

2020 ANNUAL REPORT  
**TRANSFORMING  
LIVES**



We are all capable of transforming into someone who can really make a difference and of becoming the best version of ourselves that we can be. By changing our minds, actions and habits, we can be unstoppable. While you work on transforming into an unstoppable version of yourself, we'll be with you every step of the way.











# TABLE OF CONTENTS

BOARD OF DIRECTORS & EXECUTIVE LEADERSHIP TEAM

2

CHAIRMAN'S MESSAGE

4

PRESIDENT & CEO REPORT

6

YEAR-END 2020

8

AUDIT COMMITTEE REPORT

10

COMMUNITY IMPACT STATEMENTS

11

CONSOLIDATED STATEMENTS OF FINANCIAL CONDITION

12

CONSOLIDATED STATEMENTS OF INCOME

13

SERVICES

14

LOCATIONS

15

# EXECUTIVE LEADERSHIP TEAM

**Crystal Long**  
PRESIDENT & CEO

**Ceci Davila**  
SR. VP – CHIEF EXPERIENCE & OPERATIONS OFFICER\*

**Hazel Kennedy**  
SR. VP – CHIEF LENDING OFFICER

**Teresa Montoya**  
SR. VP – CHIEF MARKETING OFFICER

**Fernando Ortega**  
SR. VP – CHIEF INFORMATION OFFICER

**Darlene Palmore**  
SR. VP – CHIEF COMPLIANCE OFFICER

**Alex Rascón**  
SR. VP – CHIEF FINANCIAL OFFICER

**Chris Tompkins**  
SR. VP – CHIEF COMMERCIAL SERVICES OFFICER

**Aida Arce**  
VICE PRESIDENT – PROJECT MANAGEMENT OFFICE\*

**Robert Eckhart**  
VICE PRESIDENT – INFORMATION SECURITY\*

**Antonio Flores Guerrero**  
VICE PRESIDENT – INFORMATION SYSTEMS\*

**Lettie Ramos**  
VICE PRESIDENT – MORTGAGE

**Michelle Rodriguez**  
VICE PRESIDENT – TRAINING & TALENT DEVELOPMENT\*

**Mike Sarabia**  
VICE PRESIDENT – INTERNAL AUDIT

**Ray Stallings**  
VICE PRESIDENT – INFORMATION TECHNOLOGY\*

**Jeff Thomas**  
VICE PRESIDENT – BUSINESS INTELLIGENCE

**Jacque Valdez**  
VICE PRESIDENT – BRANCH OPERATIONS

**Daniel Vasquez**  
VICE PRESIDENT – CONSUMER LENDING\*

**Joe Underwood (through November 2020)**  
**Young Vasquez (as of September 2020)**  
VICE PRESIDENT – HUMAN RESOURCES\*

**Steve Wantuck**  
VICE PRESIDENT – UNDERWRITING & DEALER SERVICE\*

**Amanda M. Williams**  
VICE PRESIDENT – PAYMENT & REMOTE SERVICES\*

**Enrique Zaragoza**  
VICE PRESIDENT – COMMUNICATION\*





## BOARD OF DIRECTORS

EXPIRATION OF TERMS

**(A) Gregory J. Watters**  
CHAIRMAN OF THE BOARD  
May 2021

**(B) Jose Quiñonez**  
VICE CHAIRMAN  
May 2021

**(C) Guadalupe Giner**  
SECRETARY/TREASURER  
May 2022

**(D) Dr. Teresa Quezada**  
May 2022

**(E) John Runkles**  
May 2023

**(F) Ricardo Soto**  
May 2023

**(G) Grace Vaughn**  
May 2023

## ADVISORY DIRECTORS

**(H) Armando Jimarez**

**(I) Michelle Padilla**

**(J) Javier Rangel**

None of us will ever forget the impact that the pandemic had on the world, our community and our personal lives in 2020. Each of us was impacted differently and as Chairman of the Board of Directors of GECU, it was important that we upheld our *people helping people* philosophy and supported you through these times. Our entire team takes this responsibility seriously and works tirelessly to provide you with the products and services that you need.

While keeping our employees' and members' safety as our top priority, we quickly adapted to all COVID-19 ordinances and established additional safety measures throughout the organization. We worked to ensure that members knew our doors were open and that we would continue to provide all of our services to the community. Being able to conduct transactions safely is very important to us. Our personal tellers in neighborhood branches or drive-thru locations, electronic document signatures, ATMs throughout the city, the GECU Chat at **gecu.com** and 24/7 access to your accounts with GECU online and mobile banking allowed you to safely continue to manage your finances.

