

2019 ANNUAL REPORT

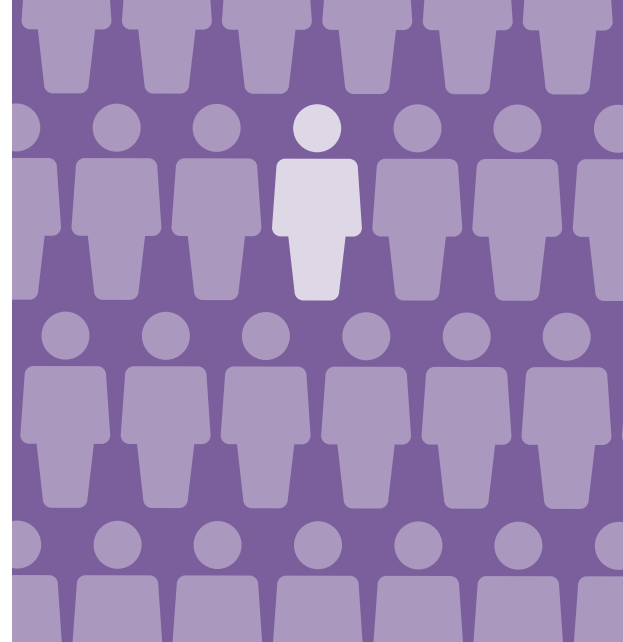


**OHIO CREDIT
UNION LEAGUE**
MOVING FORWARD TOGETHER

CREDIT UNIONS AT A GLANCE 2019

Data as of December 31, 2019, pulled from [Q4 Performance Report](#)

3 million +
members served by Ohio credit unions.



257 credit unions
141 federal
116 state-chartered



7,927 employees
serving members and working credit union magic!

↳ **31** staff on average at an individual credit union.

\$33 billion
in total assets

↳ **\$129 million** average asset size



The Ohio Credit Union League exists to be a catalyst for credit union success. We accomplish that through advocacy, collaboration, and support for all credit unions within our state, fighting for their strength and prosperity and the individuals they serve.

LEAGUE OVERVIEW



SCOTT HICKS
LEAGUE CHAIR

Ohio credit unions showed great strength and momentum in 2019, energizing the credit union movement and expanding the reach of our message about the credit union difference. Individually, we illustrate an unwavering commitment to helping our members and communities thrive. When we're brought together through the Ohio Credit Union League, our bold advocacy and invaluable collaboration make us an unstoppable force.



PAUL MERCER
LEAGUE PRESIDENT

The Ohio Credit Union League is the single most prominent voice for credit unions in Ohio. We are passionate about advancing their collective interests so they can continue to advance the financial lives of their members. We pride ourselves in serving as a collective space to ignite true collaboration and connection to support credit unions and the communities they serve. And we celebrate the opportunity to work every day to strengthen and grow credit unions.

2019 LEAGUE DIRECTORS

Dan Sutton, Vice Chair
Kemba Credit Union

Bill Burke, Secretary/Treasurer
Day Air Credit Union

Stan Barnes, Director
CSE Federal Credit Union

Jessica Jones, Director
Universal 1 Credit Union

Miranda McConoughey, Director
Lake County Educational Federal Credit Union

Karen Reams, Director
Millstream Area Credit Union

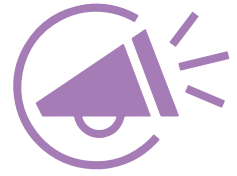
Rosanne Schutzman, Director
Wright-Patt Credit Union

Barry Shaner, Director
Directions Credit Union

Steve Shore, Director
DayMet Credit Union

ADVOCACY

INFLUENCING THE MOVEMENT'S FUTURE



LEGISLATIVE



Leading the daily charge to promote an operating environment that nurtures credit union growth and ensure the voice of credit unions is heard at the local, state, and federal level.

- Credit unions engaged **23 legislators** on Movement priorities
- Introduced **Ohio Cyber-Crimes Act** to further protect member data
- Finalized **State Charter Modernization** rules to reflect modern needs
- Finalized **Linked-Deposit** rules to obtain access to Treasurer of State linked-deposit programs
- Passed **SAFE Banking Act** in U.S. House of Representatives to expand access for credit unions to serve legal businesses
- Passed **AML/BSA Modernization** in U.S. House of Representatives to reduce regulatory burden
- More than **100 messages** were sent to decision-makers, encouraging them to promote and protect credit union priorities

POLITICAL

Advancing the interests of more than three million credit union members by supporting legislative leaders who have a strong track record of standing up for the cooperative model.

