



2020
Annual Report

STRONGER...
Together



A Letter from Leadership

Between the global pandemic, sudden economic downturn, widespread social unrest and a rapidly changing political landscape, the credit union industry faced numerous challenges last year. **But thanks to a record level of engagement from our member credit unions from around the state, we were able to rack up victory after victory ensuring credit unions could continue to serve the financial service needs of their members, small businesses, and communities.**

The League has spent years cultivating strong, working relationships with a wide range of government officials, from career bureaucrats, political appointees, legislators, regulators, and their staffs. **Policymakers trust us because we are honest brokers – we tell the truth, and do not indulge in hyperbole.** This trust and those relationships were key in our ability to successfully make the case that the credit union industry should be included on the state and federal list of essential institutions.

Those relationships helped us make sure credit unions were eligible to offer Paycheck Protection Program loans, keep small business from being taxed for those loans, and helping make sure those loans were being forgiven in a transparent and timely manner based on the criteria outlined by Congress when it created the program.

We also invested a lot of time and resources in transitioning our professional development offerings to a virtual format. And while none of us expected the transition to virtual to be so sudden or absolute, we were able to change and keep member credit unions informed and apprised of relevant and timely information without disruption or interruption.

Last year was unusual, and hopefully unique, in the quantity and severity of challenges it posed. But there was nothing unusual about what the League was able to accomplish on behalf of its members. It just so happened that we had more opportunities, and a greater need, to do that in 2020. **The work we do day in and day out, enabled us to meet the moments of 2020 and keep Nebraska credit unions moving forward.**

When the world returns to normal – or what will be a “new normal” – member credit unions will still need to understand and address the challenges of consumer-led finance, new digital platforms, ongoing margin pressures and shifting government and political landscapes. The future is complex, and it will be even more critical to have the League in your corner as you seize the opportunities that lie ahead.

We can assure you; the League Board will have a keen eye on ensuring the League continues to meet our members high standards and advance their most ambitious goals.

Without question, 2020 put everyone’s resolve to the test. Credit unions could have easily said they were too busy with their own challenges to get involved. But as always, when the going gets tough... credit unions get going. Credit unions clearly understood that we truly are stronger together.



Cheryl Mascarello, Chair



J. Scott Sullivan, CEO

Our Mission

To promote, protect, and preserve the interest of our member credit unions.

Our Values

- Collaborative Leadership
- Integrity & Trust
- Accountability
- Teamwork

Our Vision



1.

To revolutionize the operating environment for credit unions through expanding powers and removing barriers to serving consumers and businesses.



2.

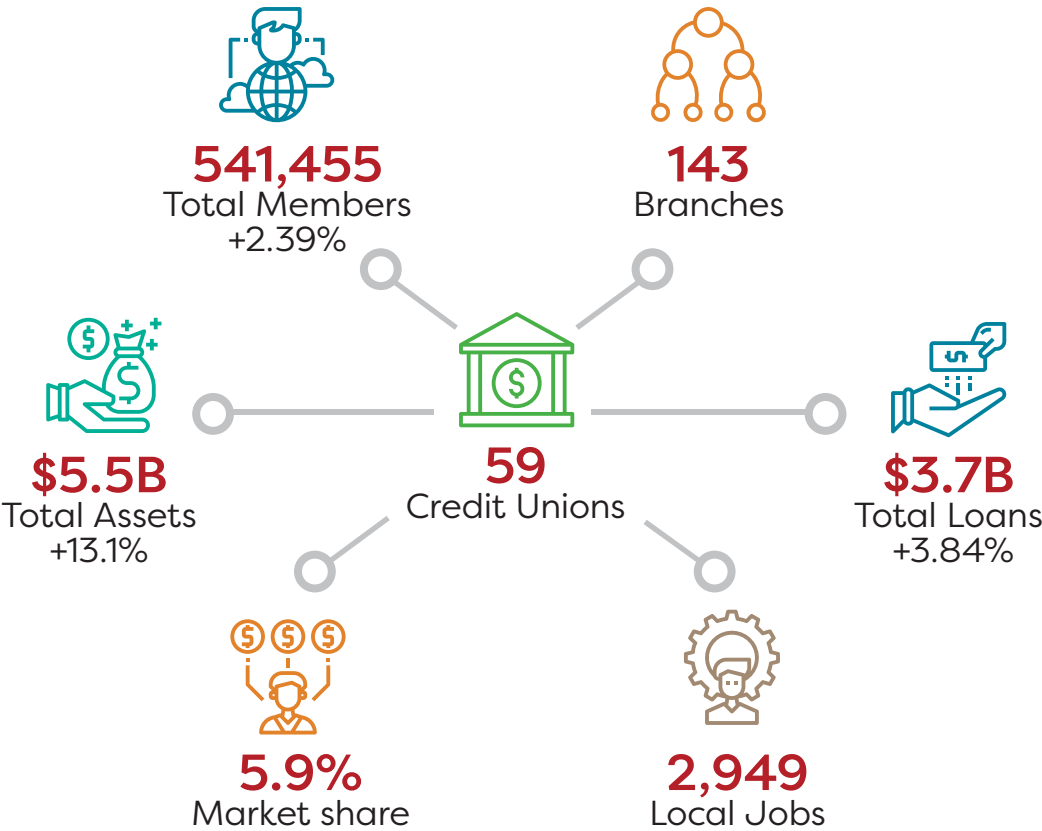
To embark on activities and actions that enable member credit unions to contend with constant change and compete in an evolving financial service marketplace.



