features to give members an exceptional experience across our mobile and online banking platforms. Features like card controls, a new security feature that lets you temporarily lock or unlock your credit and debit cards to protect funds and help prevent unauthorized transactions. Real time transaction alerts, which can be set by location, dollar amount, and even merchant type. New credit score monitoring and score simulation tools and the ability to bring in your accounts from other financials to give you a full overview of your financial situation, and to make transferring between accounts easy and convenient.

Looking ahead to 2022, we will continue to add new features to the digital banking system, and this spring we plan to introduce Palm Vet Autovetification, a mobile biometric technology that allows members to securely and uniquely identify themselves simply presenting the palm of your hand over a small, touchless scanner. This new technology is widely regarded as the most secure biometric identification and will enable us to protect your identity and personal information on an even greater level. In the summer of 2022, we will roll out contactless Tap to Pay: debit and credit cards. Tap to Pay joins chip and digital wallet transactions as the most secure ways to make in-person payments. Along with the Tap to Pay feature, we’re also redesigning our debit and credit cards. As your current cards expire or need to be replaced, you’ll receive new cards with the Tap to Pay feature. Additionally, in 2022, we will begin work on a new branch in Manitowoc and as well as several branch remodels. The Community First Insurance Center will move from the Richmond St. branch and co-locate with our branch staff and Community First Financial Advisor team at the Oneida St. office. We will continue to explore opportunities and member requests for branches in other communities.

At Community First, we believe in the power of community. Nothing makes us prouder than to be in a position to make a positive impact to help the places you call home flourish. In 2021, you saw Community First donate $1.7 million to 124 non-profit, civic and economic development causes throughout our service region. We give across a broad range of interest areas because our member-owners care about a broad range of needs. Beyond financial contributions, our in-kind donations further supported non-profits, and members contributed over $42,000, purchasing score and card bases in the branches to support a variety of causes. Our team achieved an incredible impact, sharing their time, talent and resources, volunteering 17,791 hours last year. Our community involvement comes from a strong belief that as a business we don’t just provide jobs and income. We’re here to help you live your best life with financial services you need and advice you can trust.

Our community continues to be a strong belief that as a business we don’t just provide jobs and income. We’re here to help you live your best life with financial services you need and advice you can trust.
You are the reason why what we do matters.

Ending 2021 at nearly $5 billion in assets and serving almost 149,000 member-owners, there is no denying what the power of ‘people helping people’ can accomplish. We have grown and prospered, but what matters most is that we’ve remained true to our purpose – working together in the people helping people spirit of the cooperative, making a difference for and succeeding – together.

Reinvesting in your credit union.

The value of belonging to Community First Credit Union means you keep more of your hard-earned money in your pocket. We pass the profits right back to you through better rates and dividends, low-to-no fees, cost-saving conveniences and personalized services that match the way you want to bank.

- 26 NE Wisconsin branches
- $28.5M Dividends paid to members
- 10,984 New Member Owners
- $289M New business loans
- 124 Charitable causes supported
- $43M New personal loans
- $707M New mortgage loans
- $223M New vehicle loans
- 2,100 Calls per day in our Call Center
- 17,791 Total employee volunteer hours

Our newly launched 5-star rated Digital Banking platform

Twenty-six neighborhood branches located across NE Wisconsin

More than 620,000 calls answered by our live & local team
Living our name.

We believe in the power of community, so much so, that we made it part of our name. Our goal? To improve the lives of our members and the communities they call home. On your behalf, in 2021, Community First contributed $1.7 million to 124 charitable and civic causes throughout our service region. We continue to give across a broad range of interest areas because our members care about a broad range of needs.

Making a difference in the communities we call home.

$1.7 MILLION in financial support to non-profit organizations throughout NE Wisconsin

Employees Volunteer

39 Employees contributed a total of 1,179 hours in 264 volunteer hours, a 34% increase to our total of $50,679 in total community support.

SPECIAL OLYMPICS
Together, we’ve raised over $40,000 to support athletes and their families at the Special Olympics Wisconsin.

KINDRIVEN FIRE DEPARTMENT
We helped raise over $2,000 for the Green Bay Fire Department, which provides support to firefighters and their families.

UNIFIED WAY
Employee contributed over $1,000 to United Way, helping support programs in our community.

BOYS & GIRLS CLUB
We contributed over $1,000 to support after-school programs in our community.

ARTS & CULTURE
Member contributed over $1,000 to support the arts in our region, including the Wisconsin Film Festival, the Door County Community Theater, the Nor’easter Arts Guild, the Peninsula Art Center, and more.

