



35
YEARS OF BETTER BANKING

2023 Annual Report

A MESSAGE FROM: OUR CHIEF GOVERNANCE OFFICER & CHIEF EXECUTIVE OFFICER

To our loyal members,

As we reflect on the remarkable milestone that is 85 years of service, we are reminded of the unwavering dedication and commitment that have been the cornerstone of our Credit Union since its inception. Your financial well-being has always been at the heart of everything we do. Whether it's providing personalized financial solutions, offering competitive rates, or delivering exceptional service, we are dedicated to helping you achieve your goals, both big and small.

Our commitment extends to the communities we serve. Taking great pride in being integral to community initiatives, partnerships, and outreach programs, we strive to make a positive impact and contribute to the betterment of society. — we call that **Better Banking**.

Looking back at the financial landscape of 2023, we acknowledge that it was challenging. These challenges impacted both financial institutions and consumers alike. Heightened inflationary pressures significantly impacted the prices of goods and services, straining household budgets. Additionally, the unpredictable interest rate landscape has brought about uncertainties impacting both borrowing expenses and returns on savings and investments, thereby complicating decision-making processes concerning loans, mortgages, and savings strategies. Nonetheless, we remain committed to supporting you, our members, through these dynamic economic conditions. Your Credit Union is safe and secure — our priority is to provide you with the guidance, resources, and personalized solutions you need to navigate the financial landscape with confidence and peace of mind.

We strive to make banking with us not only easy and secure but also enjoyable. From intuitive interfaces to innovative features,

like our newly designed mobile banking app — we're dedicated to delivering a user-friendly experience that puts you in control of your finances. Whether you're transferring funds, paying bills, or monitoring your accounts, our digital platforms are designed to streamline your banking tasks and save you time. But technology is more than just a tool — it's an enabler of personalized member service. While we embrace digital innovations, we remain committed to the human touch that sets credit unions apart. Our team of **Better Banking** Representatives is here to assist you as much or as little as you would like.

It is a point of pride that for 18 consecutive years over 90% of our membership has stated being highly satisfied with our member experience. We are committed to maintaining a strong relationship with you based on trust and providing you with the highest level of member service. Our most recent member survey score of 97% tells us that you feel very comfortable referring your friends and family to GFA. **Thank you, we value that trust.**

As a member-owned financial cooperative, we have a unique responsibility to give back and make a positive impact where it matters most — right here in our own backyard. Supporting our local communities isn't just a nice gesture; it's essential for fostering economic growth, building strong relationships, and creating a sense of belonging. In 2023, our team volunteered more than 350 hours investing in local organizations, empowering financial literacy, giving back through service, and fostering personal connections within our communities. Our actions show our commitment

to making a difference and building a brighter future for all. Together, we can achieve remarkable things and create a stronger, more vibrant community for generations to come.

We thank our volunteer Board of Directors and members of our Supervisory Committee for their ongoing commitment to the ideas of GFA Federal Credit Union and representing our membership with distinction. As we endeavor another year of **Better Banking** together, our continued success is due to you — our members. On behalf of the Board of Directors, our committees, management, and the entire GFA family, we thank you for trusting GFA with your financial needs. Looking ahead, we remain committed to serving you with integrity, innovation, and excellence. With your continued support, we are confident that the next 85 years will be even more remarkable.



Douglas Delay
Chief Governance Officer

Mark Hettinger
President & CEO



IN MEMORY OF ALLEN T. GOGUEN

A lifelong Gardner resident, Mr. Goguen was a Gardner Middle School history teacher of 35 years and served on GFA's Board of Directors for 36. Allen contributed his wisdom and support to help grow the Credit Union from one to the 10 locations we have today. He was beloved by the Greater Gardner community and will be missed.

2023 HIGHLIGHTS

MEMBERS

Celebrated our **85th anniversary**.

Maintained an overall member satisfaction score of **97%**.

Awarded two high school seniors, Abigail Ramsey and Princesse Jolicoeur, **college scholarships**.

Renovations of main office, **Parker Street branch completed**.

Free Home Buying Seminar teaching complete home buying steps taught by local industry experts and GFA mortgage lending team.

BANKING

Total Assets: **\$663,044,585**.

Online and mobile banking platform updated, giving members a new, enhanced banking experience.

Utilization of **Digital Wallet** increased with adoption up **192%**.

Over 300 residential mortgages funded.

Mass Save heat loans totaled **\$600,000** – helping members be more energy efficient.

