

ANNUAL REPORT 2019



Member owned. Community proud.™ **Since 1954**

Federally insured by NCUA



THE CREDIT UNION DIFFERENCE

OUR MISSION, VISION, & CORE VALUES	2
THE CREDIT UNION DIFFERENCE.....	3
REPORT OF THE BOARD OF DIRECTORS.....	4
REPORT OF THE PRESIDENT	6
REPORT OF THE AUDIT COMMITTEE	8
WHAT OUR MEMBERS HAVE TO SAY	9
REPORT OF THE CREDIT MANAGER.....	10
REPORT OF THE TREASURER.....	11
MORTGAGE OPTIONS BUILT AROUND YOU	12
YOUR COMMERCIAL TEAM	14
YOUR COMMERCIAL BANKING SOLUTION.....	15
YOUR FCU MANAGEMENT TEAM	16
FCU BRANCH MANAGERS.....	17
STATEMENT OF FINANCIAL CONDITION	18
STATEMENT OF OPERATIONS.....	19
PRODUCTS AND SERVICES	20
MEMBERSHIP	21



OUR MISSION, VISION, & CORE VALUES

MISSION: Florida Credit Union will serve our members and communities with efficient, convenient services and quality products that meet their everyday and long-term financial needs.

VISION: Florida Credit Union members' lives made better.

CORE VALUES:

Caring Service: Through local, friendly, person-to-person services and new technologies.

Integrity: Will adhere to the highest ethical standards and values.

Excellence: Provide progressive and quality programs and services that will benefit our members while promoting growth.

Financial Stability: To safeguard our members, we will continue to be a well-capitalized financial institution.

Cooperative Philosophy: Improve the economic well-being of our members and communities.

Community Service: Promote Florida Credit Union as a leader in serving our communities and a commitment to social responsibility.

THE CREDIT UNION DIFFERENCE

Being a member of Florida Credit Union gives you access to a wide range of financial products and services. Checking, savings, and money market accounts, loans of any kinds, commercial banking, and technologies that rival the big banks, are just a few of the reasons you may have decided to join. But the real FCU difference is in the very nature of our organization, as a financial services cooperative.

A cooperative, defined as “involving mutual assistance in working toward a common goal”, is owned by its members, making you part owner of one of the fastest growing financial institutions in the state. While many things may change in an industry like ours, it’s good to know our commitment to you is unwavering. Florida Credit Union has been in this community for over 65 years and while the other guys may come and go, *your* credit union can’t be bought or sold.

With a bank, the goal is to maximize the profit of its stockholders and investors. While stockholders usually profit greatly and customers receive no benefits, local communities usually bear the real burden of this inequity.

At Florida Credit Union, our members **are** our stockholders. Profits earned are retained as capital to meet regulatory requirements and for expansion of the credit union and its service offerings. Our goal is to maximize the service/value relationship with members while building and maintaining the strength of Florida Credit Union to ensure it is here to serve future generations. Florida Credit Union continues to operate under the cooperative principles of:

1. Voluntary and Open Membership

FCU is open to all persons in our state-approved field of membership who are interested in using our services and willing to accept the responsibilities of membership.

2. Democratic Member Control

The member/owners of Florida Credit Union choose the individuals who serve as elected trustees.

3. Member Economic Participation

Member/owners benefit proportionately to their level of participation from full utilization of the products and services that are available through the credit union.

4. Autonomy and Independence

Financial service is offered to the members/owners who control the organization.

5. Education, Training, and Information

Information is provided to members, elected representatives, and staff to ensure further development of the organization.

6. Cooperation Among Cooperatives

Working with local, regional, national, and international groups to advance knowledge and service availability.

7. Concern for the Community

Providing services and programs to benefit the members of the community.

8. Solidity

As a member-owned local financial cooperative, FCU has deep roots in the community. This solid foundation means we can’t be bought or sold, we are here for the long-term, and we stand ready to provide financial services to local consumers and small businesses.

As a Florida Credit Union member, you are an owner of one of the strongest financial institutions in North Central Florida. We’re here to help you and serve your needs by providing high returns on deposits, low rates on loans and financial education resources to prepare you for wherever life takes you. We’ll be here. First, enjoy the benefits of what it means to be a credit union owner. Then help your credit union grow by spreading the word about the Florida Credit Union difference.

