



Invested in You



2024
ANNUAL
REPORT



About the Cover

A mural created by artist Mauricio Ramirez displays prominently in UW Credit Union's corporate headquarters, reminding employees and guests that our work is most impactful when done in partnership and community.

As we celebrate the most successful five-year period in our 94-year history, we remain true to our founders' philosophy: Everyone deserves fair financial opportunity. You'll see proof of this in the products we offer, our member service and the many ways we serve our communities.

We are **invested in you.**



Credit Union Difference

UW Credit Union is a full-service, federally insured, financially strong financial institution.

And as a credit union, we're a community-focused, member-owned financial cooperative.

Here are five other features that help credit unions deliver value to our communities, economy and more:

Member Owned

Every member has an equal voice and vote in how the credit union is run, no matter the size of their account balance.

Not for Profit

Credit unions exist to help their members succeed financially, not to put profits in shareholders' pockets.

Better Rates, Fewer Fees

All profits go to members in the form of great rates, fewer fees and superb service.

Community Support

Committed to strengthening their communities through donations, volunteering and more, credit unions help local businesses, nonprofits, schools and families thrive.

Volunteer Board

The membership elects a board of directors to steer the credit union toward success. This board is made up of fellow members who volunteer their time to the organization.

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Paul Kundert

President & CEO

Letter from the CEO

Dear Fellow Members:

It was a productive year at UW Credit Union — part of our most productive period ever. And while some of our work was highly visible (just flip through these pages to see) other significant examples were very much behind the scenes.

For example, in 2024, we made a variety of technology enhancements that are silently strengthening our future:

- ▶ We invested in new state-of-the-art technology systems to fortify our data security, help us always be online and streamline our systems.
- ▶ We enhanced our digital banking with new loan payment options and instant debit and credit card issuance to our app.
- ▶ We improved our loan application technology, helping us get to “yes” faster and freeing up staff time to provide greater member support.
- ▶ And we put in place a variety of security upgrades to further strengthen the ways we protect your accounts and data.

While these aren’t actions that grab headlines, they are most certainly moves that make a difference. Enhanced infrastructure and new technology help us grow our business and remain competitive — so we can continue to serve you for decades to come.

They’re behind-the-scenes proof we’re invested in you.

Sincerely,

Paul Kundert
president@uwcu.org

Rooted in Madison, Invested in Wisconsin.

We'll always call Madison "home." But our investment is statewide. With a presence on ten college campuses and continued growth in the Milwaukee area, our commitment to Wisconsin is steadfast.



Madison Mayor Satya Rhodes-Conway (second from left) and Zach Brandon (far right), president of the Greater Madison Chamber of Commerce, visit our new headquarters to learn about its sustainability features and our commitment to Madison (see p. 16 for more details). Photo by Hedi LaMarr Photography.



We are invested in
the Milwaukee Region.

This year, we sponsored the Wisconsin State Fair's 100th anniversary celebration of the beloved cream puff.



Our Members

Member Focused

As a member-owned financial cooperative, every member has an equal opportunity to reap the rewards of membership. Whether depositing your piggy bank into a newly-opened savings account, finding your first or forever home, or living your best life during retirement — we're here for every age and every stage.

Asking the tough questions.

Milwaukee basketball sideline reporter Melanie Ricks isn't afraid to ask the tough questions ... on the court or when managing her money.

A member since college, Melanie appreciates the one-on-one attention and guidance she receives at UW Credit Union. Photo by GM Creative Photography.



“ With the financial education and guidance that UW Credit Union offers, you'll be supported in your goals and decisions and set on a path to financial wellness. ”

- Melanie, member

Member's Best Friend.

Ginger and her rescue pup Mazy leaned on her realtor, Tiffany, and UWCU to land the right home. Discovering that both Tiffany and UWCU shared a commitment to working for financial inclusion reinforced her choice of partners.

“What stands out most for me in my decades of membership is the super personal service I've received. I've always felt really treasured as a member.”

- Ginger, member



Ginger and Mazy (center) worked with real estate agent Tiffany Malone, of Own It — Building Black Wealth, and UW Credit Union Mortgage Loan Officer Cory Poole to find a condo that was a good fit for both of them.