Supported local businesses by funding **over \$21.3 million** in **commercial loans**.

COMMUNITY

Over \$120,000 contributed to help businesses and organizations in our nine communities.

100% employee funded – **Casual for a Cause** donations benefited: Keene Top Chef Competition, Feeding Tiny Tummies, New Dawn Arts Center, Freedom Reins, and Care Central VNA Diaper Pantry.

Hope for the Holidays campaign gave **36 children** a brighter holiday season through Hundred Nights Inc., Keene Housing Kids Collaborative, New Hampshire State Employees' Association's Operation Santa, and Care Central VNA Healthy Families charities.

GFA Employees **volunteered over 350 hours** at **46 events**.

SOCIAL

Created **555 posts** to keep our followers informed and educated in 2023.

50 educational posts on topics such as financial wellness, insurance tips, youth savings, fraud and scams, security tips, and more.

Supported our communities with **60+ posts** promoting local small business, organization, and upcoming events.

5.1 million views across GFA's Facebook, Instagram, and LinkedIn pages.

BOARD OF DIRECTORS



Douglas Delay
Chief Governance Officer



Mark Hawke
Vice-Chair



JoAnne Parks
Clerk



Carly Antonellis



Dr. Daniel Asquino



Gerald Bankowski,
CPA



Charles Bowles



Elaine Fluet



Heather Isaacs



John Richard



Tina Sbrega

DIRECTORS EMERITI

Omer Cormier

Michael Horrigan

SUPERVISORY COMMITTEE



Elizabeth Kazinskas
Chair



Brooke Czasnowski



David Perry



James Vander
Hooven, EdD

ADVISORY BOARDS

Ashburnham

Cheshire

Hubbardston/Rutland

Fitchburg/Leominster

Monadnock

LEADERSHIP TEAM



Mark Hettinger
President & Chief Executive Officer



Todd Mandella
EVP/Chief Operating Officer



Tom McGregor
EVP/Chief Lending Officer



John Knierim
EVP/Chief Financial Officer



Robert Landstein
SVP/Chief Information Officer



Pamela Genelli
1st VP/Culture Officer



Christal Brown
VP/Marketing Director



Johanna Viteri
Executive Assistant

FINANCIALS

GFA Federal Credit Union and Subsidiaries
Consolidated Balance Sheets
December 31

ASSETS	2023	2022
Cash and interest-bearing deposits due from banks	\$ 38,955,260	\$ 25,717,875
Certificates of deposit	245,000	247,346
Investment securities		
Available-for-sale, at fair value	240,980,565	258,227,548
Held-to-maturity, at amortized cost	7,750	8,434
Loans receivable, net	334,792,062	325,631,089
Accrued interest receivable	1,742,283	1,576,851
Premises and equipment, net	20,696,046	20,713,875
Lease right-of-use assets, buildings	1,946,519	2,248,060
Land and building held for sale	-	250,000
NCUSIF deposit	4,920,964	4,921,620
FHLB stock, restricted, at cost	3,150,600	2,486,500
Non-public investments	5,415,000	5,415,000
Employee retention tax credit	1,214,833	1,748,343
Prepaid expenses and other assets	3,790,566	2,859,849
Goodwill	5,187,137	5,187,137
	<u>\$ 663,044,585</u>	<u>\$ 657,239,527</u>
Total Assets		
	<u>\$ 663,044,585</u>	<u>\$ 657,239,527</u>
Liabilities and Members' Equity		
Members' shares and savings accounts	\$ 554,250,549	\$ 556,696,638
Mortgagors' escrow accounts	1,459,755	1,421,543
Borrowed funds	66,500,000	61,500,000
Lease obligations	1,971,562	2,259,470
Other liabilities	8,216,185	5,745,253
	<u>632,398,141</u>	<u>627,622,904</u>
Total Liabilities		
	<u>632,398,141</u>	<u>627,622,904</u>
Commitments and Contingencies		
Members' equity – substantially restricted		
Unappropriated earnings	71,191,234	71,187,464
Accumulated other comprehensive (loss) income	(40,544,790)	(41,570,841)
	<u>30,646,444</u>	<u>29,616,623</u>
Total Liabilities and Surplus		
	<u>\$ 663,044,585</u>	<u>\$ 657,239,527</u>

For a full copy of GFA Federal Credit Union's financial statement, please contact:

John Knierim, EVP/Chief Financial Officer
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