REPORT OF THE BOARD OF DIRECTORS



Florida Credit Union was established in 1954 – 65 years ago! Back then, our first Board of Directors pledged to focus on member needs and today, the Board has the same goal. We will ensure that FCU meets the needs of members for years to come. Throughout this report, you will see that Florida Credit Union is as safe and strong as ever.

In 2019, Florida Credit Union's membership experienced another year of excellent products and services. The credit union has continued to offer very competitive rates on deposit accounts, low loan rates, and electronic access through online banking and mobile banking. Because of member participation, we ended 2019 with \$1,266,313,568 in assets. The most important measure of a credit union's stability is its capital ratio. Florida Credit Union is considered "Well Capitalized" by federal and state examiners, with our year end capital ratio being 10.61%

A primary responsibility of your Board of Directors is to ensure that the operations of the credit union meet the needs of the membership. We must also ensure these operations are performed safely and within regulatory confines. The reports included in the 2019 Annual Report support that Florida Credit Union is indeed managed in accordance with policies, laws, and regulations. Florida Credit Union is a secure, sound financial institution and is well-situated for the future.

We have come a long way in six and a half decades and are determined to continue to meet and exceed member expectations while operating in accordance with financial guidelines.

Mr. Lynn Jones, Sr.,

Board Chair



Mr. William Hopgood
Vice Chair



Mr. Andrew Sutherland
Treasurer



Dr. Jacquelyn D. Hart
Secretary



Mr. Al Peoples
Director



Dr. Barbara Buys
Director



Ms. Judy Johnson, JD
Director

CONVENIENCE

Today, Florida Credit Union serves more than 111,000 members in 45 of Florida's 67 counties. We offer our members convenient access to their money with a nationwide ATM network that is 65,000 strong, plus 11 branches and a contact center, offering extended hours and loan officers available 24 hours a day, 7 days a week, by phone or online. Keeping up with the rapid transition to a digital financial experience, means our members can apply for accounts or loans, speak with a loan officer and access their funds, anytime of the day or night, without ever coming through the credit union branch doors. Even more, you can always access your Florida Credit Union account around the clock with online, mobile and telephone banking.



REPORT OF THE PRESIDENT



Florida Credit Union experienced another year of solid, managed growth. This growth is attributed to you, the owners of the credit union, for taking advantage of our deposit, loan, and electronic products. Our decisions continue to be focused on members' needs and meeting their expectations.

We continue to attract new members. In 2019, over 21,000 new accounts were opened and we expanded our field of membership to 45 of Florida's 67 counties.

Additionally, our loan programs were extremely successful. Members obtained over \$452 million in new loans in 2019, including more than 37,000 consumer loans, totaling \$377 million. We also provided \$63 million in funding to businesses in the past 12 months. Thanks to you – our members – we have come a long way in 65 years.

Over the past few years, we've enhanced our electronic access channels such as online loan and membership application products as well as our website and mobile banking. In 2019, we achieved this by implementing a web chat feature, 2-way text communication, and making loan and share applications accessible right from our mobile app.

We constantly strive to improve our processes and services to make managing finances effortless for our members. In 2020, we will continue to focus on the financial needs of our membership. We plan to offer new products and services to allow you to conduct your financial business efficiently and conveniently.

We will also continue to focus on our facility and service needs. All Florida Credit Union locations offer convenient hours of operation, providing members with access to FCU staff 68 hours each week. Whether inquiring about CD rates or applying for a loan, our staff is available weekdays from 8 a.m. to 8 p.m. and from 9 a.m. to 5 p.m. on Saturdays.

We understand how busy you are, that's why we make mortgage and loan services accessible "round-the-clock". You can talk to a fully qualified loan officer anytime of the day or night simply by calling a local branch. 24 hours a day, 7 days a week, we're here.



