


IMAGINE

THE POSSIBILITIES

2022 ANNUAL REPORT



IMAGINE a place with a core philosophy of people helping people. Imagine a place that offers fabulous service, the financial products you need and the conveniences that make things easy. Imagine it's a place dedicated to diversity, a place that elevates community and is inspired by artistry. Imagine a place that enriches lives and empowers dreams. Imagine the possibilities. What you have imagined is **ALTURA CREDIT UNION.**

AT A GLANCE



175K
MEMBERS



462
EMPLOYEES



21
BRANCHES

3,593
NEW VEHICLE
LOANS



8,072
USED VEHICLE
LOANS



472,216
CALLS TO
SERVICE CENTER



38,808,415
DEBIT CARD TRANSACTIONS



1,656,349
CREDIT CARD TRANSACTIONS



132,123
MOBILE BANKING USERS



167,639
CHECKING ACCOUNTS

\$18,664,935
TOTAL INCOME

\$2,461,240,542
TOTAL ASSETS

9.26%
NET WORTH RATIO



6,559



832



3,145



142

LETTER FROM THE CHIEF EXECUTIVE OFFICER



At Altura Credit Union, we take immense pride in the remarkable achievements we attained in 2022. Our outstanding numbers not only jump off the page but also underscore the unwavering financial health of our Credit Union. We've achieved a record level of assets, shares, loans and sustained, solid Membership growth. We've done this consistently, through rough economic seas and tumultuous times. By any and all quantifiable measures, we more than measured up, exceeded expectations, and put ourselves in perfect position to capitalize on the opportunities ahead.

We remained focused on the needs of our Membership. Our strength emanates from you, our valued Members, who empower us to envision possibilities and relentlessly pursue them. In fact, we see possibilities where others see problems. There are communities throughout Southern California that are considered "banking deserts." These sparsely populated areas have been abandoned by traditional banking services. However, Altura Credit Union believes that to make a genuine difference in such regions, we must be present. That is why, over the past four years, we have established eight new locations throughout Riverside County. Our latest addition, the Perris Branch, opened its doors at the end of last year. Perris was the very definition of a financial desert, but now it's home to one of our top producing branch locations. Residents, previously inconvenienced by the lack of financial services, now have access to our comprehensive range of products, including Ascend Checking with no maintenance fees, personal loans for routine expenses or emergencies, assistance with credit creation, and first-time auto loans. Furthermore, our Perris Branch offers the expertise of a Wealth Management Representative, ensuring that our Members receive holistic financial guidance.

While we offer all the tools and products Members need to manage their finances and increase their wealth, we also find ways to elevate and inspire. Since 2015, we've put more than eight million dollars back into our communities in the form of donations and grants. In 2022, we granted 54 scholarships to local high school seniors.

In our pursuit to improve our communities we proudly support the Civil Rights Institute of Inland Southern California. Beyond their invaluable contributions to civil rights documentation and education, they actively engage in initiatives such as urban workforce housing and providing office space for the Fair Housing Council of Riverside County. Altura Credit Union stands prominently among their most ardent supporters.

We are also champions of The Cheech, recognizing the transformative power of art in uniting communities and bridging cultural divides. Art serves as a medium for communication and compassion, and The Cheech has profoundly impacted the Riverside area by celebrating the artistry embedded in our region's heritage. Altura Credit Union was the first corporate sponsor and one of the largest contributors to this iconic cultural landmark, reaffirming our commitment to the enrichment and unity of our community.

Altura Credit Union's strength, stability and security is rooted in our experience, our diversity, and our commitment to the financial wellness of each and every Member. Our success in 2022 owes much to the exceptional talent and unwavering dedication of our hardworking employees, the wisdom and guidance from our Board of Directors, and the leadership of our inspired Executive Team. I offer my heartfelt gratitude to each and every one of you.