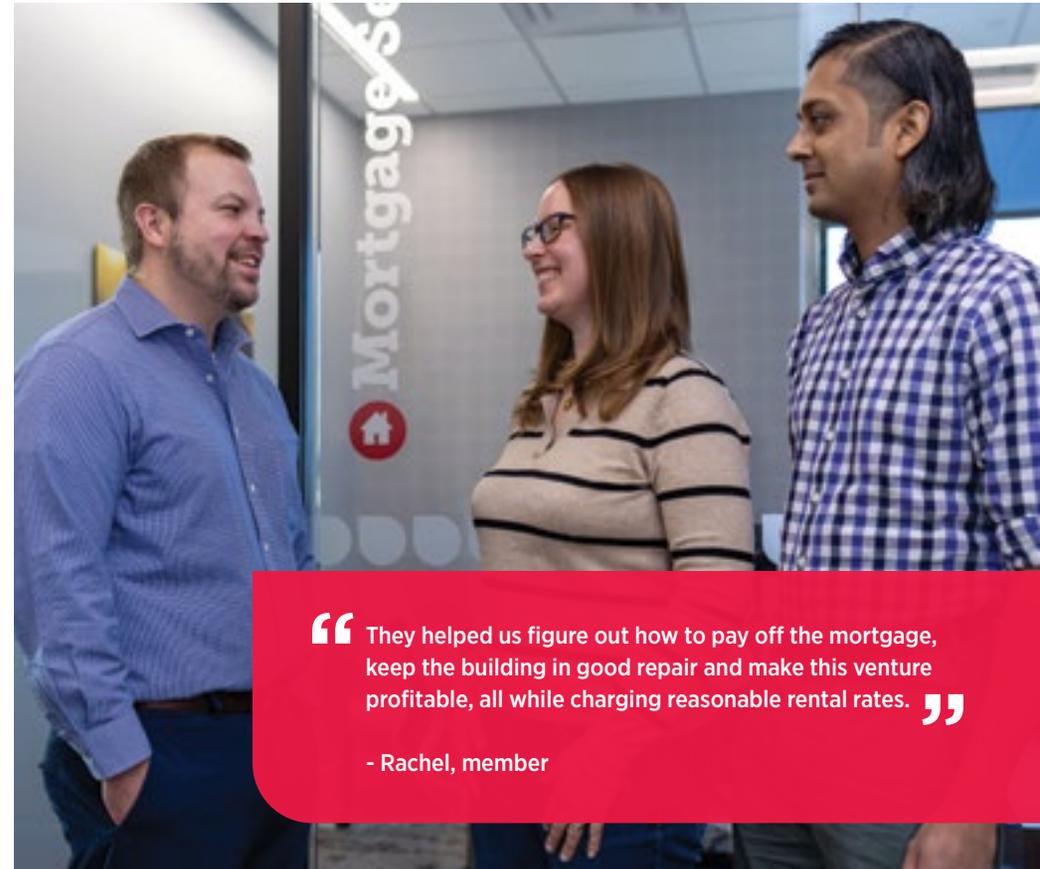


Scan or [click here](#) to read their stories.



Creating Affordable Housing.

Rachel and Shankar were the first members to take advantage of our Investment Property Lending, which debuted in fall. The program supports local investors who are looking to grow their multifamily real estate portfolios and provide quality, affordable housing options in the community.



“They helped us figure out how to pay off the mortgage, keep the building in good repair and make this venture profitable, all while charging reasonable rental rates.”

- Rachel, member

Rachel and Shankar work with Erik Julson, Manager of Investment Property Lending at UW Credit Union. “We’re thrilled to be able to offer this new product and support the important work our members are doing,” says Julson. Photo by Hedi LaMarr Photography.

Branching Out

New Branches

- ▶ Greenfield at Southridge - March 2024
- ▶ Oconomowoc - September 2024
- ▶ Cottage Grove Road (Madison) - October 2024

Future Branches

- ▶ Stevens Point
- ▶ Pewaukee
- ▶ Waukesha
- ▶ North Ave - Milwaukee

SOUTHRIDGE



OCONOMOWOC



Photos by GM Creative Photography.



COTTAGE GROVE ROAD



17 MADISON-AREA BRANCHES

13 MILWAUKEE-AREA BRANCHES

10 CAMPUS BRANCHES



Photos above by Hedi LaMarr Photography.

Members in Numbers

While our numbers grow annually, we view each member as an individual. Providing best-in-class service and products that meet diverse financial needs remain at the forefront.