The Board and management of FCU will continue to operate your credit union using guarded and sensible decisions that are rooted in the needs of the membership. To be considered well-capitalized by the National Credit Union Administration (NCUA), a credit union must meet a capital ratio of at least 7%. We are proud to report Florida Credit Union's year-end capital ratio at 10.61%. It is because of the diligent and focused efforts of your Board and management that Florida Credit Union continues to grow and succeed.

As a member/owner of Florida Credit Union, you belong to a strong, viable financial institution. With our soundness and stability, we are well positioned in today's financial arena to meet your personal financial needs. I urge you to take full advantage of your credit union membership.

Mr. Mark N. Starr

President/CEO

REPORT OF THE AUDIT COMMITTEE

By state law, the Audit Committee is appointed by the Board and charged to oversee the policies and programs of the credit union. The committee ensures that a comprehensive audit of credit union books and records is performed, and reports the results to the membership.

During the past year, the Audit Committee met with the auditing team from the firm of Warren Averett. The comprehensive audit as of September 30, 2019 indicates that the credit union is performing to the best benefit of the membership. This same firm performs extensive internal audit work on a quarterly basis to verify that policies, regulations, and generally accepted accounting principles are being met. The work of the Audit Committee, in partnership with the auditing firm, ensures that operations and programs authorized by the Board of Directors are being well managed.

Our financial performance is also highly scrutinized by federal and state examiners who are charged with ensuring the safety of your funds. Their findings, year after year, are that Florida Credit Union is a well-run, financially-viable financial institution, with sound management practices.

We appreciate the opportunity to serve the membership and encourage all members to take advantage of the many services and benefits offered by your credit union.

Dr. Barbara Buys

Audit Committee Chair



WHAT OUR MEMBERS HAVE TO SAY

2019 Facebook Reviews:

“ I've been a long time member for years. I'm thankful for the hard working Florida Credit Starke Branch Team, my financial team and family. A special shot out to my Senior Loan Officer Ryan S. for helping me through another smooth auto purchase.”
– Luciana W., December 2019

“ Our recent experience with FCU and miss Brooklyn B. was absolutely fantastic and have decided to make this institution our permanent banking home. Great job!”
– Matt M., October 2019

“ I've had great customer service every time! I made a call today to get some of my finances figured out and Alicia was a great person to talk to! Very sweet and understanding. I love this bank! :)
*I would give her 6 stars if i could!”
– Tara S., October 2019

2019 GOOGLE Reviews:

“ Kudos!! To Mr. Michael S. at the Maricamp Branch in Ocala
He helped me with my auto loan and line of credit. He is a very professional person, has a great sense of humor. Customer Service was awesome!!
Thank you for your guidance, many blessings to you :)
Florida Credit Union does it better!!!”
– Marilu B., September 2019

“ I love my Florida credit Union. Every time I go in there Katy S. helps me out she gives 200% to make me happy. I also love the fact that their location in Butler Plaza is open until 5pm on Saturdays!!”
– Janel H., April 2019

“ Went to Florida Credit Union in Starke, FL and customer service Agent Melanie was superb. Keep up the good work. It was a pleasure doing business with you. I will always recommend your branch. Florida Credit Union, Starke Florida is the place to go for all loans and other transactions. Thank you”
– Maxine L., April 2019



REPORT OF THE CREDIT MANAGER

The Credit Manager is appointed by the Board and is responsible for the approval of loan applications in compliance with Board approved policies. In 2019, Florida Credit Union originated over \$452 million in loans of all types. Our most popular loan products in 2019 were autos, credit cards, commercial loans, and first mortgages.

Real Estate Loans: 906 units | \$75,134,473

Auto Loans: 12,836 units | \$301,379,999

Commercial Loans: 58 units | \$62,663,110

In the coming years, you can expect to see more loan products along with more ways to obtain loans. As usual, Florida Credit Union's rates and terms will remain competitive.

Mr. Mark N. Starr

Credit Manager

REPORT OF THE TREASURER

Florida Credit Union is now serving over 111,000 members. Statistics can be found in the Report of the Board of Directors and the President's Report. As compared to credit unions nationwide, Florida Credit Union tends to grow at or above average trends year after year – 2019 was no exception. All of this can be attributed to the amount of business our members conduct with us.