Albert Einstein once famously stated that imagination surpasses knowledge in importance. At Altura, we wholeheartedly agree with this sentiment. Imagination is the driving force that compels us to seek knowledge, explore options, and create innovative solutions. By imagining the possibilities, we can envision the future.

Sincerely,

A handwritten signature in black ink that reads "Jennifer Binkley-Heiting". The signature is written in a cursive, flowing style.

JENNIFER BINKLEY-HEITING

LETTER FROM THE CHAIRMAN OF THE BOARD



I want to take this opportunity to thank last year's Chairman, Perry Reed for his leadership during two years of pandemic. As the Vice Chair, I had a seat on that rollercoaster ride. Perry's steadfast optimism helped see us through an unusual set of circumstances. By the time he passed the baton to me, Altura Credit Union was in the midst of running yet another victory lap.

A credit union board serves many purposes, including governance, management, and direction. I believe the most important role we fill is representing the will of the Membership and promoting their interest. Our Membership isn't easily categorized. It's a dynamic, diverse group, made up of multiple demographics. From the carefully budgeting to the prosperous, from those establishing, rebuilding or maintaining A+ credit, every financial circumstance, every lifestyle, is represented within our Membership. That's why Altura Credit Union fits the product to the Member, not the other way around.

Community involvement is high on my list of priorities and so for me, the highlight of 2022 has to be the June opening of The Cheech. We were the first major corporate donor back in 2018. To see this amazing collection of Chicano art opening its doors to the public was an especially proud moment for us, and a permanent gift to the community.

My relationship with Altura actually began back in 1985 when I became part of the Supervisory Committee. I've been through mergers and name changes and have served for 38 years. I can honestly say, for volunteer work, the pay has been great. I've been paid back in friendships, terrific working relationships, and the unique satisfaction of knowing you've contributed to an organization that puts people first.

Altura Credit Union put its courage, compassion, and creativity on display in 2022.

For that, I tip my hat to its leadership, Altura's Board Members, and an exceptional Executive Team led by CEO Jennifer Binkley-Heiting. I am comforted in the notion that no matter what challenges are ahead of us, no matter what obstacles are in the way, Altura Credit Union will find a way. I imagine there always will be possibilities.

Sincerely,

A handwritten signature in black ink that reads "J. Rivera". The signature is fluid and cursive, with a large initial "J" and "R".

JERRY RIVERA

The Cheech



Nestled in the heart of downtown Riverside, The Cheech Marin Center for Chicano Art & Culture is affectionately known as “The Cheech”. This iconic gallery is a feast for the eyes, and an homage to the vibrant Chicano culture. Altura Credit Union was the original corporate donor, and we take tremendous pride in our relationship. Art is a powerful force that can transcend language and social barriers, creating an emotional connection. At a time of divisiveness, art brings us together. It expresses feelings, conveys experiences, preserves history, and promotes communication. Our President and CEO, Jennifer Binkley-Heiting sums it up by saying, “Access to art is so important and so vital, and we’re committed to that.”

In 2022 we continued that commitment. A design by artist CiCi Segura González was licensed by Altura for use on an Altura Debit Card Members can choose. Works by González are showcased at the Cheech. Members of Altura can use the co-branded card to get into the Cheech Marin Center, along with a guest, for free.



Martin Luther King Jr. once said, “Injustice anywhere is a threat to justice everywhere.” That’s inspiration enough for our support of the Civil Rights Institute of Inland Southern California. Located on Mission Inn Avenue, in Riverside, the facility is part of a 92,000 square foot project that provides 72 units of urban workforce housing. In addition to donating money for furnishings, Altura Credit Union also contributed labor, physically helping furnish the units. The Institute archives local civil rights movements from the past and present, presenting an accurate history. It’s also a center for meetings, grassroots organizing, civil rights exhibits and educational programming. Altura is also a proud sponsor of the Institute’s Media Room. Civil Rights are at the very core of America’s democracy, ensuring every citizen can enjoy life, liberty and the pursuit of happiness.

