



**2024**  
ANNUAL REPORT

# AGENDA FOR THURSDAY, APRIL 24, 2025

## **Welcome**

Randy Freeman

## **Invocation**

John Lewis

## **Introduction of LAFCU's Board of Directors and Committee Members**

Patrick Spyke

## **Years of Service Recognition**

Patrick Spyke

## **Call To Order**

Randy Freeman

## **Election of Officers**

Paulette Warren

## **Approval of Minutes: April 25, 2024**

Randy Freeman

## **Annual Meeting Reports**

Randy Freeman

## **Old Business**

Randy Freeman

## **New Business**

Randy Freeman

## **Adjournment**

Randy Freeman

“While promoting the credit union philosophy,  
we are committed to providing financial services  
for the changing needs of our members and  
helping them obtain financial security.”

# PRESIDENT'S REPORT

LAFCU's dedication in providing our members with the best financial security remained strong in 2024. We continued our statewide mission of people helping people including assisting our members digitally 24/7 through Mobile Banking, Online Banking, using Online Chat, and by texting us. We also continued to service our members in-person at our 10 branches.

We proudly celebrated our growth and development, focusing on helping our members get on better financial paths for success, including being voted Best Credit Union to Work for by American Banker. We introduced Express Cash, providing members with a more affordable loan rather than going to Payday Lenders. In addition, My Credit Manager was implemented into the online banking platform, offering members an easier way to monitor their credit score and ways to help improve it. Additionally, our credit card portfolio increased by 12%, saw a substantial mortgage growth by 11.19%, and share/deposit growth of 2.73%. Our AI chat bot, who we refer to as Cole (named after one of our first members Arley Cole), continued to assist our members through Online Chat and Texting Platforms.

We continue to embrace and celebrate an inclusive environment through ongoing DEI initiatives. The Credit Union also continues to offer its low-income designation

program, LAFCU Serves, to provide products, services, and education to those who are unbanked and underbanked in the communities LAFCU serves. The Board of Directors, along with the LAFCU Team, remain focused on meeting our members' financial needs and providing low cost, high-quality products designed to help them succeed. We also continue to help the community with education, volunteerism, and sponsorships that benefit the statewide communities we serve.

Comments and suggestions are encouraged to help us continue to provide a high level of service that our members deserve, and which we pride ourselves in delivering. I would like to personally thank my fellow Board members, committee members, and all of the LAFCU Team for their commitment and dedication to the LAFCU membership.

It continues to be an honor to serve you.

## Randy Freeman, President

### BOARD OF DIRECTORS

Randy Freeman, President  
Mel Place, Vice President  
Thomas Martinson, Treasurer  
Tommie Culpepper, Secretary  
Jere Auvenshine, Director  
Paulette Warren, Director  
Melvin Coleman, Director

### EMERITUS BOARD

Bob Zimmerman  
SaBrina Todd

# CREDIT COMMITTEE REPORT

LAFCU remains committed to meeting the lending needs of its members. The Credit Committee and lending staff work closely to ensure the Credit Union continues to provide member focused products and services that align with the credit union philosophy of “people helping people.” This focus includes remaining aware of lending trends to ensure LAFCU is competitive in the marketplace; in addition to being proactive to economic changes, the Credit Union has timely products and empathetic policies to support our members who may be experiencing financial difficulty.

As part of our oversight, our committee regularly reviews denied loan applications to ensure every effort and consideration was given to meet our members’ borrowing needs. We also evaluate approved loans and monthly reports to ensure that LAFCU remains a financially sound institution, which is focused on meeting the needs of our diverse membership.

On behalf of the Credit Committee, we would like to thank the Board of Directors, and the LAFCU Team for all their efforts and support, and also would like to thank the members of LAFCU for the opportunity to serve them.

**Diann Vsetula, Chairperson**

## **CREDIT COMMITTEE**

Diann Vsetula, Chairperson  
Belinda Hodge, Vice-Chairperson  
John A. Lewis, Member  
Sami Goodman,  
Alternate Member

# SUPERVISORY COMMITTEE REPORT

The Supervisory Committee contracted Doeren Mayhew CPAs and Advisors, to perform numerous internal audits to ensure LAFCU is operating in a safe, sound manner and is compliant with state and federal laws and regulations. Their scope includes comparing those regulations to the Board of Director policies and management procedures, to ensure employees are operating within established parameters and internal controls.