As of September 2019, Florida Credit Union was the 16th largest credit union in Florida in terms of asset size. Nationally, we are in the top 5% of all credit unions.

On the following pages, we present a breakdown of the assets and liabilities of Florida Credit Union. You will notice that our assets as of December 31, 2019, were \$1,266,313,568. Additionally, our capital ratio remains extremely strong at 10.61%. You can see why the Board, management and staff of your credit union are so proud of the successes we have experienced.

Mr. Andrew Sutherland

Treasurer



MORTGAGE OPTIONS BUILT AROUND YOU

Years of mortgage lending experience delivered with the personal touch that only comes from your credit union makes Florida Credit Union an ideal full-service mortgage lender. We understand that real estate financing is a critical part of your financial plan and we're here to help.

Whether you're buying your first home, refinancing an existing mortgage, or considering a second or vacation home, our mortgage professionals are always ready to meet your needs with a wealth of home loan solutions. FCU provides our members with access to a full range of Mortgage programs, including conventional, FHA, VA, and USDA loans.

A Florida Credit Union mortgage, comes equipped with a variety of options to choose from depending on your needs. Since we offer a multitude of loan types you'll get to build a custom mortgage, molded to your needs and your life. Members who receive a FCU Portfolio or Fannie Mae mortgage have their loan serviced in-house, which means your loan stays right in your backyard, where it belongs.

Florida Credit Union's products and services are designed to save our members time and money and we're proud to offer you unique mortgage options built around your life.





COMMUNITY

We've been around since 1954, and we've always valued our position in the communities we've served, as a go-to financial institution. As we've grown, we're proud to say that we've advocated for the people and businesses who have supported us through the years. Annually, FCU participates in fundraisers and charity drives, sponsors community engagements, hosts local events, and strives to serve our neighborhoods in any way possible.

Being part of a strong community is important to us. That's why we will continue to invest in the people, places, and businesses that make north and central Florida the stronghold it is.

Member owned, Community proud™, is more than a tagline for us. It is the creed by which we start and end each day.

YOUR COMMERCIAL TEAM

What sets Florida Credit Union apart?

It's the time we take to listen to your unique business needs and understand you and your company. That's how we're able to create so many long-standing relationships with local businesses and why owners trust us for sound advice delivered with a personal touch.

Take advantage of a free personal consultation with a member of our commercial services team. They can help you build a commercial banking package that best meets your needs. Being a member of FCU means being a co-owner of a financial institution that makes your business a priority.

Isn't it time you started paying yourself, rather than shareholders?



Evan Pitts

SVP Commercial Services



Jane Harris

VP Business Relationship Manager



David Hooper

VP Business Relationship Manager



Chris Logan

VP Business Relationship Manager



Brian Moses

VP Business Relationship Manager



Gary Schmidt

Business Account Manager



YOUR COMMERCIAL BANKING SOLUTION

When it comes to lending options and banking services for your business in North and Central Florida, turn to the financial institution that prioritizes you. For more than 60 years, we've helped business owners in our communities find the right solutions to address their unique needs and goals.

From our commercial deposit accounts that offer great rates and advanced features, to a range of business loan options, all of our products are designed with your business needs in mind. FCU offers competitive rates on auto, equipment, SBA, and real estate loans. Plus, with a variety of electronic services, from commercial online banking, to remote deposit capture, we make it easy for businesses to handle their finances without cutting into their busy schedule. In 2019, FCU started offering IOTA accounts, enabling us to serve a new segment of the business community.

We know that time is money and how important both are to your business. That's why we offer other great business tools and resources; differentiating your business from the competition. Like merchant processing that makes it easy for customers to pay you. Accept all major credit, travel and entertainment cards, ATM/debit and purchasing cards, and personal checks without risk, all while delivering more profit to your bottom line, increasing customer spending potential, and reducing fraud. We're here to help as you manage your company's finances and foster growth and development that take you to the next level.

Please see the Products & Services on page 20 for a full list of available commercial business offerings.