366,279
TOTAL MEMBERSHIP
AS OF 12/31/24

18,000
MEMBERSHIP GROWTH

\$5.65B
TOTAL ASSETS

123
COUNTRIES IN WHICH UWCU MEMBERS LIVE

\$827M
FIRST MORTGAGES CLOSED

A+
95%
OF MEMBERS WOULD RECOMMEND US

\$4.86B
TOTAL MEMBER DEPOSITS

Nuestros Miembros

We're a leader in our commitment to the Wisconsin Spanish-speaking community.



Jorge Antezana-Pimentel, Mortgage Loan Officer at UW Credit Union, presents a First Time Homebuyers session in Spanish at Centro Hispano of Dane County. Photos by Focal Flame.



Irma Varela (left), program coordinator for Centro Hispano, and Lisette Chanta (right), branch manager at UWCU, celebrate teller Diego Sierra's graduation from the Caminos Finance program. (Inset) Natalie Mendez Ponce, assistant manager in Consumer Lending Operations at UWCU, and Brenda Martinez, Caminos Finance and job readiness specialist at Centro Hispano, celebrate participants in both the Caminos Finance and Latinas in Savings programs.

32%
OF OUR MEMBER SOLUTIONS CENTER
STAFF ARE FLUENT IN SPANISH

3,450
CALLS ANSWERED FROM
SPANISH SPEAKERS EACH MONTH

22.5%
INCREASE IN SPANISH-SPEAKING
CALLS OVER 2023

Enhancements improving the member experience:

- 1 Introduced extension dialing options in Spanish so members could self-select and speak with their preferred UW Credit Union specialist or department
- 2 Implemented a callback feature so Spanish-speaking members can request an automated callback when queue waiting periods become extended
- 3 Updated our website to further guide Spanish-speaking members toward financial success

We've established partnerships and continue to offer financial education to these organizations supporting our Latinx communities:

- ▶ **NewBridge**
- ▶ **Latino Academy**
- ▶ **Centro Hispano**
(Latinas in Savings, Caminos Finance)

Benefits of Membership



We're So Over Waiting

Instantly add your new credit or debit card to your digital wallet and start shopping online — no more waiting for your card in the mail!



Loan Payments Made Simple

Need to pay a loan from an outside account? It's easy with our new feature to link an external account.



Art for Your Wallet

We're known for our debit card designs — including colorful new options from artist Mauricio Ramirez.



Hungry?

We've got you! Enjoy free delivery from EatStreet* when paying with your UW Credit Union credit or debit card.



*EatStreet delivery fee is \$0 when you pay with your active UW Credit Union debit or credit card. Minimum order of \$12 required to qualify. Payments through third-party wallets like Google Pay and Apple Pay are not eligible for offer. See eatstreet.com for participating restaurants.

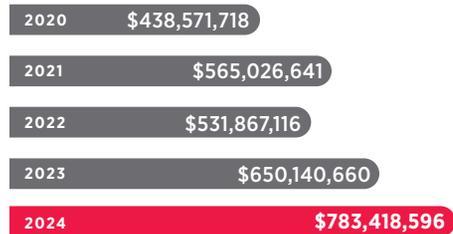


All members have access to:

- ▶ Portfolio Management
- ▶ Retirement Planning
- ▶ Inheritance & Wealth Building
- ▶ Estate Planning
- ▶ Life Insurance
- ▶ Education Funding
- ▶ Health & Long-term Care Planning

Offering wealth management services is just one more way we’re promoting financial well-being for all.

Total Assets Served



Our Wealth Management team is ready to work with you. Photo by Hedi LaMarr Photography.

Guided by a team of 12 experienced financial professionals, Wealth Management at UW Credit Union formed an alliance with LPL Financial in order to provide personalized retirement and wealth management services for a range of client goals and portfolio objectives.

LPL Financial is the #1 independent broker dealer*, supporting financial institutions and advisors with tools and technology to deliver comprehensive investment services for clients across the country.

Securities and advisory services are offered through LPL Financial (LPL), a registered investment advisor and broker/dealer (member FINRA/SIPC). Insurance products are offered through LPL or its licensed affiliates. UW Credit Union and Wealth Management at UW Credit Union **are not** registered as a broker/dealer or investment advisor. Registered representatives of LPL offer products and services using Wealth Management at UW Credit Union, and may also be employees of UW Credit Union. These products and services are being offered through LPL or its affiliates, which are separate entities from and not affiliates of UW Credit Union or Wealth Management at UW Credit Union.