- More than **\$333,000** was raised by Ohio credit union leaders to support those who back credit unions
- Nearly **\$137,000** was sent to more than 90 different state leaders that support credit unions
- **\$135,000** was disbursed to congressional champions

REGULATORY

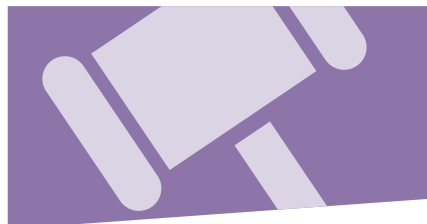
Protecting and promoting credit unions before state and federal regulators to ensure compliance standards enhance, rather than inhibit, superior member service and experience.

- Regulators heard from the League **16 times** on the importance of protecting the credit union structure and optimizing operations
- Held **first continuing legal education (CLE)** seminar organized by the League
- **19 roundtable discussions** held across the state

CONSUMER

Driving credit union awareness efforts to elevate and expand the community-based, people-centric cooperative model's consideration by consumers, decision makers, and influencers.

- More than **69 million** media impressions at the local, state, and national level
- More than **332,600** social media impressions
 - Twitter **192.1K**
 - Facebook **140.5K**





MEMBER SUPPORT

HELPING MEMBERS IMPROVE TODAY AND GROW TOMORROW

COMPLIANCE

INFOSIGHT

6,750

Total hits

↓ **33** Average hits per member

CU POLICYPRO

4,439

Total hits

↓ **22** Average hits per member

POLICYWORKS HOTLINE

678

Total hits

↓ **3** Average hits per member

89% of our members utilize at least one League member benefit!

DATA & REPORTS



85 performance indicators in CUAnalyzers

4 credit union quarterly performance reports

5 financial services fee reports

HUMAN RESOURCES



43 job descriptions in HR Suite

2 credit union staff salary reports

3 educational staff onboarding videos

COMMUNICATIONS



52 weekly compliance newsletters

27 bi-weekly informational e-newsletters

12 monthly marketing toolkits



In the 2019 member satisfaction survey, **88% of members** said that they were satisfied with the Ohio Credit Union League.

COMMUNITY AND NETWORKING

FACILITATING GROWTH THROUGH NEW CONNECTIONS
AND COLLABORATIONS



INVEST48

302

↳ **leaders**
from **87** credit unions

converged in **Columbus** for ideas, inspiration, and networking

INOHVATE

53

↳ **innovators**
from **32** credit unions

joined industry leaders to discover emerging financial technology

HIKE THE HILL

29

↳ **voices**
from **20** credit unions

joined the League in **Washington, DC**, to promote the credit union difference

75

 credit unions joined us for webinars in 2019.

CU STATEHOUSE DAY



57 people from **28 credit unions** attended this opportunity to engage with state policymakers and discuss legislative priorities.

REGIONAL DIALOGUES

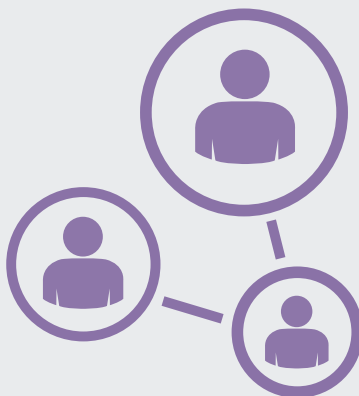


78 credit unions gathered throughout the year to discuss media opportunities, regulatory relief, and small credit union issues.

HUDDLE



6,472 discussion posts on our online member community forum.



The League hosted **7 in-person** training and networking events with **196 attendees** in partnership with CUNA Education Alliance.

OHIO CREDIT UNION LEAGUE AND SUBSIDIARY

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

DECEMBER 31, 2019 and 2018*

	<u>2019</u>	<u>2018 (Restated)</u>
ASSETS		
Current assets:		
Cash and cash equivalents	\$ 2,562,939	\$ 2,318,354
Certificates of deposit	1,600,000	600,000
Accounts receivable, net	594,568	516,129
Accounts receivable, related party	320	88,487
Prepaid expenses	201,150	276,444
Prepaid income taxes	32,652	40,900
	<u>4,991,629</u>	<u>3,840,314</u>
Noncurrent assets:		
Private equity investments	1,184,157	1,504,157
Certificates of deposit, long term	800,010	1,000,000
Marketable securities	-	198,718
Security deposits	118,268	90,663
Property and equipment, net	201,707	84,670
Deferred tax asset	171,000	167,400
	<u>2,475,142</u>	<u>3,045,608</u>
Total assets	<u>\$ 7,466,771</u>	<u>\$ 6,885,922</u>
LIABILITIES AND NET ASSETS		
Current liabilities:		
Accounts payable	\$ 346,698	\$ 418,454
Accounts payable, related party	40,110	35,649
Accrued expenses	376,495	304,739
Deferred income	957,239	959,733
	<u>1,720,542</u>	<u>1,718,575</u>
Net assets:		
Net assets without donor restrictions	<u>5,746,229</u>	<u>5,167,347</u>
Total liabilities and net assets	<u>\$ 7,466,771</u>	<u>\$ 6,885,922</u>

