

The Connection

Letter From The President/CEO: 2024 Year In Review

In 2024, we experienced another year of growth and strengthened our efforts to stay connected with our members and communities. At the start of the year, we had \$970 million in assets, \$780 million in loans, and served 66,400 members. Thanks to the dedication and strength of our incredible team, we have continued to thrive, reaching \$1 billion in assets, \$900 million in loans, and 70,000 members. This remarkable growth is a testament to your loyalty and support – thank you for making it possible.



Greg Hanshaw
President & CEO

We are a strong and empowered team at C1st. For the second year in a row, C1st was named by Forbes' annual list of America's Best-In-State Credit Unions for the state of Iowa. Being recognized by Forbes is a true testament to how our members feel about us every day. The award validates we are continuing to help improve the lives of our members by helping them achieve financial success. **In addition, C1st was recognized by Newsweek as one of America's Best Regional Banks and Credit Unions 2024, receiving a prestigious five-star rating on a five-star scale.**

C1st also received its ninth straight Des Moines Register "Top Workplace" award. C1st was 9th on the list of 55 mid-sized-company employers. This employer honor is based on the results of an employee feedback survey administered by WorkplaceDynamics, LLC, a research firm specializing in organizational health and workplace environment. Being in the top 10 for four consecutive years makes this achievement even more special. We are deeply honored to receive these recognitions. It reflects the dedication of our strong and empowered team. Their unwavering commitment is evident as they strive daily to deliver service excellence to our members.

We continue to expand into new communities. I'm thrilled to share Town and Country Credit Union members officially merged with Community 1st Credit Union December 1st. We are pleased to welcome TCCU members to the Community 1st Credit Union family! Established in 1939, Town & Country proudly served its 3,200 members for 85 years, managing \$36 million in assets with two full-service branches in Avoca and Harlan, Iowa. The merger is a direct outcome of our business strategy, formed several years ago, to grow into western Iowa. C1st now has 23 locations, serving 19 communities.

We are people helping people, helping our members achieve financial success. Earlier this year, we launched the ChargeUp Credit Builder Program to assist members in building or reestablishing their credit. If poor or no credit prevents you from living your best life, we now have an easy solution for you. This program offers products and services tailored to your needs: short-term personal loans, secured credit cards, a payday alternative loan, and most importantly, financial education. **Moreover, we recently celebrated six C1st employees who graduated from the Iowa Credit Union Foundation's Financial Coach Training Program.** They engaged in extensive learning and simulations to deepen their understanding of how an individual's relationship with money can impact financial decision-making and potentially lead to hardship. Financial coaches serve as member advocates, guiding members through challenging financial situations. C1st is committed to helping our members achieve financial success.

We are here to improve the lives of our members. In the fall, C1st was awarded a \$625,000 grant from the U.S. Department of Treasury's Community Development Financial Institutions (CDFI) Fund. This significant investment will enable C1st to further its commitment to promoting financial inclusion and supporting the underserved communities throughout Iowa. With the grant, C1st plans to:

- Expand affordable lending programs, including home and business loans
- Increase access to financial literacy programs and coaching services
- Partner with local organizations to boost community development in underserved areas across Iowa.

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2024 Year In Review (Continued From Front Page)

We continue to offer new and innovative products and services. This summer, we launched a new feature in digital banking. If you like banking with us, our digital referral program will help you "C" the green. We've simplified the process and made referring your friends and family to C1st even easier. Simply log in to digital banking, go to refer-a-friend, select a contact, and send the text. It's \$50 for you and \$50 for them when they open a new C1st checking account, enroll in eStatements, and make 12 Visa debit card purchases within 90 days. Go to c1stcu.com/refer for more details.

We are connected to our communities. The C1st Foundation has financially supported many local non-profit organizations in our communities in 2024, including a \$100,000 grant for the Ottumwa Sportsplex Facility, a \$50,000 grant for the Ottumwa Legacy Soccer Fields project, a \$10,000 grant for the Atlantic Daycare project, and a \$15,000 grant for the American Cancer Society Hope Lodge, which offers a supportive environment for patients in cancer treatment and their caregivers. All of these projects were made possible by grants from the C1st Credit Union Impact Giving Fund of Greater Cedar Rapids Community Foundation. The C1st Scholarship Program also awarded a total of \$50,000 to 24 area students for the 2024–2025 academic school year. In the last decade, C1st has proudly awarded over \$450,000 in scholarships to local student members.

2024 was a great year! Thank you for being a member of Community 1st. Our mission is to provide affordable financial products and services while addressing the needs of underserved communities, and embodying the true credit union difference. At C1st, we are proud to have upheld this philosophy for over 85 years!

Greg Hanshaw, President & CEO

Your Savings Can Add Up With Our Change Counts Program

These days, every cent matters. With our Change Counts program, it's easy for you to save your cents. How? When you make purchases with your C1st Visa debit card, we'll round up the purchase to the next dollar and deposit the difference into a savings account of your choice. Every debit card transaction adds to the total. So, how much will you save? Start making your Change Count and enroll today.