Securities and insurance offered through LPL or its affiliates are:

Not NCUA Insured by NCUA or Any Other Government Agency	Not Credit Union Guaranteed	Not Credit Union Deposits or Obligations	May Lose Value
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UW Credit Union provides referrals to financial professionals of LPL Financial LLC (“LPL”) pursuant to an agreement that allows LPL to pay the Financial Institution for these referrals. This creates an incentive for the Financial Institution to make these referrals, resulting in a conflict of interest. The Financial Institution is not a current client of LPL for advisory services.

Please visit <https://www.lpl.com/disclosures/is-lpl-relationship-disclosure.html> for more detailed information.

*As reported by Financial Planning magazine, 1996-2024, based on total revenue.

Student Focused

We've created products and services designed to help students succeed. Yes, we're here when you need quarters to do laundry. More importantly, we walk you through how to grow your money with savings, avoid overspending, build your credit score and be ready for wherever life takes you.

235

FINANCIAL
EDUCATION
SESSIONS

19,602

CAMPUS
PARTICIPANTS

1.3M

QUARTERS
DISTRIBUTED



Here for Every Student

Community Values Scholarship

To recognize those going above and beyond, we offer an annual scholarship to student members who share our commitment to improving our communities.

From removing language barriers to helping marginalized community members thrive, these 2024 Community Values Scholarship winners showcase resilience, empathy and selflessness:



Alexander Valenzuela Casiquez,
UW-Milwaukee



Avidan Trujillo,
UW Oshkosh



Samantha Glad,
UW-Green Bay



Kartar Vig,
UW-Madison



Naini Jariwala,
UW-La Crosse



Molly Warner,
Edgewood College



Joseph Louis,
UW-La Crosse



Megan Wiktoresk,
UW-Whitewater



Makenna Richardson,
UW-Stevens Point



Grace Zongo,
UW-Madison

Each scholarship winner received \$3,000 directly deposited into their tuition accounts.



Scan or [click here](#) to read their stories.



AWARDED

2024 REGENTS BUSINESS PARTNERSHIP
UNIVERSITIES OF WISCONSIN



The UW-Whitewater branch team is awarded for their service to students.

We're Honored

We received the 2024 Universities of Wisconsin Regents Business Partnership Award in recognition of our impact and commitment to the student population at UW-Whitewater.

Paying for College

Figuring out how to fund your college education doesn't have to be a headache. Our student lending experts can help you make a plan that works for you.

1,434
STUDENT LOANS FUNDED
FOR \$8.2 MILLION

142
STUDENT LOANS REFINANCED
FOR \$4.1 MILLION

112
SCHOOLS MADE ACHIEVABLE
BY OUR LOANS



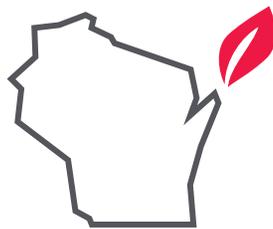
Working Together.

Community outreach is a tenet of the credit union difference. It's a simple philosophy: our members and employees live and work in the communities we support so we are better when we work together to strengthen those around us.



Employees Patrick Angst, Natalie Mendez Ponce and Lynn Gurley at the United Way of Dane County Community Kickoff.

Doing Our Part



We take environmental commitment seriously, maximizing energy efficiency and using sustainable materials in our corporate spaces and branches.

Features of our new Headquarters Building, which represents the latest advancements in sustainability and occupant health, include:

- ▶ **561 solar panels** harvesting clean energy from the sun
- ▶ **Outdoor spaces** that incorporate storm water management systems disguised as native plant landscapes and encourage employees to enjoy fresh air throughout the seasons
- ▶ **Comfortable indoor temps courtesy of geothermal technology** — greatly reducing the use of fossil fuel
- ▶ **Six electric vehicle stations** driving a sustainable future and keeping that commitment charged
- ▶ **A large onsite bike shed** promoting employee health and a cleaner environment



Photo copyright by Bill Fritsch.





Going Green

One of six Employee Resource Groups (ERGs), our Green Team consists of 87 employees across the Madison and Milwaukee areas taking actionable steps for the good of the environment.