3.

To design and develop professional development events and opportunities that meet the diverse and complex needs of member credit unions.

2020 State of the Credit Union System



Advocacy: One Vision...One Voice

We know when it comes to Advocacy, no credit union can effectively do it alone. With around 6% market share in Nebraska, we must aggressively push to be included in discussions that matter.

The League’s job is to speak on behalf of member credit unions...to drive policy, regulation, and compliance regimes that reflect the strengths, interests, and contributions of credit unions.

We do this in several ways:

- We engage in full-time lobbying activities at the state and federal levels.
- We provide information and analysis of legislative and regulatory developments that impact member credit unions.
- We host annual advocacy events to deepen our relationships and engagement with policymakers at all levels of government.

Helping Our Members Serve Their Members

During the pandemic, the League helped member credit unions in several important ways so they could continue to serve their members:

- We worked to ensure credit unions were designated as “essential services” so they could remain open for business.
- We gathered numerous best practices and placed them conspicuously on our website.
- As our credit unions closed branches, installed plexiglass, and helped their members transition to online services – we provided the right resources to help each other.
- We partnered with subject matter experts like Jackson|Lewis and others to deliver virtual learning opportunities on pandemic planning and managing your people in a crisis.
- Pivoted our “Open Your Eyes” to a credit union consideration campaign to show that credit unions were there for members.






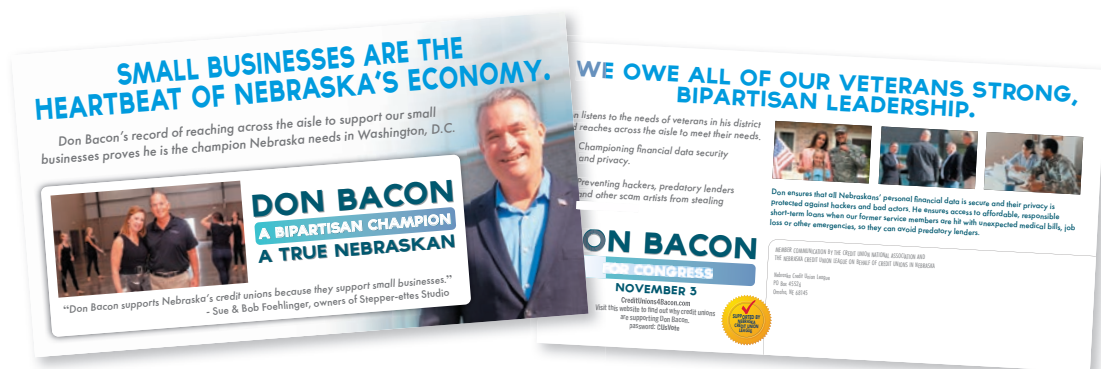
Advancing Nebraska Communities – One Story at a Time

Telling the credit union story has never been more important or more impactful. Rather than asking lawmakers what they can do for us we want to demonstrate what credit unions are doing for them and their constituents. The emphasis of our Advancing Communities initiative is to detail the credit union difference through the lens of community impact.

The objective is to combine factual economic data with real-life stories from credit unions and members to demonstrate the unique ways credit unions have been helping advance communities before, during, and beyond the COVID-19 pandemic.