Keeping our members safe also means keeping you safe from fraud. We developed a fraud-prevention campaign to educate the community about the different types of fraud and we set up new tools for fraud prevention, such as automatic text alerts. We also knew that we had to support the local business community and provided many local businesses with assistance through the SBA Paycheck Protection Program.

GECU is more than 88 years old and we continue to be stable and strong. We are proud to support our unique, binational community with more than \$3.5 billion in assets and more than 400,000 members. GECU is a large organization, but we never lose sight of the philosophy that our 11 founders brought to our region. GECU has always been here to support families and local organizations and we will continue to support our community.

As a leader in our community, we are constantly looking to the future. With our philanthropic giving, financial education, tax filing with the Volunteer Income Tax Assistance program and our world-class data center in our new Operations Center expansion, we are working to build a road map for a strong and secure future that elevates the lives of everyone in our community.

Thank you for your trust in us and for being a part of a mission that supports our community.

*Gregory J. Watters*

Gregory J. Watters  
Chairman of the Board

#### Changes to GECU Bylaws — 2020

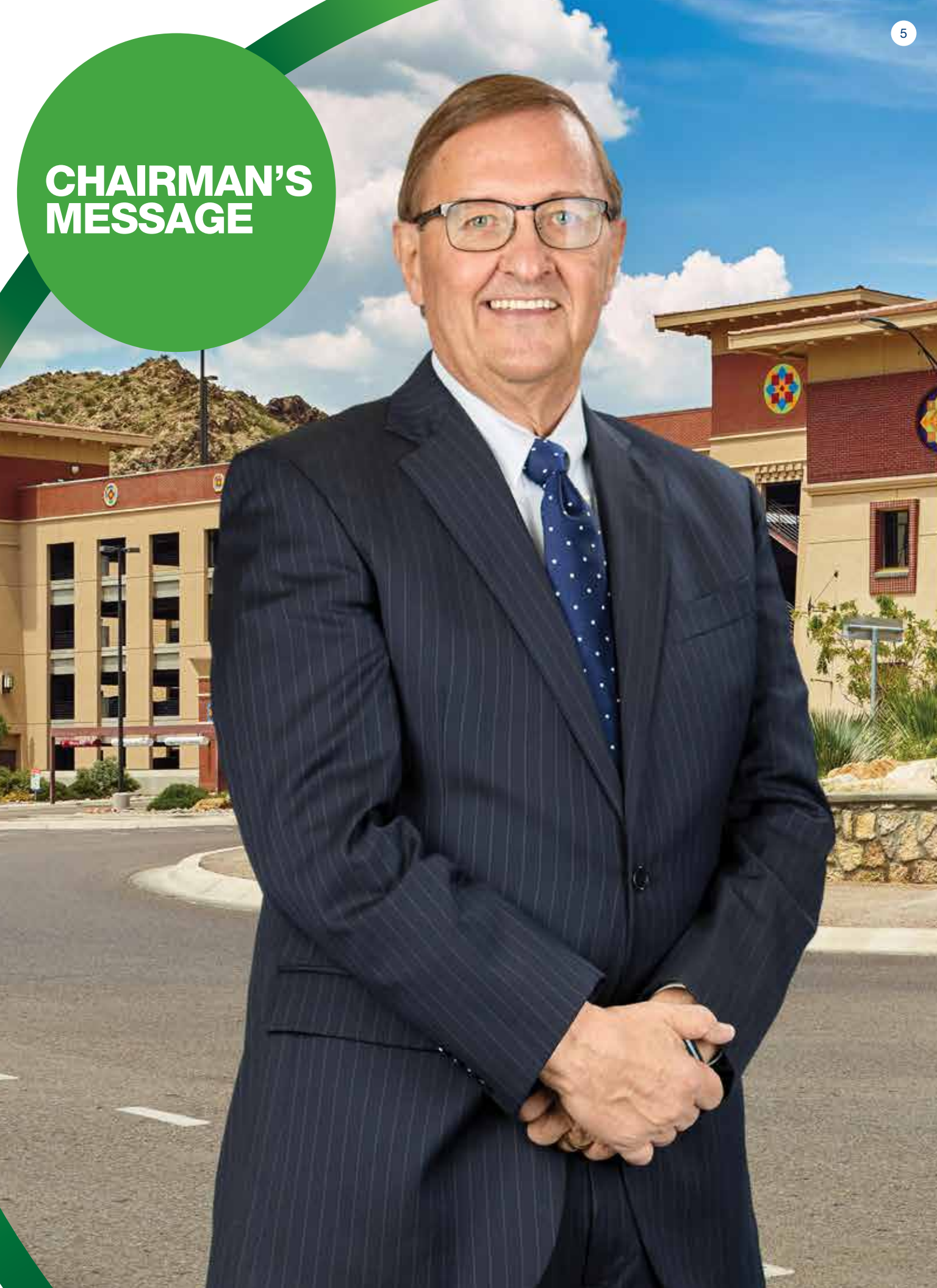
The GECU Bylaws were amended to allow the credit union to hold its annual meeting of members, and special member meetings for authorized purposes, virtually and without an in-person quorum. The amendments to the GECU Bylaws were approved on May 7, 2020. Amendments to the Bylaws were also included to add Employees of the Credit Union within the Field Membership. This amendment was approved on December 30, 2020. There were no changes to the Articles of Incorporation.