Take a look at what they did in 2024:

- ▶ **Recycled 400 pounds of batteries**
- ▶ **Made composting available** to all employees at our Madison corporate campus
- ▶ **Coordinated a tree planting and time capsule burying ceremony** with Raices Latinx (another ERG) at our Madison corporate campus
- ▶ **Participated in 87 volunteer shifts** — collecting native seeds at Marsh Woods Park with Clean Lakes Alliance, washing produce to feed families throughout the Milwaukee area with Hunger Task Force and more
- ▶ **Hosted Bike to Work Week** with discounted bike tune ups from The BikeMobile
- ▶ **Donated funds** raised from selling Plant-O-Grams during our Community Giving Campaign to the Friends of Wisconsin State Parks
- ▶ This was UW Credit Union's **seventh year achieving Green Master status** from the Wisconsin Sustainable Business Council and our first year receiving additional recognition as a Top Performer





Financial Education and Community Engagement

As a financial institution, it's our responsibility to help others understand their money. Our educational efforts empower people to take control of their finances. Our community engagement ensures everyone has the resources they need to achieve financial well-being.

Preparing for the Future

UW Credit Union hosted participants from the Boys and Girls Clubs of Greater Milwaukee's Graduation Plus program, which prepares teens for their futures. A total of 40 students, in the midst of aiming for college admission or exploring career options, were taught financial management, introduced to potential careers in the financial sector and encouraged to open bank accounts by seeing what to expect during the process.



“It's pretty special that the credit union is an organizing partner. We are the only financial playing this role with the program.”

- Erin Bykowski, UWCU Financial Education & Inclusion Manager and Director of the Forward Learning Institute of Financial and Economic Literacy



BOYS & GIRLS CLUBS
OF GREATER MILWAUKEE



Photos by Hedi LaMarr Photography.



Advocating for Financial Literacy

As lead collaborating partner to the Forward Learning Institute of Financial and Economic Literacy, UW Credit Union hosted a financial education summit attended by 75 Wisconsin teachers.

The event included learning sessions with the Department of Financial Institutions and the Department of Public Instruction and connected educators to free resources through the state to support them and their students.

We also celebrated our successful advocacy efforts leading to passage of Wisconsin Act 60 — legislation requiring students to graduate with a half-credit of financial literacy starting with the Class of 2028.



AWARDED
2024 COLLABORATION AWARD
TO UW CREDIT UNION



Director of Financial Inclusion & Community Engagement Steph Harrill Kyle (center) accepts the 2024 Collaboration Award from Operation Fresh Start on behalf of UW Credit Union, in recognition of our longstanding commitment and partnership.

Partnering for Good

We know that strong partnerships benefit everyone, and it's important for us to show up in the communities where our members and employees live and work.

Here are just a few examples of organizations we partnered with in 2024 to help our communities thrive:



Acts Housing, Milwaukee. Getting people into affordable homes is a top priority. Acts provides homebuyer and financial counseling as well as real estate and home rehabilitation services to help more families find the right home.



Take Root Milwaukee. Working to promote sustainable ownership, over 50 member organizations offer free or low-cost services to help community members buy, keep or fix a home.



Bayview Foundation, Madison. With a recent upgrade to their housing units, Bayview welcomed 50 new families and worked to ensure they had what they needed to set up their new homes. UW Credit Union provided 25 beds for kids moving into the apartments and hosted a supply drive for much-needed paper products for the whole family.



Stand Down — Madison. Providing 'a hand-up not a hand-out' to veterans experiencing or at risk of homelessness, Stand Down offers a wide variety of essential services so no veteran is left behind. UW Credit Union employees who are military veterans volunteered their time to provide financial education.



2024 Community Giving Campaign

For three weeks in October, our employees come together in a big way to support local agencies and nonprofits through three umbrella organizations: United Way of Dane County, United Way of Greater Milwaukee & Waukesha County and Community Shares of Wisconsin.



AWARDED

2023 ACCELERATING IMPACT AWARD
UNITED WAY OF DANE COUNTY



\$368,982

TOTAL PLEDGES



Real-World Impact of Employee Pledges:

18,450

HOURS OF LANDLORD-TENANT MEDIATION TO PREVENT/ FORESTALL EVICTION

10,853

MONTHS OF DATA PLANS FOR INTERNET-CAPABLE DEVICES SO FAMILIES CAN ACCESS DIGITAL RESOURCES

5,125

HOURS OF MENTAL HEALTH COUNSELING FOR UNINSURED STUDENTS

Our Employees

People Helping People

The heartbeat of our organization. Our employees see every day as an opportunity to help members achieve financial well-being and keep our communities thriving.

942

**TOTAL EMPLOYEES
AT UW CREDIT UNION
(AS OF 12/31/24)**

446

**MEMBER SERVICE STAFF
SUPPORTING MEMBERS
IN BRANCHES, OVER THE
PHONE OR ONLINE**



Branch Manager Donica Saffold uses her Volunteer Time Off to help students gain financial literacy through the Finance Park at Junior Achievement of Wisconsin program in Milwaukee. Photo by GM Creative Photography.





