

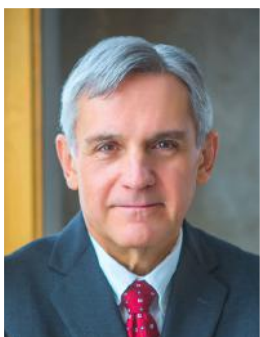


Not a basic bank.

2024

ANNUAL REPORT





President's Report

FirstFinancial
CREDIT UNION
2024
ANNUAL
REPORT

Ronald Moorehead

First Financial Credit Union CEO and President

As I reflect back on 2024, a number of thoughts come to mind when answering the question, what kind of a year was it?

We are now 5 years from when the pandemic started, but affects from that period still carry forward. Inflation in 2024 continued to moderate from its peak of June 2022, however loan interest rates remain high in many respects when compared to most of the last decade. Costs like rent, insurance, and groceries increased from their 2023 levels, and that plus the higher interest costs on homes and autos affect most everyone. Just like gyms have trainers to assist you in achieving your physical fitness goals, we have over 30 certified financial counselors that can meet with you personally or virtually to help you achieve your financial goals, including buying a car, buying a house, creating a spending plan, or saving for that special vacation. We also have CUE Financial folks that can help you with longer term saving and investment goals, like saving for retirement.

Similar to prior years, last year we received a number of awards, from those that reflect our commitment to our members, our communities and our staff. We remain a Bauer Financial-recommended institution and were once again awarded their highest 'Excellent' rating for 2024. We were also awarded a Best in the State of New Mexico credit union designation by Newsweek in 2024.

We continue our commitment to member service by investing significant resources in staff training and development, updating and adding to our branch network, and newer digital technologies.

We finished construction on our South Valley and Bernalillo branches mid-year and are in the planning phase for future branch expansions.

During the year we were chosen by Southwest Federal Credit Union to be their merger partner, and that will add 3 new branches in great locations to our network. They have a dedicated, experienced, and well-trained team, and we look forward to the opportunity to serve their members across all our branches later this year.

In the digital environment we invested over \$1 million last year in our information technology and systems infrastructure. Among other factors, those investments improve our business continuity stance as well as helping to counter the ever-present cybersecurity and fraud threats. We also continue to invest in technologies that help us serve you more efficiently and effectively but be assured we will always have staff available to assist you in our branches, over the phone or via chat. In the future, we may have video options as well, so stay tuned. Convenience for you as a member is not just having branches close by, but also to be able to access your information and financial services from wherever you are.

In 2024 we were again awarded a grant from the Treasury Department's CDFI fund, and this is reflective of our dedication to providing financial services in rural areas of New Mexico. This grant will help us continue to provide loans and other financial services in underserved and remote areas of the State.

To wrap up, I would categorize 2024 as a very productive year. I sincerely thank you all for your continued support of this financial cooperative known as First Financial Credit Union, and for allowing us to grow with you as your preferred financial partner.

Ron Moorehead, First Financial Credit Union CEO



Chair Report

Loretta Montoya

First Financial Credit Union Board Chair

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Looking back over 2024, I'm proud to share that First Financial Credit Union continues to thrive—not only financially, but in our commitment to giving back to the communities and members we serve.

We're not your basic bank—and 2024 was another year that proved just that. This past year, we awarded \$48,000 in scholarships to support students pursuing higher education—an investment in the future of our communities and a reflection of our dedication to empowering the next generation.

This is what sets us apart. While big banks continue to prioritize profits over people, First Financial stands firm in its not-for-profit mission: we are owned by our members, and everything we do is for their benefit. When our members thrive, we thrive.

First Financial offers our members one of the highest checking rewards rates in New Mexico. In 2024 we returned over \$2.3 million in cash

to our members alone. These aren't promotional gimmicks or one-time bonuses. These are ongoing, real cash rewards—deposited into members' accounts—just for banking with us.

If you're one of the many members who enjoyed cash rewards this year—thank you for being a part of it. If you haven't yet taken full advantage, I encourage you to do so and share this incredible program with your friends and family, so they too can get their share of cash rewards.

On behalf of the entire Board of Directors, we look forward to an even more rewarding 2025. Thank you for your continued trust and for being part of our First Financial family. Together, we're not just banking—we're building something better.

Loretta Montoya

First Financial Credit Union Chair





Treasurer's Report

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Rick Goshorn

First Financial Credit Union Board Treasurer

For 2024, First Financial Credit Union continued to show strong growth and excellent performance. Membership grew 1.65% to 92,244, and your credit union has grown to \$916 million. Interest income remains strong at 4.83%, and Net income came in at \$2.6M.

One of the main challenges the credit union sees is a volatile credit environment that has slowed the market for cars and other loans. Yet, we continue striving to keep rates stable and provide the excellent services and low costs our membership expects. To expand our services, the credit union opened new branch facilities in the South Valley and Bernalillo because we believe that being in your community is the best way to serve your needs. We know that you have many options for your financial

needs, and we hope that we can serve you with all of the services we provide.

