

# 2015

## annual report

*Committed to Our Community*



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"I really like the **personal service** I get when I walk in the door. From Gloria at the front desk, to the tellers, right up to Tim, Jessica and Tina, I always **feel welcome**. In this age of impersonal communications and computerized this and that, seeing and knowing that the people handling my money are **right here** in the local Jackson community makes me feel good. That's service **you can't get anywhere else.**"

**Craig Russell,**  
from *The Morning Hustle with Craig and Mallory,*  
K105.3



## Chief Executive Officer’s Report

With the successful conclusion of 2015, Michigan Community Credit Union reached our 80th year of serving as our members’ financial partner. We are very proud to be Jackson’s oldest credit union, so we will be celebrating our 80th birthday throughout 2016.

When we began in 1936, we were established to serve a single group: the teachers in Jackson County. Since then, we have evolved to serve anyone who lives, works, worships or attends school in 16 counties in Southern Michigan.

Today, we have four branch locations and offer a full range of products, including Mortgages, Business Lending, Credit and Debit Cards with Rewards, Indirect Lending, Term Share Accounts, Money Market Accounts, Checking Accounts, Business Accounts, Online Banking, Bill Pay and Mobile Banking.

Our educational roots remain very important to us. We are committed to educating our members and community on the importance of financial education. We have a dedicated team of employees who are passionate about the members we serve and live up to our mission to “Empower our members’ financial success through education and innovation.”

Steady asset growth, good asset quality and a strong capital position provide a solid financial base that allows MCCU to continue the commitment to our members that began 80 years ago.

A sincere thank you to our membership for their contribution to our 80 years of success!

**Tina Hamilton**  
Chief Executive Officer  
Michigan Community Credit Union

# Chairman's Report

Michigan Community Credit Union is 80 years old and thriving!

Thirty years ago, I was privileged to attend a dinner to honor former Board members at our 50th anniversary, when we were known as Educators and Employees Credit Union. It was very interesting to hear them describe the "early days," when the Board Chair and Directors would walk the halls of Jackson High School and collect money in a shoe box so that someone could buy a car! Receipts were written on a 3x5 index card, and the interest rate paid on deposits, as well as loan rates, were better than at other financial institutions. In many cases, the member did not even qualify for a loan from a standard financial institution. The joke was that if you qualified for a loan, you didn't need one!

Today, we are a community credit union with \$146 million in assets, and we serve our members through multiple platforms, including electronic and mobile. You can deposit a check, transfer money, apply for a loan and pay your bills from your smartphone! Our commitment to technology has provided us with efficiencies of operation comparable to much larger financial institutions. This year, we were able to grow our assets by 11.5%!

Of course, you can visit one of our four branches and work with our professional staff to assist you with all of your financial transactions. While you are there, check out the new artwork celebrating our community.

Thanks to our very committed staff and Board of Directors for their dedication and service, and thanks to our long-term and new members, our owners, for choosing Michigan Community Credit Union. Our longevity and success would not be possible without your commitment! We look forward to serving you and our community in the years to come!

**Victor Marshall**

Chairman of the Board  
Michigan Community Credit Union



## Board of Directors



**Howard Adams**  
Vice Chairperson



**Kathy Egan**  
Secretary/Treasurer



**Jessica Botke**  
Director



**Bob Stowe**  
Director

# Financial Education

## Crazy Bowl for Junior Achievement

Junior Achievement (JA) partners with local businesses like Michigan Community Credit Union to deliver real-world educational programs on work-readiness, entrepreneurship and financial literacy skills to students in our community. To support their efforts, the credit union sponsored and participated in a Crazy Bowl fundraising event, featuring a fun day of bowling, raffles, prizes and more.

## Member Seminars and School Presentations

To help increase the financial literacy of our members and students in our community, Michigan Community Credit Union hosted member seminars on eServices and Identity Theft, as well as school presentations on the basics of financial literacy. We also partner with local schools to provide In-School Credit Union programs, where students can learn how a credit union operates and additional money management skills.

We look forward to hosting even more seminars in 2016!

## College Scholarships

Michigan Community Credit Union awarded five area graduating seniors with scholarships of \$1,000 each to a college or university of their choice. Winners were selected based on their excellence in academics and outstanding community service record. This year's recipients were Hadleigh Buchler of Northwest High School; Maggie Belcher of Springport High School; James Darby and Jennifer Holubowicz, both of Michigan Center High School; and Zachary Schossau, homeschooled.

## Forward Thinking Grants

Every quarter, Michigan Community Credit Union awards up to \$1,500 to local organizations and classrooms to support educational projects and ideas. We receive dozens of applications every year for projects designed to enrich the educational lives of students or participants. Some of the projects that received grants this year included:

- Hillsdale County ISD Great Start – Dolly Parton Imagination Library Project, a free book distribution program for children up to five years of age.
- Townsend Elementary Music Program – Upgraded 30 computers with Music Ace, a music software program that provides a fun and comprehensive introduction to music fundamentals.
- Jackson Storyfest – Annual free cultural and educational storytelling event that promotes literacy, listening skills and a greater cross-cultural understanding.