In 2024, the Supervisory Committee also contracted with Plante Moran to perform the annual independent financial statement audit for year ending 2024. Members can obtain a copy of the financial statements by calling 517-622-6520.

On behalf of the Supervisory Committee, I would like to thank LAFCU's Board of Directors and the LAFCU Team for their cooperation and for a job well done in 2024. We look forward to serving our membership in 2025 and to the continued development and success of LAFCU.

**Melvin C. Coleman, Chairperson**

## **SUPERVISORY COMMITTEE**

Melvin C. Coleman, Chairperson  
Merritta Proctor, Member  
Pam Starkweather, Member  
Benjamin Frantz, Member

# TREASURER'S REPORT

Continuing our mission of “people helping people”, LAFCU continuously provides low-cost financial products and services to our members, by delivering them through various channels including our branches, our drive thru’s and our online and mobile banking platforms. LAFCU takes great pride in helping our members achieve their own financial security, while continuing to be good financial stewards of the funds entrusted to us. In 2024, with strong net earnings, steady loan growth and the sale of a legacy asset, we were able to offer highly competitive share and loan

rates and introduce products and services that meet our members where they are. Stay tuned for 2025 and thank you for your continued support!

## 2024 HIGHLIGHTS

- Maintained over \$1 Billion in total assets
- Earned substantial net earnings
- Applauded stable net growth
- Realized strong net worth

**Thomas Martinson, Treasurer**

**\$14,758,330**

Dividends  
Returned

**\$194,230,432**

Loans  
Disbursed

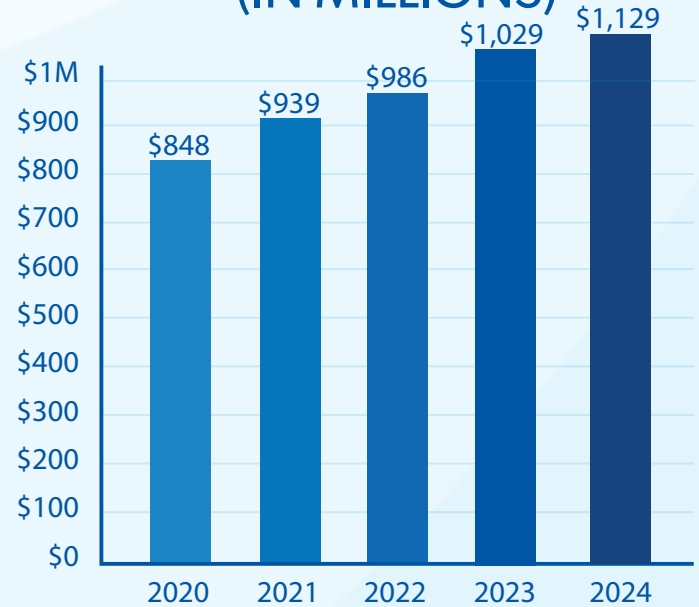
# STATEMENT OF EARNINGS

<b>Interest Income</b>	<b>Dec. 31, 2024</b>	<b>Dec. 31, 2023</b>
Loans Receivable	\$48,234,330	\$43,192,020
Investments, Securities, and Deposits	\$10,196,057	\$4,720,052
<b>Total Interest Income</b>	<b>\$58,430,387</b>	<b>\$47,912,072</b>
<b>Interest Expense</b>		
Interest and Dividends on Members' Shares and Term Share Accounts	\$14,758,330	\$10,332,618
Interest and Borrowed Money	\$620,248	\$678,836
<b>Total Interest Expense</b>	<b>\$15,378,578</b>	<b>\$11,011,455</b>
<b>Net Interest Income</b>	<b>\$43,051,810</b>	<b>\$36,900,617</b>
<b>Provision for Loan Loss</b>	\$6,799,434	\$6,494,769
Net Interest Income after Provision for Loan Losses	\$36,252,376	\$30,405,848
<b>Non-Interest Income</b>		
Non-Operating Gains (Losses)	\$98,144,622	\$549,172
Fees & Charges	\$15,914,641	\$16,147,018
<b>Total Non-Interest Income</b>	<b>\$114,059,263</b>	<b>\$16,696,190</b>
<b>Non-Interest Expenses</b>		
Compensation and Benefits	\$20,343,154	\$18,287,751
Office Operations	\$6,627,630	\$5,621,963
Office Occupancy	\$2,054,052	\$2,125,324
Other Operating Expenses	\$13,293,252	\$12,781,874
<b>Total Non-Interest Expenses</b>	<b>\$42,318,088</b>	<b>\$38,816,911</b>
<b>Net Earnings</b>	<b>\$107,993,551</b>	<b>\$8,285,126</b>