We're Here For All of You

Our business is built on fair and transparent practices that put people over profit, empowering even the most financially vulnerable. We pride ourselves on clear communications to ensure members understand all aspects of a product or service, and we provide comprehensive tools to help you strengthen your financial foundation.

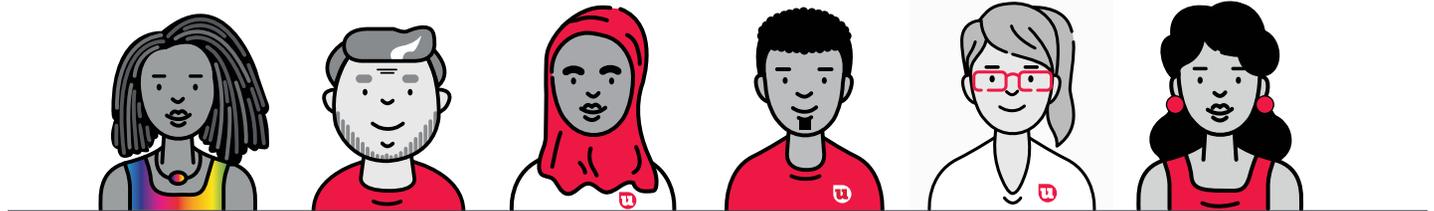
We've also been a leader in eliminating unnecessary fees. In 2021, we reduced our overdraft fee to \$5, saving our members over \$12.9M annually compared to the industry average¹.

This year, we eliminated three more fees:

- ▶ **Non-sufficient-funds (NSF) for declined checks and debits on all checking and savings accounts**
- ▶ **Overdrafts related to recurring debit card transactions on all checking accounts**
- ▶ **Returned checks for credit card payments**



Photo by GM Creative Photography.



Banking Options for Everyone.

We strive to be a place of support and trust for populations that have often been overlooked by the banking industry. For members more comfortable interacting in Spanish, most branches — and our Member Solutions Center (phone) — are staffed with bilingual employees.

In fact, we hold the *Juntos Avanzamos* designation (“together we advance”) for our efforts to support Spanish-speaking members.

Engaging Our Workforce.

Our employees thrive because they can be their best selves at work. We increase engagement through

our Employee Resource Groups (see p. 25), giving employees 16 hours of paid volunteer time off every year (see p. 24) and providing numerous professional development opportunities on wide-ranging topics — so everyone can learn and grow in a meaningful way and with a long-lasting impact.

¹Source: Raddon Financial Group June 2024

Empowering Volunteerism

Community Support — it's a feature of **the Credit Union Difference** and the reason volunteerism lives in our workplace culture. Every employee gets 16 hours of paid time off annually to use in service to local nonprofits, charities and community organizations.

50%
OF EMPLOYEES
VOLUNTEERED TIME

3,000+
HOURS VOLUNTEERED

\$104K
ECONOMIC IMPACT
OF EMPLOYEE
VOLUNTEERISM

Local schools and senior centers received a large share of employee volunteer time in addition to these top organizations served:

- ▶ Empty Stocking Club
- ▶ American Red Cross
- ▶ Second Harvest
- ▶ Hunger Task Force



Here for All of You

Employee Resource Groups

Our **Employee Resource Groups** offer employees opportunities to express their identity and interests and take advantage of networking, career development and advocacy both inside and outside the organization. Participation is open to any employee.



BEU



GREEN TEAM



HYPE



SAGA



WIN



RAÍCES

384

EMPLOYEES INVOLVED IN
EMPLOYEE RESOURCE GROUPS

40%

EMPLOYEE PARTICIPATION,
CONSIDERED "BEST IN CLASS"
LEVEL¹

- ▶ Black Excellence (BeU)
- ▶ Green Team
- ▶ Helping Young Professionals Engage (HYPE)
- ▶ Sexuality and Gender Alliance (SAGA)
- ▶ Women's Initiative Network (WIN)
- ▶ Raíces Latinx

¹ According to "Employee Resource Group Excellence" by Dr. Robert Rodriguez.



Leadership that listens.

As a cooperative, it's important that all voices are heard and all ideas considered. Our Senior Management Team and Board of Directors work together with a focus on meeting member needs through every decision.