Board of Directors, Advisory Directors and Committee Members are paid a nominal fee of \$25 for attending the Annual Membership Meeting, the monthly Board meetings and periodic meetings of duly formed committees as authorized by TAC Rule §91.502. For 2020, a total of \$3,225 was paid to Board Members, Advisory Directors and Committee Members. Totals are calculated by the total number of meetings held throughout the year and the directors' attendance of the meeting. For 2021, the estimated total to be paid to Board Members, Advisory Directors, and Committee Members is \$3,400.





# CHAIRMAN'S MESSAGE



A woman with blonde hair and glasses, wearing a dark blue suit over a red top, is sitting on a beige armchair. She is smiling and looking towards the camera. The background shows a large window with a view of a city. A dark blue circular graphic is in the top right corner containing the text 'PRESIDENT & CEO REPORT'.

# **PRESIDENT & CEO REPORT**



At the writing of our annual report last year, we were only beginning to feel the impact of the global pandemic. We had no idea that a year later, we would still be battling the virus and feeling unsure of what the future holds. Every story and every challenge was unique for us as we faced a pandemic of historic proportions. We believe that in times like these, GECU demonstrated the same commitment and perseverance required to charter this credit union 88 years ago with just 11 men during the Great Depression.

It has been truly inspiring to see this community come together when others are in need. You, our member-owners, and our staff continued to be our greatest priority as we quickly came into compliance with ordinances and established a number of additional measures to keep you safe. With the support of a committed Board of Directors, we became Financial First Responders and stayed true to our promise of *people helping people*. GECU also remained committed to our community by continuing to employ third-party organizations. Continuing our operations without interruption served to help businesses thrive and to keep many El Pasoans working.

We offered individual, case-by-case solutions to assist you and your families, including loan extensions, financial coaching and seminars. We also participated in the SBA Paycheck Protection Program that provided additional assistance for businesses through the CARES Act. We are grateful that so many members took full advantage of our self-serve options, such as the GECU Mobile App for online applications and information and the network of ATMs found throughout the El Paso area. We also opened a new location at US-54 and Cohen Avenue to provide more capacity to our members in Northeast El Paso.

Supporting our community has always been an important part of who we are as your credit union. In 2020, the GECU Foundation continued its philanthropic efforts and gave more than \$623,000 to local non-profit organizations, such as United Way of El Paso County, Lower Dyer Community Center food pantry, El Pasoans Fighting Hunger, El Paso Children's Hospital and other organizations that align with our values and philosophy. GECU also adapted our financial literacy efforts to reach local schools and members through seminars, videos and one-on-one financial coaching.