The Altura FOUNDATION

In 2022 

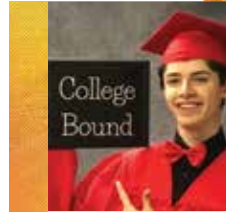
\$54,000
IN SCHOLARSHIPS AWARDED TO
54 students

Altura Credit Union appreciates the fact that for most of us, the road to success is paved by higher education. Higher education equips students with the skills necessary to find their way around a marketplace in a constant state of change. It's a passport to rich cultural and social experiences as well as a valuable exchange of knowledge. With that in mind, Altura Credit Union continues to offer college scholarships to graduating seniors in Riverside County.

Over the last 30 years, The Altura Foundation has awarded hundreds of thousands of dollars in scholarships to nearly one thousand deserving Inland Empire students.



ANGELINA G.



ISAAC U.



ISABELLA C.



MICHELLE S.



MIKAELA S.



NICOLE T.




There's no getting around the fact that 2022 was a difficult year for the auto industry. Inflation, higher rates and supply chain issues all contributed to a 10.2% decline in new car and truck sales and a 15.5% drop in preowned sales in California. Despite the downturn, Auto Expert finished the year with respectable numbers and an increase in Member Satisfaction.


Auto Expert is the auto locator service we provide to Members. Give them the particulars of the vehicle you want — year, make, model, color, accessories — and they'll conduct a search of their extensive network to find you the best match. Your Auto Expert experience doesn't end with finding the vehicle. They'll negotiate price, deal with the DMV, and take care of the loan docs. They'll even help with a trade-in, and aftermarket accessories.

It's like having a car buying concierge.