Emeritus Directors Phillip Hellmuth, Ann Hoyt, Tad Pinkerton, James Johannes and Marion Brown gather to view a display celebrating Board leadership over the decades. Photos by Hedi LaMarr Photography.

Executive & Senior Management Team



Paul Kundert
President &
Chief Executive Officer



Ralph Buelling
Executive Vice President &
Chief Information Officer



Jon Bundy
Executive Vice President &
Chief Legal Officer



Brad McClain
Executive Vice President &
Chief Financial Officer



Anne Norman
Executive Vice President &
Chief Marketing &
Product Strategy Officer



Pam Peterson
Executive Vice President &
Chief People Officer



Rob Van Nevel
Executive Vice President &
Chief Operating Officer



Amy Kriebs
Senior Vice President of
Member Sales & Solutions



Julio Rios
Senior Vice President of
Mortgage & Multifamily
Residential Business
Lending



Glen Spaeth
Senior Vice President &
Controller



Carma Atkinson
Vice President of
Card Programs &
Loss Prevention



Eric Bangerter
Vice President of
Digital Technology



Nick Emler
Vice President of
Member Service
Operations &
Membership Services



**Laura Gottfredsen
Suminski**
Vice President of Talent



Tony Konkol
Vice President of
Information Technology



Chad LaFlash
Vice President of
Research & Product Strategy



Sarah Menihan
Vice President of
Consumer Lending



Sheila Milton
Vice President of
DEI &
Community Engagement



Dave Poeschl
Vice President of
Member Solutions Center



Jen Torbeck
Vice President of
Enterprise Risk
Management & Compliance



Teo Trandafir
Vice President of
Wealth Management



Nishant Upadhyay
Vice President of
Data & Analytics





Letter from the Chair, Board of Directors

Dear Fellow Members,

UW Credit Union follows a cooperative business model, setting us apart from many other financial institutions.

“Member Owned” is a guiding principle in every decision we make.

Enhancements in the form of new loan payment options and instant debit and credit card issuance to digital wallets make the digital banking experience more convenient for our members, keep us top of mind in the marketplace as we continue to welcome new members and create efficiencies to the business as a whole.

These efficiencies allow us to add member value in eliminating unnecessary fees.

We were an industry leader in 2021 when we reduced our overdraft fee to \$5 — still well below most financial institutions — and in 2010 when we capped the fee to just one per business day, regardless of how many payment items are involved.

This year, we eliminated three more fees related to non-sufficient funds, certain debit card overdrafts and returned checks. Why? Because we know even the most careful consumers make mistakes. Rather than capitalize off that fact, we’ve designed our practices to be fair and help you stay in control. That’s the credit union difference.

I would be remiss not to mention another guiding principle of the credit union difference, our volunteer board. The folks you see on the next page are all members like you, giving their time and talents to ensure the credit union operates in the manner our founders intended by offering people fair and equitable opportunities to achieve their financial goals.

Thank you for your continued membership. We look forward to what’s ahead in 2025!

Respectfully,

Kelly Wilson
Chair, UW Credit Union Board of Directors

Board of Directors



Chair
Kelly Wilson
 Senior Vice President,
 Chief Legal Officer,
 General Counsel & Secretary,
 UW Health



Vice Chair
Steven Rick^{2,4}
 Chief Economist,
 TruStage
 Senior Lecturer,
 Economics Department,
 UW-Madison



Treasurer
Terry Warfield^{2,4}
 Emeritus PwC
 Professor in Accounting,
 Wisconsin School of Business,
 UW-Madison



Secretary
Phyllis King³
 Chief Strategist for
 AI Advancement,
 Waukesha County
 Technical College
 Strategy & Education Advisor,
 Food + Farm Exploration Center



Michael Carr^{1,2}
 President &
 Chief Executive Officer,
 Naviant, LLC.



J. Michael Collins²
 Fetzer Family Chair for
 Consumer Finance,
 Professor of Public
 Affairs Faculty,
 UW-Madison



Kimila Daniels³
 Founder & Chief Consultant,
 Infinite Uhora Consulting, LLC



Leana Nakielski Mesdjian^{3,4}
 Social Impact & Strategic
 Funding Development Consultant



Jeffrey Russell³
 Vice Provost for
 Lifelong Learning & Dean,
 Division of Continuing Studies
 Faculty Member,
 Civil & Environmental
 Engineering Department,
 UW-Madison

Member Volunteers

Robert Dye
Audit Committee
 Associate Dean Emeritus –
 Administration,
 College of Engineering,
 UW-Madison