*Audit Report and unqualified opinion provided by Turner, Warren, Hwang & Conrad.

OHIO CREDIT UNION LEAGUE AND SUBSIDIARY

CONSOLIDATED STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS

YEARS ENDED DECEMBER 31, 2019 AND 2018*

	<u>2019</u>	<u>2018 (Restated)</u>
REVENUE AND SUPPORT		
Net sales and services	\$ 2,006,854	\$ 1,853,384
Cost of sales	<u>1,128,496</u>	<u>1,077,737</u>
GROSS PROFIT	878,358	775,647
Membership dues	2,939,104	2,757,880
Marketing reimbursement	<u>855,601</u>	<u>892,686</u>
Total revenue and support	4,673,063	4,426,213
OPERATING EXPENSES	<u>4,329,497</u>	<u>4,438,215</u>
INCOME (LOSS) FROM OPERATIONS	<u>343,566</u>	<u>(12,002)</u>
OTHER INCOME		
Interest and dividend income	133,144	92,781
Rental income	5,664	9,750
Realized and unrealized gain on investments	80,501	107,760
Miscellaneous income	<u>21,309</u>	<u>71,382</u>
Total other income	<u>240,618</u>	<u>281,673</u>
CHANGES IN NET ASSETS BEFORE INCOME TAX EXPENSE	584,184	269,671
INCOME TAX EXPENSE	<u>5,302</u>	<u>23,936</u>
CHANGES IN NET ASSETS	578,882	245,735
NET ASSETS, BEGINNING OF YEAR	<u>5,167,347</u>	<u>4,921,612</u>
NET ASSETS, END OF YEAR	<u>\$ 5,746,229</u>	<u>\$ 5,167,347</u>

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OHIO CREDIT UNION LEAGUE AND SUBSIDIARY

CONSOLIDATED STATEMENTS OF CASH FLOWS

YEARS ENDED DECEMBER 31, 2019 AND 2018*

	<u>2019</u>	<u>2018 (Restated)</u>
CASH FLOWS FROM OPERATING ACTIVITIES		
Changes in net assets	\$ 578,882	\$ 245,735
Adjustments to reconcile changes in net assets to net cash provided by operating activities:		
Deferred income taxes	(3,633)	6,300
Depreciation and amortization	33,274	74,544
Realized and unrealized gain on investments	(80,501)	(107,760)
Net change in:		
Accounts receivable	16,682	144,031
Accounts receivable, related party	88,167	(3,536)
Prepaid expenses	75,294	(105,315)
Prepaid income taxes	8,248	(28,688)
Security deposits	(27,605)	302,603
Accounts payable	(166,880)	1,484
Accounts payable, related party	4,461	(67,655)
Accrued expenses	71,792	(37,611)
Deferred income	(2,494)	314,045
	<u>595,687</u>	<u>738,177</u>
CASH FLOWS FROM INVESTING ACTIVITIES		
Proceeds from maturity of certificates of deposit	1,399,990	2,000,000
Purchases of certificates of deposit	(2,200,000)	(2,200,000)
Proceeds from maturity of marketable security	198,718	-
Proceeds from equity investment distribution	400,501	-
Purchase of property and equipment	(150,311)	(41,106)
	<u>(351,102)</u>	<u>(241,106)</u>
CASH FLOWS FROM FINANCING ACTIVITIES		
Repayments from note receivable, related party	-	280,000
	<u>-</u>	<u>280,000</u>
NET INCREASE IN CASH AND CASH EQUIVALENTS	244,585	777,071
CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR	<u>2,318,354</u>	<u>1,541,283</u>
CASH AND CASH EQUIVALENTS, END OF YEAR	<u>\$ 2,562,939</u>	<u>\$ 2,318,354</u>
SUPPLEMENTAL DISCLOSURE		
Cash paid during the year for income taxes, net of refunds	\$ 5,326	\$ 51,951

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