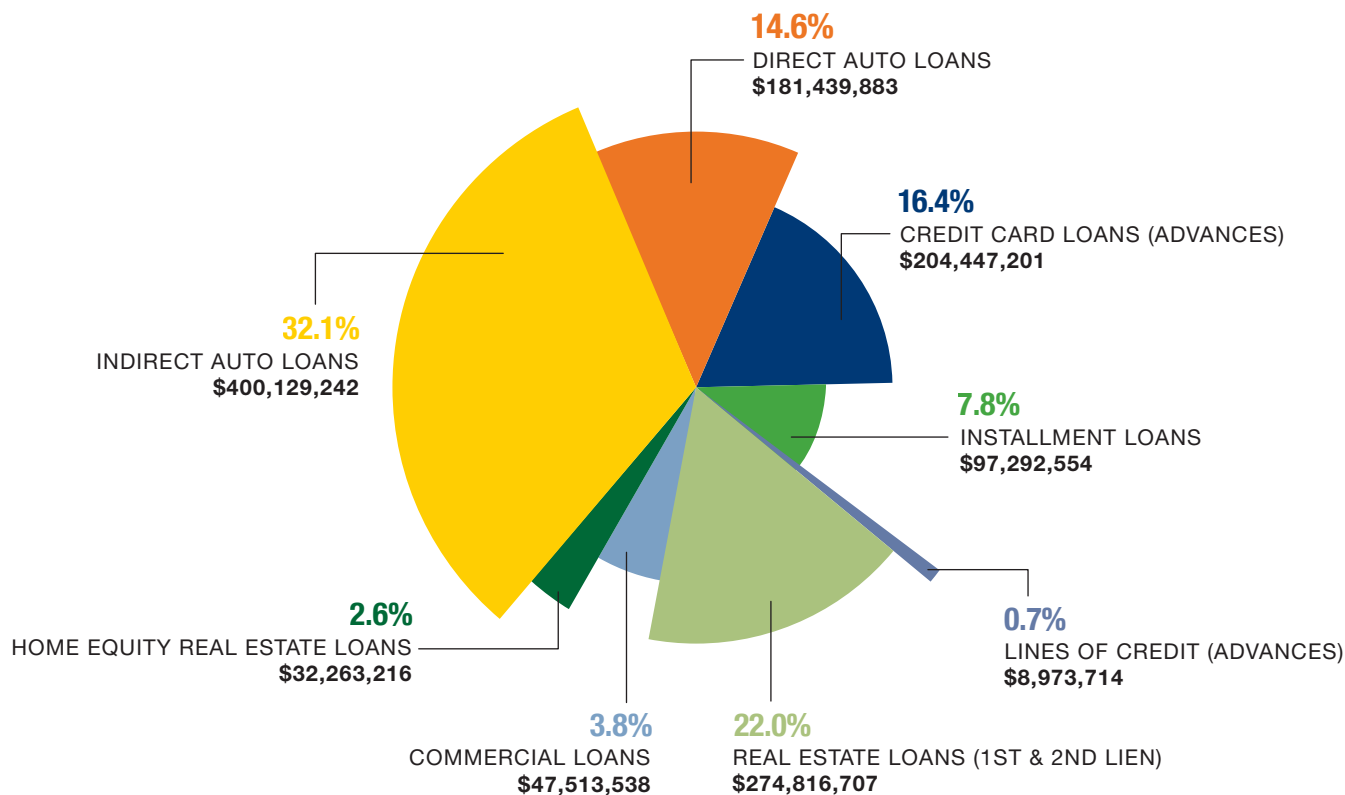
We look forward once again to enjoying our El Paso Chihuahuas, El Paso Locomotive FC and UTEP Athletics in those beautiful venues! We are also excited to invite members to visit the new GECU Terrace at the Sun Bowl stadium in the near future.

I want you to know that GECU has embraced change and remains committed to applying many of the valuable lessons learned from our experiences in 2020. We are strong financially and are very grateful to you for having voted GECU El Paso's Best Credit Union for eight years running!

We're with you, El Paso.

*Crystal Long*

Crystal Long  
GECU President & CEO



TOTAL LOANS FUNDED:

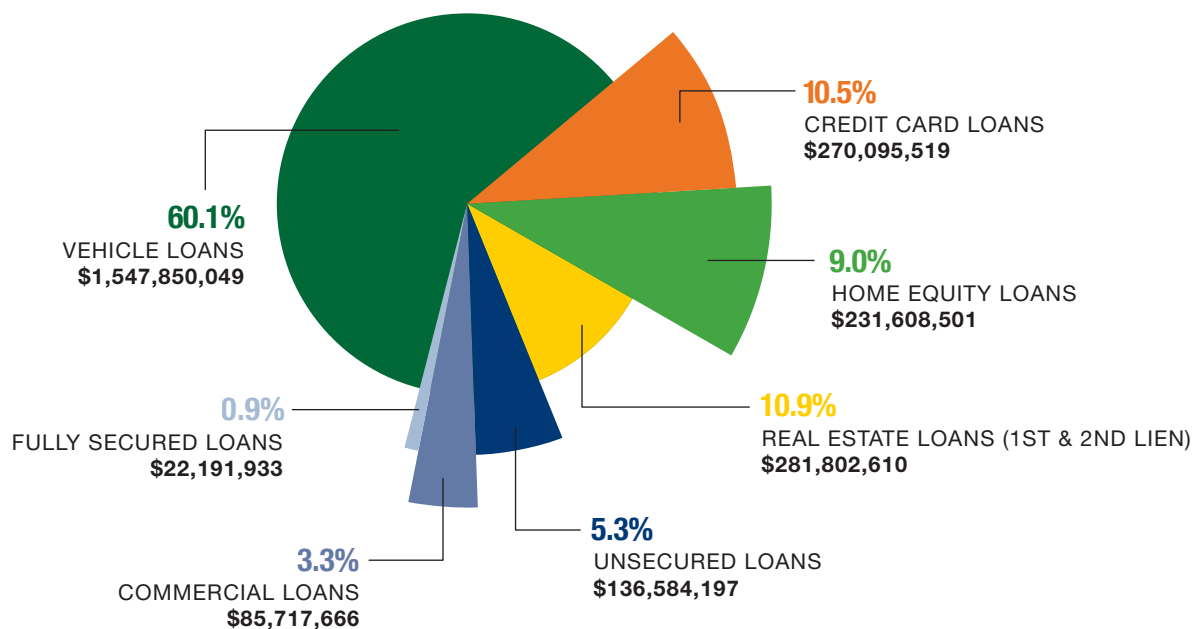
**\$1,246,876,055**

TOTAL LOAN PORTFOLIO:

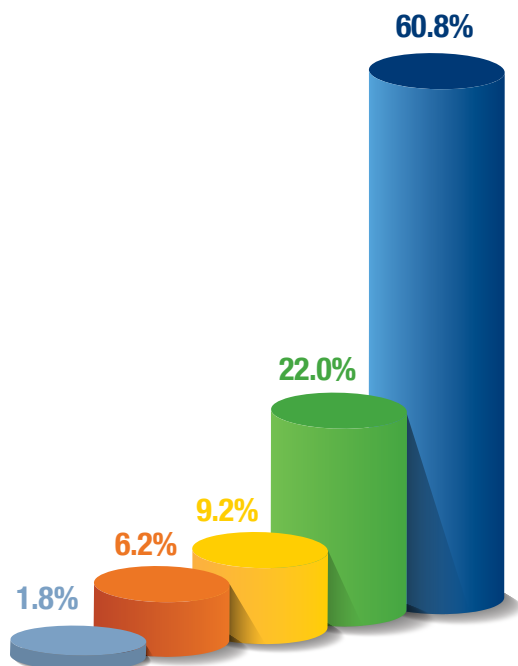
**\$2,575,850,475**

## LOAN PORTFOLIO

YEAR - END 2020







- ① Interest — Checking **\$443,365**
- ② Interest — MMA **\$1,501,258**
- ③ Dividends — Shares **\$2,222,785**
- ④ Interest — IRA **\$5,299,504**
- ⑤ Interest — CD **\$14,623,647**

## RETURN TO MEMBERS

YEAR - END 2020

TOTAL RETURN TO MEMBERS:

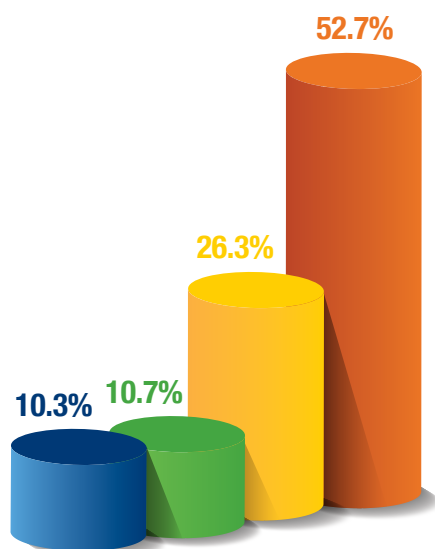
**\$24,090,559**

TOTAL DISTRIBUTION  
OF EARNINGS:

**\$224,273,123**

## DISTRIBUTION OF EARNINGS

YEAR - END 2020



- ① Reserves **\$23,198,994**
- ② Return to Members **\$24,090,559**
- ③ Employee Compensation & Benefits **\$58,987,430**
- ④ Operating Expenses **\$117,996,140**



## AUDIT COMMITTEE REPORT

The Audit Committee is responsible for ensuring that there is appropriate oversight of GECU's required financial-reporting objectives and for ensuring that the established practices and procedures are sufficient to safeguard members' assets in accordance with the law.