2025 is shaping up to be an exciting year, and we remain committed to growth and continuous improvement—delivering faster, more efficient services while upholding the strength and security you've come to expect from your credit union.

Thank you all for being valued members of FFCU, and we look forward to providing the excellent services you have come to expect.

Rick Goshorn

First Financial Credit Union Treasurer

\$2.5M⁺

TOTAL
net income

6.34%

ASSET
growth

\$916M

TOTAL
assets

92K⁺

MEMBERS
4.15% growth

5.98%

DEPOSIT
growth

-0.13%

LOAN
growth

\$48K

AWARDED
in scholarships

\$2.3M
REWARDED

TO MEMBERS
through Kasasa Accounts
and ATM refunds

2024 STATEMENT OF FINANCIAL CONDITION

FIRST FINANCIAL CREDIT UNION AS OF 12/31/2024

ASSETS

2025

2024

| | | |
|----------------------------|-----------------------|-----------------------|
| Loans | \$ 662,641,284 | \$ 663,588,660 |
| Allowances for Loan Losses | (8,028,555) | (8,156,971) |
| Net Loans | \$ 654,612,730 | \$ 655,431,689 |
| Cash & Investments | 173,948,636 | 141,835,749 |
| Fixed Assets (Net) | 30,323,095 | 25,177,406 |
| Other Assets | 57,672,939 | 55,270,106 |
| TOTAL ASSETS | \$ 916,557,400 | \$ 877,714,950 |

LIABILITIES & EQUITY

| | | |
|---------------------------------------|-----------------------|-----------------------|
| Current Liabilities | \$ 18,413,363 | \$ 21,763,069 |
| Member Shares | 827,042,155 | 788,071,816 |
| Retained Earnings | 71,101,882 | 67,880,065 |
| TOTAL LIABILITIES & EQUITY | \$ 916,557,400 | \$ 877,714,950 |

STATEMENT OF INCOME & EXPENSES

INTEREST INCOME

| | | |
|-------------|---------------|---------------|
| Loans | \$ 37,421,876 | \$ 35,232,505 |
| Investments | 5,898,395 | 4,167,940 |

INTEREST EXPENSE

| | | |
|-----------------------------|---------------|---------------|
| Dividends to Members | (9,397,376) | (5,790,607) |
| Interest on Borrowed Funds | (423,380) | (420,046) |
| Net Interest Income | \$ 33,499,514 | \$ 33,189,792 |
| Other Operating Income | 24,901,703 | 22,377,107 |
| Non-Operating Income/(Loss) | (27,208) | (485,219) |
| Operating Expense | (51,154,533) | (45,827,972) |
| Provision for Loan Losses | (4,623,000) | (3,925,000) |
| Net Income / (Loss) | \$ 2,596,476 | \$ 5,328,708 |



Supervisory Committee Report

First Financial
CREDIT UNION
2024
ANNUAL
REPORT

Christine Duncan

First Financial Credit Union Supervisory Committee Chair

The Supervisory Committee provides management and the Board of Directors with an independent assessment of the safety and soundness of First Financial Credit Union operations and ensures the financial statements are a fair and accurate presentation of its financial condition. **The First Financial Supervisory Committee fulfilled its responsibility by:**

- Employing the independent accounting firm of Doeren Mayhew to perform a comprehensive review of the credit union's financial statements for 2024, which is pending completion at the time of this report.
- Meeting monthly with the Vice President of Internal Audit to oversee the internal audit program, discuss audit results, Internal Audit recommendations for strengthening controls, and the status of management's action on all prior recommendations.
- Conducting a verification of members' share and loan accounts as prescribed by NM Statute and Credit Union Bylaws.
- Reviewing and responding in writing to letters and emails it received from the membership or any regulatory agency.
- We appreciate the work of the credit union management, staff and volunteers. The Supervisory Committee will continue to perform its oversight responsibilities in the best interest of the membership and First Financial Credit Union.

Christine Duncan

*First Financial Credit Union
Supervisory Committee Chair*

First Financial Credit Union

Appreciates You!

PEOPLE HELPING PEOPLE

First Financial Credit Union is dedicated to our member-owners in diverse communities by providing trusted and exceptional financial services, products, and education. Thank YOU for another wonderful year!



FIRST FINANCIAL CREDIT UNION BOARD OF DIRECTORS

CHAIR

Loretta Montoya

FIRST VICE CHAIR

Cindy Frost

SECOND VICE CHAIR

Stewart Logan

SECRETARY/TREASURER

Rick Goshorn

DIRECTORS

Cassie Kelley

Iva Nelson

Vincent Esparza

M. Vanessa Ragsdale

Michael Sandoval

EMERITUS DIRECTOR

Boyd Miller

ASSOCIATE DIRECTOR

Jose Mendoza

SUPERVISORY COMMITTEE

Christine Duncan - Chair

Trish Roughgarden - Member

Debra Stone - Member