95%
MEMBER
SATISFACTION


1,908
VEHICLES
SOLD


878K
MEMBERS WE
SERVE

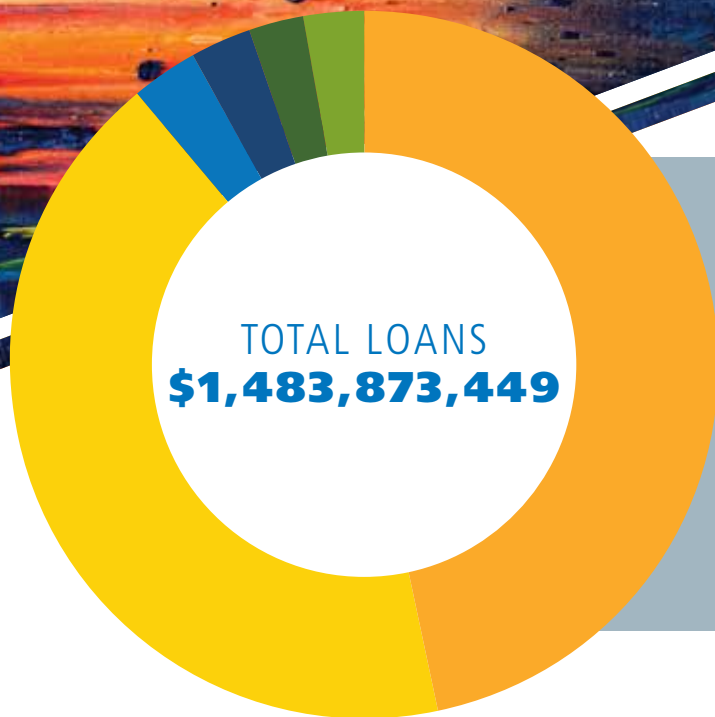

15
CU
PARTNERS

FINANCIAL STATEMENTS

AS OF DECEMBER 31

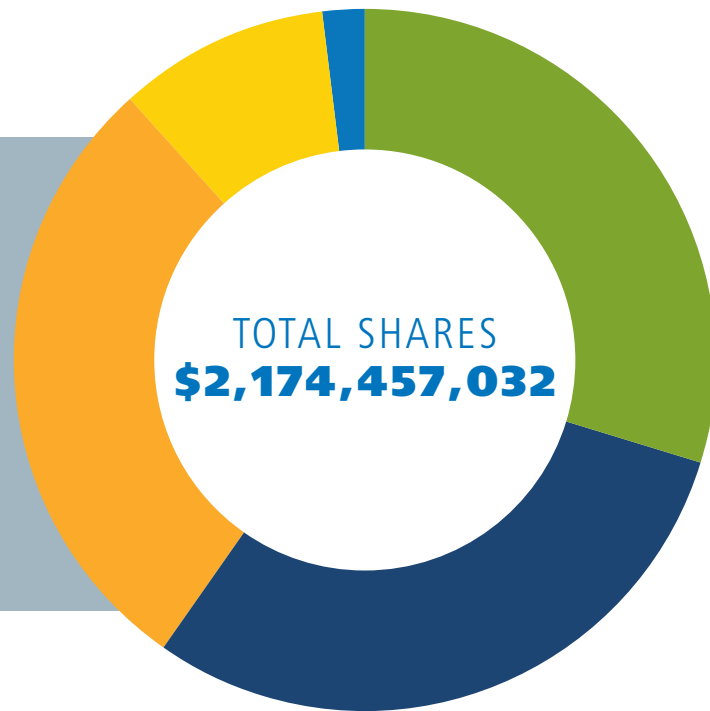
STATEMENT OF FINANCIAL CONDITION	2022	2021	Percent Change
LOANS TO MEMBERS	\$1,483,873,449	\$1,297,074,697	14.40%
LESS: LOAN LOSS ALLOWANCE	(11,757,140)	(11,662,561)	0.81%
CASH ON HAND AND IN BANKS	151,009,688	159,516,806	-5.33%
INVESTMENTS	725,888,972	786,119,720	-7.66%
LAND & BUILDING, NET DEPR.	32,604,661	32,656,981	-0.16%
OTHER FIXED ASSETS, NET DEPR.	9,492,039	9,973,088	-4.82%
OTHER ASSETS	70,128,872	48,952,336	43.26%
TOTAL ASSETS	\$2,461,240,542	\$2,322,631,067	5.97%
TOTAL MEMBERS' SHARES	\$2,174,457,032	\$2,107,284,314	3.19%
BORROWED FUNDS	125,000,000	-	100.00%
ACCRUED INTEREST PAYABLE	15,972	-	100.00%
LEASE LIABILITIES	16,847,598	-	100.00%
ACCOUNTS PAYABLE/OTHER LIABILITIES	17,848,980	13,156,476	35.67%
TOTAL LIABILITIES & SHARES	\$2,334,169,582	\$2,120,440,790	10.08%
REGULAR RESERVE	-	13,419,033	-100.00%
UNDIVIDED EARNINGS	227,879,091	195,795,123	16.39%
ACCUMULATED OTHER COMPREHENSIVE INCOME	(100,808,131)	(7,023,879)	1335.22%
TOTAL EQUITY	\$127,070,960	\$202,190,277	-37.15%
TOTAL LIABILITIES, SHARES & EQUITY	\$2,461,240,542	\$2,322,631,067	5.97%

STATEMENT OF FINANCIAL CONDITION	2022	2021	Percent Change
INTEREST ON LOANS	\$60,975,262	\$56,452,452	8.01%
INVESTMENT INCOME	14,022,557	7,757,913	80.75%
OTHER NON-INTEREST INCOME	42,576,132	42,751,719	-0.41%
TOTAL OPERATING INCOME	\$117,573,951	\$106,962,084	9.92%
EMPLOYEE COMPENSATION & BENEFITS	\$41,981,614	\$38,070,511	10.27%
OFFICE OCCUPANCY	6,859,268	6,466,803	6.07%
OFFICE OPERATIONS	12,443,975	11,135,629	11.75%
EDUCATIONAL & PROMOTIONAL	2,761,416	2,901,154	-4.82%
LOAN SERVICING	11,364,920	11,124,720	2.16%
PROFESSIONAL & OUTSIDE	3,643,855	3,808,692	-4.33%
OTHER OPERATING EXPENSES	7,407,407	3,856,582	92.07%
DIVIDENDS	6,951,054	6,941,704	0.13%
PROVISION FOR LOAN LOSSES	5,495,505	1,107,088	396.39%
TOTAL EXPENSES	\$98,909,015	\$85,412,883	15.80%
NET INCOME	\$18,664,935	\$21,549,201	-13.38%