The Audit Committee is assisted by GECU's Internal Audit Department, which conducts comprehensive internal audits throughout the year, ensuring that 1) accounting records and reports are prepared promptly and that they accurately reflect operations and results; 2) established internal controls are effectively maintained and that they adequately protect the credit union, its assets, members, management and employees; and 3) each area of the credit union is carrying out the plans, policies and procedures for which it is responsible as directed by the Board of Directors.

The Audit Committee also oversees the annual comprehensive audit conducted by the independent certified public accounting firm of Doeren Mayhew. Their examination was conducted in accordance with generally accepted auditing standards as issued by the American Institute of Certified Public Accountants.

As a result of the internal and independent audits, the Audit Committee believes that the financial statements included in the 2020 Annual Report fairly present the financial condition of GECU for the year ending December 31, 2020.

We appreciate GECU's Board of Directors, management and staff for their cooperation.

*Ricardo Soto*

- ① Ricardo Soto — Chairman
- ② Guadalupe Giner
- ③ Javier Rangel
- ④ John Runkles
- ⑤ Abraham Valenzuela



# COMMUNITY IMPACT STATEMENTS 2020

## 401,228

MEMBERS-STRONG

as of December 31, 2020.

Thank you to our employees, members, volunteers and community partnerships for coming together this year to bring real change to our community.

## FINANCIAL LITERACY OUTREACH

IMAGINEU ONLINE VIDEO SESSIONS 13,088

FINANCIAL EDUCATION & HOMEOWNERSHIP 396

FINANCIAL SEMINARS 1,664

COMMUNITY PRESENTATIONS 8,244

ONE-ON-ONE COUNSELING 930

TOTAL PEOPLE REACHED 24,322

## OFFICIAL CREDIT UNION



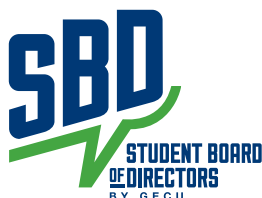
El Paso Chihuahuas



El Paso Locomotive FC



UTEP Athletics



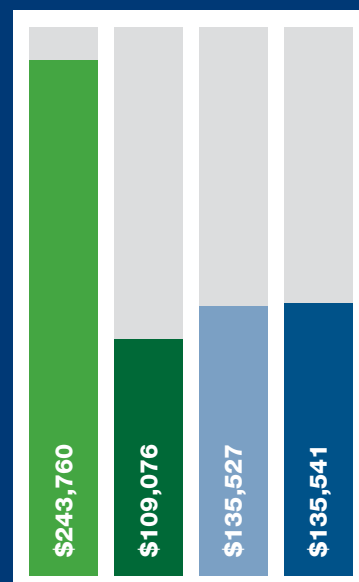
**32**  
STUDENTS  
FROM 30 LOCAL  
HIGH SCHOOLS

## GECU FOUNDATION

More than

## \$623,000

in philanthropic giving



- COVID-19 relief
- Education
- Community
- United Way of El Paso County

## VITA TAX ASSISTANCE



More than **\$16.4 million** in tax refunds

Saved more than **\$2.6 million** in tax-preparation fees

FREE OF CHARGE

**19%** of donations came from employee contributions

LOWER DYER  
COMMUNITY CENTER  
FOOD PANTRY



**92,017**  
MEALS PROVIDED  
TO LOCAL FAMILIES

## SBA PAYCHECK PROTECTION PROGRAM



**796**

TOTAL LOANS  
(A top-three Texas credit union)



**\$28,111,483**

TOTAL LOAN AMOUNT  
(A top-four Texas credit union)