# STATEMENT OF FINANCIAL CONDITION

<b>Assets</b>	Dec. 31, 2024	Dec. 31, 2023
Cash	\$19,054,104	\$21,584,928
Interest Earning Deposits	\$157,139,718	\$44,572,111
<b>Investment Securities</b>		
Available-for-Sale	\$120,769,432	\$107,353,994
Held-to-Maturity	-	-
Debt Securities	-	-
Loans to Members, net of Allowance for Loan Loss	\$770,467,452	\$801,348,312
Accrued Interest Receivable	\$3,231,734	\$3,390,022
Net Property and Equipment	\$21,884,097	\$22,752,566
NCUSIF Deposit	\$8,227,670	\$8,044,723
Other Assets	\$28,024,818	\$20,369,784
<b>Total Assets</b>	<b>\$1,128,799,025</b>	<b>\$1,029,416,440</b>

## TOTAL ASSET TRENDS (IN MILLIONS)

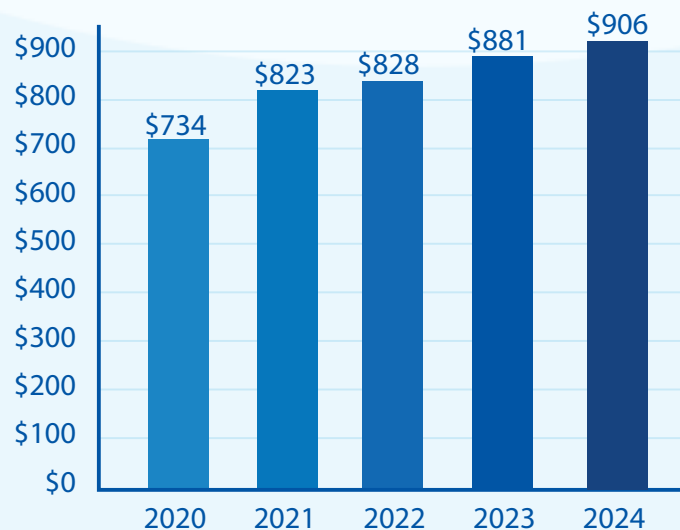




# LIABILITIES AND MEMBERS' EQUITY

Liabilities	Dec. 31, 2024	Dec. 31, 2023
Members' Share and Term Share Accounts	\$905,524,704	\$881,402,249
Certificates of Deposit - Other Credit Unions	---	---
Accounts Payable and Other Liabilities	\$9,874,954	\$42,709,952
<b>Total Liabilities</b>	<b>\$915,399,658</b>	<b>\$924,112,201</b>
Commitments and Contingent Liabilities	0	0
Members' Equity - Substantially Restricted	\$213,399,366	\$105,304,239
<b>Total Liabilities and Members' Equity</b>	<b>\$1,128,799,025</b>	<b>\$1,029,416,440</b>

## MEMBER SHARES TRENDS (IN MILLIONS)



# MINUTES OF THE 88TH ANNUAL MEETING

The meeting was held virtually via Webex. Board President, Randy Freeman called the meeting to order at 5:00pm and introduced Credit Committee Member, John Lewis, to give the invocation. Mr. Freeman welcomed everyone to the 88th Annual Meeting. Mr. Freeman introduced Patrick Spyke, Chief Executive Officer.