- 46.71%** AUTO LOANS: \$693,092,483
- 42.42%** 1ST MORTGAGE REAL ESTATE LOANS/LINES OF CREDIT: \$629,439,894
- 2.91%** OTHER REAL ESTATE LOANS/LINES OF CREDIT: \$43,243,221
- 2.80%** ALL OTHER LOANS: \$41,520,825
- 2.65%** CREDIT CARD LOANS: \$39,391,074
- 2.51%** OTHER UNSECURED LOANS/LINES OF CREDIT: \$37,185,952

- MONEY MARKET SHARES: 29.99%** ■
\$652,212,685
- REGULAR SHARES: 29.92%** ■
\$650,570,581
- SHARE DRAFTS: 28.50%** ■
\$619,645,428
- SHARE CERTIFICATES: 9.70%** ■
\$210,925,594
- I.R.A. SHARES: 1.89%** ■
\$41,102,746



MEET THE ALTURA TEAM

BOARD OF DIRECTORS



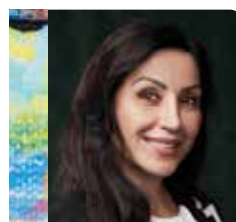
JERRY RIVERA
Board Chairman



JOSEPH CALDERON
Vice Chairman



BARBARA PURVIS
Secretary



GLORIA PEREZ
Treasurer



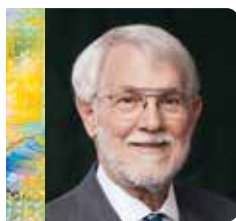
PERRY REED
Immediate Past Chairman



MARK BALYS
Director



NINFA DELGADO
Director



KEITH DOWNS
Director



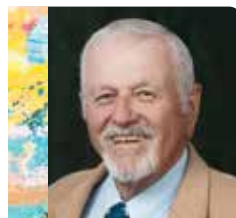
JACQUELINE HALL
Director



EUGENE KIM
Director



NORMAN PERRY
Treasurer



GEORGE PRICE
Director



JOSEPH CALDERON
Chairman



KEN GEORGE
Member



BARBARA PURVIS
Member



PERRY REED
Member



MARCUS RIDLEY
Member

AUDIT COMMITTEE

EXECUTIVE TEAM



JENNIFER BINKLEY-HEITING
President
Chief Executive Officer



KEVIN SHERRELL
Executive Vice President
Chief Strategy Officer



KATHY THAYER
Senior Vice President
Chief Financial Officer



NATALIE BROWN
Senior Vice President
of Lending



SCOTT MURRAY
Senior Vice President
Chief Information Officer



CHRIS ANDRUS
Senior Vice President
Chief Marketing Officer



WADE PYUN
Senior Vice President
Chief Legal Officer



JULIE BJORNSTAD
Senior Vice President
Human Resources



Corona Branches

Corona Plaza | Lincoln

Moreno Valley Branches

Cactus | Stoneridge

Riverside Branches

14th Street | Canyon Springs | Magnolia | Riverside Avenue | University Avenue

Banning | Coachella | Eastvale | French Valley | Hemet | Indio | Murrieta

Perris | Rancho Mirage | San Jacinto | Wildomar | Woodcrest

Mark W. Hawkins Operations Center, 2847 Campus Parkway, Riverside, CA 92507

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