# CONSOLIDATED STATEMENTS OF FINANCIAL CONDITION

DECEMBER 31, 2020 & 2019

## ASSETS

	2020	2019
Cash and cash equivalents	\$ 687,215,513	\$ 151,912,937
<b>Investment Securities:</b>		
Equity securities	45,433,311	\$38,326,760
Held-to-maturity	53,000,000	3,000,000
Available-for-sale debt securities	14,942,631	21,478,821
FHLB stock	8,497,600	8,245,200
Loans held-for-sale	5,882,878	13,206,137
Loans to members, net of allowance for loan losses	2,535,351,659	2,536,014,063
Accrued interest receivable	7,613,992	8,242,286
Property and equipment	78,865,199	72,314,562
NCUSIF deposit	26,077,124	22,254,118
Life insurance contracts	42,152,857	30,773,531
Other assets	17,932,270	17,728,407

<b>Total assets</b>	<b>\$ 3,522,965,034</b>	<b>\$ 2,923,496,822</b>
---------------------	-------------------------	-------------------------

## LIABILITIES AND MEMBERS' EQUITY

### Liabilities:

Members' shares and savings accounts	\$ 3,022,014,311	\$ 2,451,306,723
Borrowed funds	123,785,609	122,866,544
Accrued expenses and other liabilities	28,975,213	24,792,567

<b>Total liabilities</b>	<b>\$ 3,174,775,133</b>	<b>\$ 2,598,965,834</b>
--------------------------	-------------------------	-------------------------

### Members' equity:

Regular reserves	16,834,261	16,834,261
Undivided earnings	330,995,807	307,796,813
Accumulated other comprehensive income (loss)	359,833	(100,086)

<b>Total members' equity</b>	<b>\$ 348,189,901</b>	<b>\$ 324,530,988</b>
------------------------------	-----------------------	-----------------------

<b>Total liabilities and members' equity</b>	<b>\$ 3,522,965,034</b>	<b>\$ 2,923,496,822</b>
--	-------------------------	-------------------------





# CONSOLIDATED STATEMENTS OF INCOME

DECEMBER 31, 2020 & 2019

## Interest income:

Loans receivable

Investment securities

	2020	2019
Loans receivable	\$ 148,530,427	\$ 148,642,659
Investment securities	1,422,017	3,032,486

## Total interest income

149,952,444 151,675,145

## Interest expense:

Members' shares and savings accounts

Interest on borrowed funds

Members' shares and savings accounts	24,090,559	24,165,747
Interest on borrowed funds	2,157,619	3,051,686

## Total interest expense

26,248,178 27,217,433

## Net interest income

123,704,266 124,457,712

## Provision for loan losses

33,572,155 26,078,420

## Net interest income after provision for loan losses

90,132,111 98,379,292

## Non-interest income:

Gains on sale of loans

Net gain on equity securities

Other income

Fees and charges and other operating income

Gains on sale of loans	11,060,901	5,609,957
Net gain on equity securities	2,299,951	4,066,870
Other income	1,607,564	1,353,738
Fees and charges and other operating income	59,352,263	62,628,377

## Total non-interest income

74,320,679 73,658,942

## Non-interest expenses:

Compensation and benefits

Occupancy

Office operations

Other operating expenses

Compensation and benefits	58,987,430	56,002,382
Occupancy	9,871,034	8,945,516
Office operations	60,138,931	55,367,079
Other operating expenses	12,256,401	13,208,798

## Total non-interest expenses

141,253,796 133,523,775

## Net income

\$ 23,198,994 \$ 38,514,459

## SHARES & DEPOSITS

Bump-up Certificates of Deposit  
Business Checking Accounts  
Certificates of Deposit  
Christmas Club Accounts  
Credit Builder Certificates of Deposit  
GECU Miners Kids Club Youth Savings Accounts\*  
Individual Retirement Accounts (IRAs)  
Money Market Accounts  
No Excuse IRA Certificates of Deposit  
Personal Checking Accounts  
Second Chance Checking Accounts  
Share (savings) Accounts  
Youth Accounts

## LOANS

Business Loans  
Credit Builder Loans  
GECU Empowerment® Credit Card  
GECU Fast Cash™  
GECU Rewards® Credit Card  
Home Equity Loans  
Home Improvement Loans  
Home Mortgage Loans  
Lines of Credit  
New and Used Auto Loans  
Personal Loans  
SBA Paycheck Protection Program\*