Florida Credit Union wants to help take care of your employees, too! With our Bank at Work program, you can provide an exciting benefit to your staff at no cost to your company. Our members have access to great products and services, from high-rate interest bearing checking products, to low rate loans, a full suite of online and mobile banking tools, and much more. FCU will come to you and work around your employees' schedule, providing free enrollment and marketing materials, and access to our member service support for questions and inquiries.

YOUR FCU MANAGEMENT TEAM



Florida Credit Union's Senior Vice Presidents

Thom Beck
SVP Information Services/CIO

Christine Suarez-Jenkins
SVP Consumer Lending/CLO

Mark Starr
President/CEO

David Eckhardt
SVP Operations/COO

Wendy Koford
SVP Accounting/CFO

Evan Pitts
SVP Commercial Services



Florida Credit Union's Vice Presidents

Jane Harris
VP Business Relationship
Manager

Beatrice Cherry
VP Marketing

Matthew Teoli
VP Delivery Channels

Marlena Wesh
VP Human Resources

Wes Colson
VP Member Solutions

Sarah King
VP Project Administration
& Training

Mark Starr
President/CEO

Greg Purvis
VP of Lending

Chris Logan
VP Business Relationship
Manager

Pam Bolin
VP Accounting

Daniel Arreola
VP Risk Management

Heather Gilliam
VP Branch Operations

Kirk Becker
VP Information Services

THE FCU BRANCH MANAGERS

FCU's Lake City Branch LAKE CITY, FLORIDA

FCU's Branch Managers



Wade Hamilton, AVP
13th Street Branch (GNV)



Sean Peters, AVP
43rd Street Branch (GNV)



Rob Weil, AVP
Butler North Branch (GNV)



Marilynn Woodard, AVP
Haile Plantation Branch (GNV)



Ladonna Pollard, AVP
Contact Center Branch



Jennifer Patrick, AVP
Lake City Branch



Mindy Grimes, AVP
Silver Springs Branch (OCA)



Lisa Martin, AVP
Country Oaks Branch (OCA)



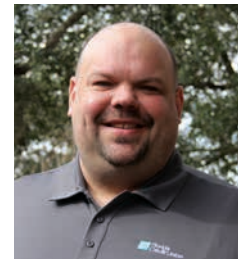
Alissa Myers, AVP
Ocala Branch (OCA)



Quan Freeman, AVP
Maricamp Branch (OCA)



Michelle Warnock, AVP
Starke Branch



Brian Leatherman, AVP
DeLand Branch

STATEMENT OF FINANCIAL CONDITION

As of December 31, 2019

	2019
Assets:	
Loans	\$ 1,105,750,794
Less: Allowance for Loan Loss	\$ (10,379,377)
Net Loans	\$ 1,095,371,417
Cash on Hand	5,782,433
Investments, at Amortized Cost	121,568,268
Fixed Assets, Less Accum Depreciation	19,293,427
NCUSIF Deposit	9,593,237
Other Real Estate Owned	95,431
Loans Held for Sale	829,200
Other Assets	13,780,155
Total Assets	\$ 1,266,313,568
Liabilities and Members' Equity:	
Members' Shares & Savings Accounts	\$ 1,027,501,094
Non-Member Deposits	67,937,000
Accounts Payable	8,783,613
FHLB Borrowing	20,000,000
Other Accrued Liabilities	7,751,037
Total Liabilities	\$ 1,131,972,744
Members' Equity	
Regular Reserve	2,519,688
Undivided Earnings	131,821,136
Unrealized Gain/(Loss) on Security	-
Total Equity	\$ 134,340,824
Total Liabilities and Members' Equity	\$ 1,266,313,568

STATEMENT OF OPERATIONS

As of December 31, 2019

	2019
Income:	
Interest on Loans	\$ 60,237,150
Income on Investments	2,379,414
Other Income	23,922,498
Total Income	\$ 86,539,062
Expenses:	
Employee Compensation and Benefits	20,597,267
Office Operations	6,936,380
Office Occupancy	1,947,168
Professional and Outside Services	4,968,753
Provision for Loan Loss	9,245,000
Education and Promotional	3,017,832
Loan Servicing	3,797,905
Other Miscellaneous	1,193,329
Total Expenses	\$ 51,703,634
Income Before Cost of Funds	\$ 34,835,428
Non-Operating Gains or Losses:	
Gain/(Loss) on Investments	-
Gain/(Loss) on Disposition of Assets	(1,043,539)
Other Non Operating Gains/(Losses)	-
Total Net Income Before Cost of Funds	\$ 33,791,889
Cost of Funds:	
Dividends and Interest	\$ \$13,695,581
Interest on Borrowed Funds	513,823
Net Income	\$ 19,582,485

PRODUCTS AND SERVICES

As a Florida Credit Union member/owner, you enjoy local, fast decisions; the ability to make your payments locally; a full range of products and services; and specialized customer service.