"Michigan Community Credit Union is my local place to bank with. Their **professionalism** and **warm local touch** makes you feel that you have banked with them forever."

**Michael Walters,**  
*Jackson County Chamber of Commerce*



# Financial Statement

## Balance Sheet

	2015
Loans to Members	\$118,654,486
Less Allowance of Loans	718,162
Net Loans	117,936,324
Cash Deposits with Financial Institutions	4,781,548
Investments	16,967,478
Fixed Assets	2,147,751
NCUSIF Deposit	1,117,668
Other Assets	3,898,153
<b>Total Assets</b>	<b>\$146,848,922</b>

## Liabilities, Savings & Equity

Shares of Members	\$127,448,131
Other Accrued Liabilities	5,478,453
Reserves	2,544,695
Undivided Earnings	11,377,643
<b>Total Liabilities, Savings &amp; Equity</b>	<b>\$146,848,922</b>

## Income Statement

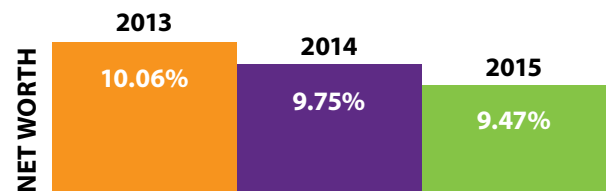
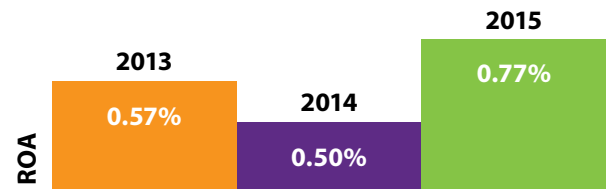
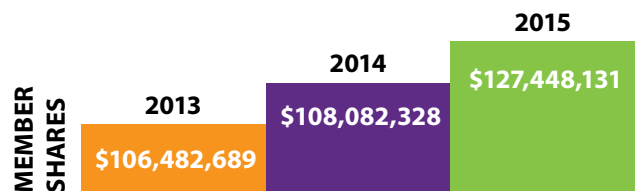
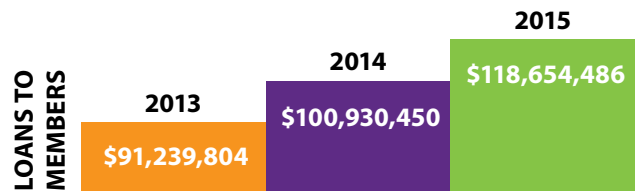
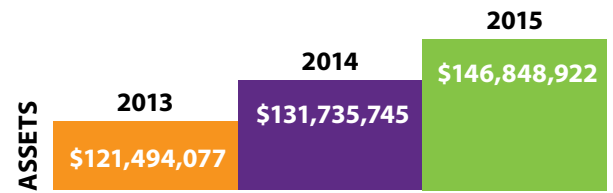
Interest on Loans	\$5,470,400
Income from Investments	255,655
Operating Income	1,873,349
<b>Total Operating Income</b>	<b>\$7,599,404</b>

## Expenses

Personnel Costs	\$2,621,564
Office Operating Costs	2,690,354
Outside Services	140,906
Provision for Loan Losses	519,000
<b>Total Expenses</b>	<b>\$5,971,824</b>

## Total Income

Total Income	\$7,599,404
Less Total Expenses	5,971,824
Less Dividends Paid to Members	427,690
Less Cost of Borrowed Funds	61,037
Gain/Loss on Assets/Investments	(68,219)
<b>Net Income</b>	<b>\$1,070,634</b>



"Beth Ploof from MCCU is an **absolute professional** when it comes to working with home buyers. The lending process has become so complicated, and it takes someone who has **great communication skills** as well as knowledge to bring a deal to close. Beth has that and more. MCCU has the ability to approve loans in a very short time, and that is very important in a fast real estate market. I would **highly recommend** Beth Ploof with MCCU to quote your next mortgage or borrowing needs."

**Linda S. Hones,**

*Howard Hanna RE and Mortgage Services*

# In Our Community

## Childrenz Challenge

Michigan Community Credit Union was proud to once again sponsor this fun event for kids as well as award prize money to the schools with the most participating students. Kids enjoyed a fun, muddy obstacle course at the Michigan International Speedway and were invited to leave a muddy "high-five" handprint on a giant white board at the end. Michigan Community Credit Union awarded the school with the most participating students based on percentage with \$5,000! This year's winning school was Columbia Elementary.