## SPECIAL SERVICES

ATMs and Real-time Deposit-taking ATMs  
Audio-response Phone System (24-hour account information)  
Automatic Transfers (between GECU accounts)  
Business Cash-management System  
Chip-enabled Credit and Debit Cards  
Community Boardrooms

Direct Deposits  
Domestic Wire Transfers  
Drive-up Personal Tellers  
Electronic Receipts  
GECU Contact Center  
GECU Email and GECU Chat  
GECU Live\*  
GECU Loan Center  
GECU Mascot Dru Blue  
GECU Mobile Banking

Account balances and transfers  
ATM locator  
Bill Pay  
Mobile loan applications  
Mobile registration  
Mobile Touch ID  
Mobile wallet  
Real-time Mobile Deposits  
Zelle®

### GECU Online Banking — ***gecu.com***

Account balances and transfers  
Bill Pay  
eSignature service  
eStatements  
GECU Money Management  
Online loan applications  
Online skip-a-payment  
Self-service pay channels  
Text messaging and account fraud alerts

ImagineU — Online Education Videos  
Instant-issue Credit and Debit Cards  
Overdraft Privilege  
Safe Deposit Boxes  
TalkBox  
Welcome Home El Paso Down Payment Assistance

# SERVICES



Insured by NCUA.  
\*Services added in 2020.



**Airway & Edgemere**

1245 Airway Boulevard (Drive-thru facility)

**Alameda & Ysleta**

8936 Alameda Avenue

**Artcraft & Upper Valley**

6101 Upper Valley Road

**Campbell & Mills**

218 North Campbell Street, Suite 100

**Dyer & Diana**

9435 Dyer Street

**Eastlake & Darrington**

13750 Eastlake Boulevard

**Edgemere & Rich Beem**

12801 Edgemere Boulevard, Building A

**El Paso Community College****Valle Verde Campus**

919 Hunter Drive, First Floor

**GECU Community Development**

6801 Viscount Boulevard, Suite A

**GECU Investment and Trust Services\*\***

7227 Viscount Boulevard

**GECU Mortgage at CareFree Town Center**

1265 Joe Battle Boulevard, Suite B106

**Helen of Troy & Resler**

7410 Helen of Troy Drive

**Lee Trevino & Vista Del Sol**

1545 North Lee Trevino Drive

**Mesa & Doniphan**

7955 North Mesa Street, Suite B

**Mesa & Mesa Hills**

5710 North Mesa Street

**Montwood & Desert Sun**

12400 Montwood Drive

**North Loop & Horizon Boulevard**

10860 North Loop Drive

**Operations Center**

1225 Airway Boulevard

**Oregon & University**

2208 North Oregon Street

**Piedras & Yandell**

716 North Piedras Street

**Rojas & Zaragoza**

11987 Rojas Drive

**Sean Haggerty & Marcus Uribe**11400 Sean Haggerty Drive,  
Building D, Suite 401**Transmountain & Dyer**

5645 Transmountain Road (Drive-thru facility)

**Trawood & George Dieter**

3037 Trawood Drive (Drive-thru facility)

**US-54 & Cohen**

4521 Cohen Avenue

**Viscount & Airway**

7227 Viscount Boulevard

**Vista Del Sol & Yarbrough**

10425 Vista Del Sol Drive

**Yarbrough & North Loop**

429 Yarbrough Drive

**MAILING ADDRESS**

PO Box 20998

El Paso, Texas 79998-0998

**TELEPHONE NUMBERS****All Offices**

915.778.9221

1.800.772.4328

**GECU Contact Center**

915.778.9221

1.800.772.4328

**WEB ADDRESS**[gecu.com](http://gecu.com)**LOCATIONS\***\*Services and locations as of December 31, 2020. For an up-to-date listing of locations, please visit [gecu.com](http://gecu.com).\*\*Representatives are registered, securities sold, advisory services offered through CUNA Brokerage Services, Inc. (CBSI), member FINRA/SIPC, a registered broker/dealer and investment advisor, which is not an affiliate of the credit union. CBSI is under contract with the financial institution to make securities available to members. Trust services available through Members Trust Company, a federal thrift regulated by the Office of the Comptroller of the Currency. **Not NCUA/NCUSIF/FDIC insured, May Lose Value, No Financial Institution Guarantee. Not a deposit of any financial institution.** CBSI is a registered broker/dealer in all 50 states of the United States of America.

FR-3552804.1-0421-0523











2020 ANNUAL REPORT