Annette Fox
Audit Committee
 Chief Information Officer,
 Group Health Cooperative of
 South Central Wisconsin

Scott Houtakker
Audit Committee
 System Director of Internal Audit,
 UW Health

James Johannes
Funds Management Committee
 Emeritus Professor of Finance,
 Wisconsin School of Business,
 UW-Madison

Tracy Wiklund
Audit Committee
 Emeritus Administrator,
 Medical Microbiology &
 Immunology,
 UW-Madison

Board Director Emeritus

Marion Brown

1 Audit Committee Member
 2 Funds Management Committee Member
 3 Board Development Committee Member
 4 Nominating Committee Member

2024 Financials

We continue to welcome new members organically, surpassing 366,000 total members this past year and achieving positive results that benefit everyone.

With \$5.65 billion in assets and net income of \$31.8 million — a 13.2% increase over last year — we demonstrate our standing as a strong financial institution.

Additionally, we hold \$526.4 million in regulatory capital, which is 33% more than the amount our regulators require for their top “well-capitalized” rating of financial strength. We have the financial resources to continue serving our members through the uncertainty of inflation and other economic unknowns.

Through a \$4.1 billion loan portfolio, we have assisted members during key milestones in their lives: getting into new homes, improving current homes, purchasing reliable vehicles and investing in higher education to enhance their futures.

Member checking account relationships increased by nearly 15,000 for 2024, reflecting annualized growth of 5.3%. This means more members are building strong financial futures with low-fee accounts.

For a complete view of UW Credit Union’s 2024 audited financial statements, visit uwcu.org/financials.

Total Assets



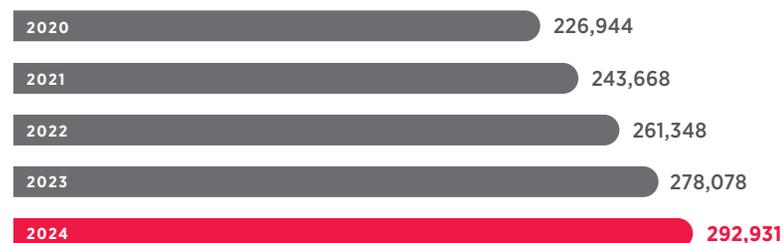
Members’ Deposits



Savings Account Types

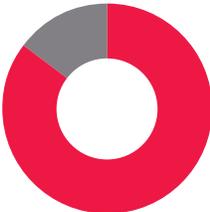


Checking Accounts Served

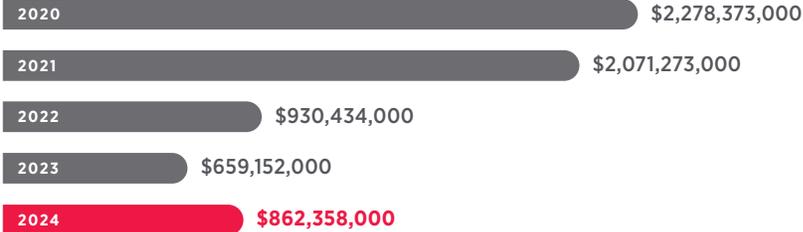


Mortgage Lending by Type

- New Home Purchase \$728,211,000
- Refinance \$134,147,000



Mortgage Lending (annual new mortgage loan volume)



Mortgage Lending by Region

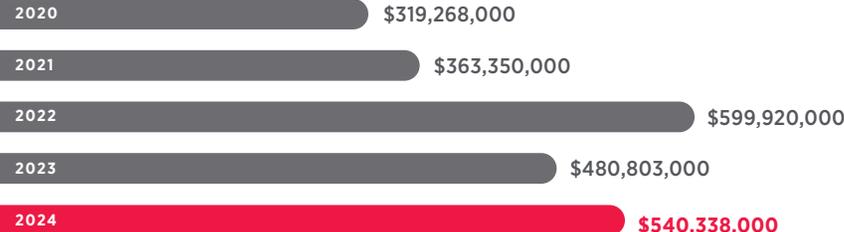
- Dane County Area \$416,372,000
- Milwaukee Area \$211,371,000 (Milwaukee, Ozaukee, Waukesha Counties)
- Other Wisconsin Areas \$212,668,000
- Illinois and Minnesota \$21,947,000



Loans Outstanding



Home Equity Lending (annual new HELOC loan volume)



Auto Lending (annual auto loan originations)



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