Mr. Spyke introduced the members of the Official Family:

## **Board of Directors**

Randy Freeman, Board President—14 years

Mel Place, Vice President—40 years

Tom Martinson, Treasurer—39 years

Tommie Culpepper, Secretary—40 years

Jere Auvenshine, Director—24 years

Melvin Coleman, Director—28 years

Paulette Warren, Director—31 years

SaBrina Todd, Emeritus Board Member—7 years

Robert Zimmerman, Emeritus Board Member—7 years

## **Supervisory Committee**

Melvin Coleman, Chair—28 years

Merritta Proctor—17 years

Pam Starkweather—10 years

Ben Frantz—5 years

## **Credit Committee**

Diann Vsetula, Chair—25 years

Belinda Hodge—24 years

John A. Lewis—24 years

Sami Goodman, Alternate—14 years

Mr. Spyke thanked each volunteer for their years of service and

dedication. LAFCU would not be the credit union we are today without our Volunteers and all of the time they give to us. He recognized Paulette Warren for 30 years of service.

Mr. Spyke thanked the Membership for allowing LAFCU to be their credit union. Without our Members, none of this happens. I want to thank the LAFCU team, who day in and day out, show up for our Members. 88 Years. In 1936 someone who worked at Oldsmobile wanted a loan to buy a cow and was turned down by the banks. A lot of credit unions started around that time, with a mission of helping people of modest means and “People Helping People”. We all believe that this is something we still do today.

We have accomplished a lot in 2023. The Michigan Credit Union League recognized one of our Executives as The Young Professional of the Year Award. Ryan Larson brought that home to LAFCU. We are very proud of the work Ryan does within our industry and in government relations. Around that same time, our IT Department won an Innovation Award for our cybersecurity “Shield’s Up” campaign. It isn’t often that people in technology get this award. And Kelli Ellsworth-Etchison has been honored for her work in Diversity, Equity, Inclusion and Justice by Corp! Magazine and Crain’s Detroit. Our employees serve on many Boards as part of our community involvement. The Boy’s and Girl’s Club, the Lansing Chamber of Commerce, the Greater Lansing Food Bank are some of the Board’s our employees sit on, as well as offering financial education in our communities.

In 2023, LAFCU reached \$1B in assets. We disbursed to our Members over \$243M in loans. We gave back over \$9M in dividends, which is \$7M more than last year. We have a very strong Net-Worth and our financial audits are strong. We ended the year with over 74,000 Memberships. We entered into a new partnership with Quality Dairy and now LAFCU’s ATM’s are in all of their stores. We processed 1.5M transactions in our ATM’s in those stores. We introduced Artificial Intelligence through “Cole”.

We decided on that name because the name of our first Member was Arley Cole. AI has helped us answer member's questions more efficiently, as well as now being able to text with us using our long-time phone number 517-622-6600. If your text needs added security because of the information being provided, it will automatically be added. LAFCU held its first-ever Multi-Cultural Day event in the back of West Lansing's parking lot. It was a wonderful celebration. We launched a DEI Video called "I am LAFCU". We show this video during the first interview of a prospective employee so they know right away about our culture of Diversity, Equity, Inclusion and Justice. We don't want anyone leaving a current job to work for us if they aren't on board. This has served us well. Some do not have a second interview, but most have appreciated us even more. We brought on 37 new employees in 2023. We supported 350 community events. We awarded over \$35,000 in scholarships. We had 7 adults graduate from our 8-month long Financial Literacy Transformation course, caps and gowns included. It is inspiring. LAFCU has helped advocate for the people in Eaton County to get CATA to extend their West Lansing route to Marketplace Blvd. and it came to life in 2023, with a CATA bus stop in front of our headquarters. Prior to this, the Lansing Mall was the farthest west they went. Patrick turned the meeting back over to Randy Freeman.

Mr. Freeman thanked all of the volunteers on the Board of Directors, Supervisory Committee and the Credit Committee for all of the time they give this organization. He also thanked the Membership for their support.

**Call to Order/Quorum/Approval of Agenda:** Mr. Freeman called the official 88th Annual Business Meeting to order at 5:12pm. Mr. Freeman appointed John Lewis Parliamentarian and asked if there was a quorum present. Mr. Lewis confirmed that a quorum was present. Mr. Freeman asked for a motion to approve the Agenda that was posted in the Annual Meeting Booklet.