Consumers are more effectively served by credit unions than any other financial service options and telling that story in a compelling manner is a powerful advocacy tool. When credit union advocates tell their story, lawmakers and regulators listen and learn, and members' best interests are protected.

-  Total Financial Benefits for Nebraska Consumers = \$34 Million
-  Contributions to Nebraska's Economy = \$469 Million
-  Amount of Small Business Loans to Members = \$245 Million



Advocacy in Action: CU's Go Big for Congressman Don Bacon

Elections have consequences and perhaps none have been more consequential than the 2020 second district contest between incumbent Congressman Don Bacon and challenger Kara Eastman. In a collaborative effort between CUNA, the League and eight (8) credit unions, more than 70,000 credit union members received positive messages supporting the re-election of Congressman Bacon. In polling we conducted prior to our pro-Bacon effort, Don Bacon trailed his challenger by two percentage points but ultimately won the election with a 5 percent margin. The impact of our 1.5 million direct touches with voting credit union members through the mail, social media, and online cannot be understated.

Credit unions made the difference in this race by talking directly to their members. The direct communication with credit union members was the first of its kind for Nebraska credit unions.

Participating credit unions included Centris FCU, Cobalt CU, Family Focus FCU, First Nebraska CU, Four Points FCU, Liberty First CU, OPPD Employees FCU, and University of Nebraska FCU.



Governance

League Board of Directors

The Board is comprised of 9 credit union leaders, representing the diverse perspectives and views of the membership we serve. They extensively monitor the external environment and key trends that could have the most significant implications for the credit union system and the association in the future. With that insight, they help shape and ultimately oversee the development and approval of the League's strategic plan and budget, monitor performance against goals and provide overall oversight.

Board Leadership

CHAIR
Cheryl Mascarello
CEO, Four Points FCU

1ST VICE CHAIR
Frank Wilber
CEO, Liberty First CU

2ND VICE CHAIR
Mary Johnson
CEO, Omaha Police FCU

Board Members

Linda Carter, CEO
MembersOwn CU

Julie Haney, CEO
Nebraska Energy FCU

Matt Hill, Vice President
Creighton FCU

Tom Huston, Vice President
Centris FCU

Dee Schriener, CEO
Trius FCU

Bob Tingelhoff, Board Chair
OPPD Employees FCU



Financial Report

	2020	2019
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	1,645,974	1,739,114
Receivables, prepaid expenses, and accrued income	65,143	114,443
Total current assets	1,711,405	1,853,557
NON-CURRENT ASSETS		
Fixed assets	117,405	152,693
Investments	47,299	46,121
Total non-current assets	164,416	198,814
TOTAL ASSETS	1,875,821	2,052,371
	2020	2019
LIABILITIES		
CURRENT LIABILITIES		
Accounts and income taxes payable	25,835	54,878
Accrued expense	67,459	85,313
Unearned revenue	75,800	134,901
Total current liabilities	169,094	275,092
FUNDS		
Unrestricted funds	1,706,727	1,777,279
Total funds	1,706,727	1,777,279
TOTAL LIABILITIES	1,875,821	2,052,371

Financial Report

	2020	2019
REVENUE		
Membership fees	748,632	720,972
Service fees and commissions	194,307	208,691
Sponsorship fees	27,858	26,400
Sales	9,927	9,973
Sessions and events - net	1,101	32,695
Other revenue	(25,199)	243,321
TOTAL REVENUE	956,626	1,242,052
	2020	2019
EXPENDITURE		
Advocacy, marketing, and public relations	36,509	45,114
Office operations	53,454	57,199
Board and committees	9,547	19,981
Staff expense	8,396	41,633
Office occupancy	62,425	80,667
Salary and contracted services	639,926	626,774
Professional services	132,587	134,571
Depreciation	35,576	33,684
Technology	30,611	52,376
TOTAL EXPENDITURE	1,027,178	1,107,837

Financial Report

	2020	2019
Operating result	(70,552)	134,215
Net cash from / (used in) operating activities	(93,140)	(123,922)
Net cash used in investing activities	137,833	318,126
Net Increase in cash and cash equivalents	44,693	194,204
	2020	2019
CONTROL		
Cash and cash equivalents at the beginning of the period	1,043,362	849,158
Cash and cash equivalents at the end of the period	1,088,055	1,043,362
Increase	44,693	194,204





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