We’ll find a way together.

Our mission is to be a place where everybody counts, everybody cares, everybody delivers – everyday. Because when we work together we all benefit.

“My wife and I have been with Community First 20 plus years, and we love it. The people are wonderful, and the digital banking is so convenient right from my phone. Community First takes care of all my financial needs. They treat me like family. It’s a fantastic organization.”

David R., Member-Owner

“Community First understands the working family and what’s important. It’s local, the digital banking is very convenient, and we can always find a branch whether we’re in Waupaca, Appleton, Green Bay or New London. Community First makes our lives easier.”

Betsy & Alyssa G., Member-Owners

“I’m in sales, and if you treat people the way you like to be treated, life is good. Community First takes care of my needs as a member in a very friendly, helpful environment. They are outstanding to work with.”

Arlen B., Member-Owner

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Arlen B., Member-Owner
As the financial services industry has dramatically evolved over the years, so has the role of the board. Today, your board is entrusted with the direction of Community First and the complexities that come with oversight for a multi-billion dollar organization. Each member of the Board must have strong financial knowledge, diverse skills and dedication to meet member expectations and the oversight requirements within the competitive and highly regulated financial services industry. Community First Credit Union’s Board of Directors is an extremely committed group of volunteers, dedicated to ensuring the success and stability of the credit union on behalf of the member owners.

Members are the reason behind our success.

Honoring Dave Peperkorn

David Allen Peperkorn joined the Community First Board in 1986. At the time, he was employed as Vice-President of Human Resources at Presto Products. In 1989, he took on the role of Board Secretary, became Vice-Chair in 1991 and was elected Chairman of our Board in 1993. Throughout his 32 years of board service, with his extensive background in HR, Dave served as Chairman of our Talent and Compensation committee. He retired from Presto in 2006. In 2018, he reprised his role as CFCU Board Secretary and continued to serve in that capacity until his passing.

Dave was a passionate advocate for our credit union, the industry and our communities. He was diagnosed with pancreatic cancer in the summer of 2021 and passed away on September 6. We are so grateful to Dave for the many gifts he brought to this life – his faith, his family, the impact he made throughout our community in ways both big and small. In his honor, the credit union has made a gift to the Samaritan Counseling Center’s new facility. He was an accomplished gardener, and our gift will enable them to do special landscaping surrounding the ‘Peperkorn Patio’ (named for him, as Chairman of their facilities committee).

Dave played a huge role in the success and growth of Community First. His spirit will live on in the hearts and minds of all of us who know and love him. We know that our time on this earth is measured, and the idea is not to live forever, but to create something that will - Dave Peperkorn did that, and we are grateful!
### Statement of Income

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<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
</tr>
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<tbody>
<tr>
<td>Other Assets</td>
<td>85,629,235</td>
<td>85,473,645</td>
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<tr>
<td>Furniture &amp; Equipment</td>
<td>8,290,356</td>
<td>11,587,338</td>
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<td>Other Liabilities</td>
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<tr>
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The award recognizes Community First's financial strength among the Top 10 Credit Unions in the United States.

We are proud to have received the Raddon Crystal Performance Award for the 13th consecutive year.

PROTECTING TODAY

Protect yourself from the unexpected with the Community First Financial Center's, 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, a registered broker-dealer (Member FINRA/SIPC) and SEC registered investment advisor. Products offered through CUSO Financial Services, LP (CFS®), a registered broker-dealer (Member FINRA/SIPC) and SEC registered investment advisor. Investment Representatives are registered through CFS. Community First Credit Union has contracted with CFS to provide non-deposit investment products and services available to credit union members. Investment Representatives are registered with one or more state securities commissions. Registered representatives only make non-deposit investment products and services available through CUSO Financial Services, LP (CFS) and registered with one or more state securities commissions. Registered representatives only make non-deposit investment products and services available through CUSO Financial Services, LP (CFS®). Community First is not regulated or insured by any federal or state or state agencies or organizations. For such guidance please consult with a qualified professional. Information shown is for general illustration purposes and does not predict or depict the performance of any investment or strategy. Past performance does not guarantee future results. CFS representatives do not provide tax or legal guidance. For such guidance please consult with a qualified professional. Information shown is for general illustration purposes and does not predict or depict the performance of any investment or strategy. Past performance does not guarantee future results. CFS representatives do not provide tax or legal guidance. For such guidance please consult with a qualified professional.

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