Jere Auvenshine motioned to approve the agenda and it was supported by Tom Martinson. Motion carried without objection.

**Election of Officers:** Mr. Freeman introduced Paulette Warren,

of the Nominating Committee. Mrs. Warren stated that in accordance with LAFCU's bylaws, notice was given to the membership in the Winter of 2023 newsletter, announcing the date for the Annual Membership Meeting and the candidates nominated for the Board of Directors and the Credit Committee. The newsletter provided the opportunity for members to request that additional names be placed on the ballot. No petitions were received.

Regarding the Board of Directors, the Nominating Committee submitted the following Board of Director candidates for election for a three(3) year term: Melvin Coleman, Tommie Culpepper and Mel Place.

When only one person is nominated for each vacancy, the General Manager certifies that fact to the Secretary, who then casts a unanimous ballot for the election of the person(s) nominated.

These candidates, Melvin Coleman, Tommie Culpepper and Mel Place were unopposed and therefore, each was elected by acclamation of the Board of Directors to serve a three (3) year term.

The Nominating Committee submitted the following Credit Committee candidates for election for a three (3) year term: Belinda Hodge and Diann Vsetula.

On behalf of the Membership, Mrs. Warren congratulated Melvin Coleman, Tommie Culpepper and Mel Place for being elected to the Board of Directors and Belinda Hodge and Diann Vsetula for being elected to the Credit Committee.

This concludes the Nominating Committee Report.

Jere Auvenshine motioned to approve the Nominating Committee Report and John Lewis supported it. Motion carried without objection.

**Approval of the Minutes:** A motion was received by Thomas Martinson and supported by Melvin Coleman to approve the minutes of the 87th Annual Meeting held on April 25, 2024 as printed in the Annual Meeting Booklet. Motion carried without objection.

# WE ARE THE FUTURE. WE ARE



# LAFCU. A YEAR TO CELEBRATE.

IN 2024 WE HELD OUR IN PERSON ALL STAFF DAY, PARTNERED WITH LEPFA TO INSTALL THE MAMAVA® LACTATION POD, AND HAD 7 PATHWAY TO FINANCIAL WELLNESS GRADUATES. WE HELD OUR SECOND MULTI-CULTURAL DAY, WRAPPED OUR FIRST BUS, HELD 6 FINANCIAL REALITY FAIRS, PAINTED OUR LAFCU LETTERS, AND OUR AI CHATBOT COLE HAS CONTINUED TO ASSIST OUR MEMBERS 24/7.

Hello There! I'm Cole.  
How may I help you today?





**\$450,000+**  
**COMMUNITY**  
**SPONSORSHIPS**



**75,000+ M**



**7,725 SOCIAL MEDIA FOLLOWER**

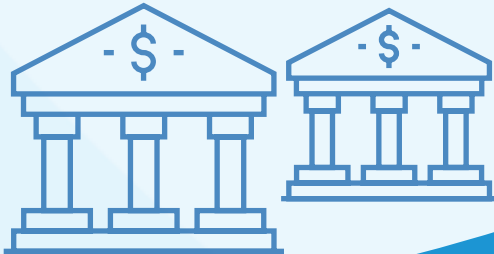


**MEMBERS**

**1 BILLION  
IN ASSETS**



**10 BRANCHES**



**ERS**

**THE COMMUNITY SINCE 1936**

# ACCOLADES:

## AMERICAN BANKER

LAFCU Voted Best Credit Union to Work For

## COLOR MAGAZINE

Kelli Ellsworth Etchison Named A Top Chief Diversity Officer

## CRAINS DETROIT

Robyn Howell Named Notable Black Business Leader

## CREDIT UNION TIMES LUMINARIES FINALIST

Innovation in Tech – AI/Cybersecurity/Mobile Banking

## DELTA TOWNSHIP COMMUNITY IMPACT AWARD

Recognizing LAFCU's dedication to enriching the community since 1971

## INTERNATIONAL STEVIE® AWARD

Comprehensive diversity, equity and inclusion program



[lafcu.com](https://lafcu.com)

517.622.6600



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