Personal Banking Services

Value & Interest-Bearing Checking Accounts
Youth Accounts
Money Market Accounts
Savings Accounts
Vacation and Holiday Accounts
IRAs and CDs
Investment Services
Auto/Boat/RV/Motorcycle Loans
Personal Loans & Lines of Credit
Mortgages
Home Equity Loans & Lines of Credit
Visa® Debit Cards
Visa® Credit Cards
Life Insurance Products

Commercial Banking Services

Value and Interest-Bearing Checking Accounts
IOTA Checking Accounts
Money Market Accounts
CDs
Vehicle and Equipment Loans
Lines of Credit
Visa® Debit Cards
Visa® Credit Cards
Owner Occupied Real Estate
Non-Owner Occupied Real Estate
Investment Services
Insurance (Life, AD&D, and HAP)
Remote Deposit Capture
Commercial Online Banking (ACH, wire capabilities)
Merchant Card Processing
Free Commercial Online Bill Payer
Same-Day Credit
Free Quicken & Quickbooks Downloads

Convenience Services

11 Locations
24- Hour Loan Center
Chat & Text Communication
Extended Hours at Contact Center
and Select Branches
Mon – Fri 8 a.m. – 8 p.m.
Saturday 9 a.m. – 5 p.m.
Local, Fast Decisions

Electronic Services

Online Banking
Online Bill Payer
Info 24 (Automated phone banking)
Mobile Banking
Mobile Bill Pay
Mobile Check Deposit
Digital Wallet
Online Applications
eStatements
Payroll Deduction
P2P (Person to Person) transfers
Direct Deposit
24-hour ATMs



Visit FCU Online: fclu.org



MEMBERSHIP

Membership in Florida Credit Union is open to all who work or reside in Alachua, Baker, Bradford, Brevard, Charlotte, Citrus, Clay, Columbia, DeSoto, Dixie, Duval, Flagler, Gilchrist, Hamilton, Hardee, Hernando, Highlands, Hillsborough, Indian River, Jefferson, Lafayette, Lake, Leon, Levy, Madison, Manatee, Marion, Martin, Nassau, Okeechobee, Orange, Osceola, Pasco, Pinellas, Polk, Putnam, Sarasota, Seminole, St. Johns, St. Lucie, Sumter, Suwannee, Taylor, Union and Volusia Counties.

LOCATIONS

43rd Street Office

2831 NW 43rd Street
Gainesville
352-377-4141

13th Street Office

3720 NW 13th Street
Gainesville
352-377-4141

Haile Market Square Office

2785 SW 91st Street
Gainesville
352-377-4141

Butler Plaza North Office

2803 SW 42nd Street, Suite 10
Gainesville
352-377-4141

Lake City Office

586 W. Duval Street
Lake City
386-755-4141

Ocala Office

2424 SW 17th Road
Ocala
352-237-8222

Silver Springs Office

3504 E. Silver Springs Blvd.
Ocala
352-237-8222

Country Oaks Office

9680 SW 114th Street
Ocala
352-237-8222

Maricamp Office

10 Bahia Avenue Lane
Ocala
352-237-8222

Starke Office

2460 Commercial Drive
Starke
904-964-1427

DeLand Office

1735 N. Woodland Blvd.
DeLand
386-738-4717

Mailing Address

P.O. Box 5549
Gainesville FL 32627-5549

Outside Local Calling Areas

(800) 284-1144

Visit FCU Online

www.flcu.org



[flcu.org](https://www.flcu.org)

DeLand | Gainesville | Lake City | Ocala | Starke