## Nite Lites and 5K Fun Run/Walk

Michigan Community Credit Union was excited to debut a new light display at this year's Christmas Nite Lites event. We also sponsored and staff participated in the Nite Lites 5K Fun Run/Walk on November 25, 2015, which raised funds for the Miss Jackson Crossroads Scholarship Pageant, whose mission is to offer young women in Jackson County the opportunity to earn educational scholarships and enhance their personal and professional life skills.

## #FindtheFiesta

In October 2015, we hit the road in our very own set of wheels – a Ford Fiesta fully wrapped in our brand! And, we've been sharing the fun with you. Community members who find the Fiesta can snap a picture and post it to social media using the hashtag #FindtheFiesta. Every quarter, we draw a winner from the entries and give away \$50! So, keep your eyes peeled and your camera ready to #FindtheFiesta!

## Operation Good Cheer

Every holiday season, Michigan Community Credit Union employees volunteer to purchase, wrap and deliver gifts to children in foster care who may otherwise not have anything to open on Christmas morning. Over 5,000 children and youth are provided with gifts each year through Operation Good Cheer. Michigan Community Credit Union raised \$3,500 toward this worthwhile cause in 2015.

## Thank You to Our Wonderful Team!

We wouldn't be where we are today without the dedication and hard work of our staff. Each and every one of you is an important part of what makes Michigan Community Credit Union great.



**Kenya, Shelli, Will, Casey, Amanda O., Andrew, Tim, Jessica, Beth, Pharrah, Andrea, Rebekah, Norm, Abba, Abbey, Andy, Katherine, Liz, Mac, Tina, Gloria, Pam, Emily, Sara, Christian, Jen, Lydia, Shelby, Sam, Amy, Leslie, Amanda G., Brittany, Robyn, Kali, Bridget, Alyssa, Rachel, Delesha, Channette, Eric, Chelsea, Lindsay, Kylie, Pamela, Bobbie, Shannon, Sheli, Johana, Heidi, Julie and Ashley**

# Serving You Better in 2015 and Beyond

In 2015, we looked for new ways to better serve you, our members. We are always striving to give you the best banking experience possible!

**miCheck Deposit** – Members can now deposit checks into their accounts at Michigan Community Credit Union right from their smartphones! It's as easy as taking a picture of the front and back of the check you want to deposit.

**Updated Branch Hours** – Based on members' feedback, we expanded our branch office hours. Our lobbies are now open 9:00-5:00 on Monday, Tuesday, Thursday, Friday and 10:00-5:00 on Wednesday, and our drive thru is open 9:00-1:00 on Saturday.

**New Mission Statement** – In 2015, Michigan Community Credit Union introduced an updated mission statement that better reflects our goals for serving you and our community. The entire staff and Board of Directors are dedicated to upholding our new mission.



New Mission:  
**Empower our members' financial success through education and innovation.**



## Partners in Business

At Michigan Community Credit Union, we love getting to know our community. Throughout the year, we partner with various local businesses to give us the opportunity to see you out and about and to reward you for being a member!

### Free Gas from MCCU!

To the surprise of many happy drivers, Michigan Community Credit Union made unannounced visits to local gas stations and gave away free fuel to people at the pump! These visits helped us promote our Green Checking Account and give back to the people of our community.

### Contact with the Car

What would you do to win a free car? Michigan Community Credit Union partnered with three local dealerships – Art Moehn Chevrolet, Extreme Dodge and Seymour Ford – and challenged contestants to an endurance competition for a chance to win up to \$20,000 toward their auto loan or lease.

Twelve contestants who had recently purchased a vehicle at one of the featured dealers and financed their loan through MCCU were chosen to compete at the event. To win, they had to outlast the other contestants while standing around a car and keeping one hand on it at all times – receiving only ten-minute breaks every four hours. After standing for nearly 60 hours, Stacy Rainey of Horton was declared the winner and received up to \$20,000 towards his lease of a Ford Expedition.

### Jackson, Brooklyn-Irish Hills and Hillsdale Chambers of Commerce

We partner with the Jackson, Brooklyn-Irish Hills and Hillsdale Chambers of Commerce to promote a strong business environment in our community and connect with business leaders. We attended or sponsored several events with the Chambers, including a Free Ice Cream Friday, the Lake & Home Tour, JAXPO Business 2 Business Showcase and Business After Hours.



**877.894.5033**  
**micommunitycu.com**

## Four Branches to Serve You:

### **jackson**

1425 Parnall Rd.  
Jackson, MI 49201

### **hillsdale**

412 W. Carleton St.  
Hillsdale, MI 49242

### **michigan center**

4405 Page Ave.  
Michigan Center, MI 49254

### **spring arbor**

7845 Spring Arbor Rd., Unit #6  
Spring Arbor, MI 49283



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