At C1st, your **ChangeCOUNTS**

Make the most of your change in three simple steps.
You take the first step; we'll take it from there.

HOW IT WORKS:

The graphic illustrates the process in three steps: 1. A hand holding a Visa debit card with a transaction of \$4.75. 2. A receipt showing a total of \$5.00. 3. A piggy bank with a coin being dropped in, representing the 25-cent change being saved.

Enrollment or cancellation in Change Counts takes 3–5 days to take effect. Business checking accounts not eligible. When you opt into the Change Counts program, we round up the amount of any C1st Visa debit card transaction made by any cardholder of your checking account to the next whole dollar amount in excess of the transaction amount, and transfer that amount from your enrolled checking account to the designated savings account. You must be an account owner on both the checking and savings account you enroll. Both signature and PIN-based transactions made with a C1st Visa debit card qualify, as well as ATM transactions. Change Counts is only available on a C1st Visa debit card linked to your C1st checking account. We will aggregate the round-up amounts from each qualifying transaction that posts to your checking account each business day and make a single Change Counts transfer at the end of the business day. If on a business day you do not have sufficient available funds in excess of any minimum balance requirement in your checking account, we will not round up transactions on that business day and we will cancel the aggregate Change Counts transfer for that day. If any C1st Visa debit card purchase is subsequently canceled or reversed, the corresponding Change Counts transfer will remain in the designated savings account. The Change Counts program will be suspended on your account if all C1st Visa debit cards on the checking account are closed, the checking account enrolled in Change Counts is closed, or the account receiving Change Counts transfers is closed. To enable Change Counts again you will need to activate a new C1st Visa debit card on the enrolled checking account or opt in again with new checking or savings account information. C1st reserves the right to modify or cancel the program at any time without prior notice. You agree to notify C1st in writing or opt-out electronically if you wish to cancel the Change Counts program.

C1st Branch Locations

Albia: 1420 S. Clinton St.
Bloomfield: 301 E. Franklin
Chariton: 1934 Court Ave.
Grinnell: 205 West St.
Knoxville: 1008 W. Bell Ave., Suite 103
Oskaloosa: 1311 A Ave. West
Ottumwa Richmond: 235 Richmond Ave.
Shenandoah: 700 S. Fremont St.

Atlantic: 200 Maple St.
Cedar Rapids: 1030 Sierra Drive NE
Creston: 205 E. Taylor St.
Harlan: 1414 Chatburn Ave
Mount Pleasant: 1800 E. Washington St.
Ottumwa (Walmart): 1940 Venture Dr.
Ottumwa – JBS (JBS Employees Only): 600 S. Iowa Ave.
Washington: 303 S. 2nd Ave.

Avoca: 102 N. Elm St.
Centerville: 999 N. 18th
Fairfield: 2501 W. Burlington
Indianola: 300 S. Jefferson Way
Osceola: 714 W. McLane St.
Ottumwa Penn: 739 Pennsylvania Ave.
Pella: 500 Main St.

Apply Online: c1stcu.com

Email: memberservice@c1stcu.com

Toll Free: 866.360.5370



All C1st locations will be closed Monday, January 20, 2025, in honor of Martin Luther King Jr. Day.

This credit union is federally insured by the National Credit Union Administration.

Scholarship Opportunities



C1st Scholarships

C1st will award \$54,000 in scholarships to assist active members who plan to continue their education in college or vocational school programs.

- **Attention Ag Students!! Rex Stewart Memorial Scholarship:**
Two \$2,000 awards will be given to a student majoring in Agriculture.
- One \$4,000 award will be given to the child of a Community 1st Credit Union employee.
- 23 - \$2,000 awards will be awarded to any student seeking an undergraduate degree. Awards are not limited to high school seniors. Returning students are eligible to apply.

C1st Scholarship application deadline is February 12, 2025, at 3:00 pm CST

Register online at: c1stcu.com/scholarships

Iowa Credit Union Foundation's Warren A. Morrow Scholarship

This application is for high school and post-high school students who will be enrolling in post-secondary education for the 2025-2026 school year. Applicants must be a current member of an Iowa credit union with an account in their own name.

In 500 words or less, please answer the following question:

Our financial experiences help shape our overall financial understanding and well-being. Share a financial lesson, event or experience that has influenced you or your family personally. If relevant, share how your credit union played a role. How will this experience impact your financial planning as you pursue higher education?

The essay must be the original work of the applicant. Judging will be based on originality, clarity, meaningful content, accurate presentation of facts, adherence to contest rules, spelling, grammar, and punctuation. Winners will be notified in April 2025.

The application deadline is Friday, February 7, 2025 at 5:00 PM.

Learn more or register online at: scholarsavvy.com/scholarship/wam or c1stcu.com/scholarships

Iowa Student Loan Scholarships

Iowa Student Loan offers several scholarship programs for high school students, college students and parents or guardians. Check out their website for more details. This site is also a great planning resource full of tips and planning tools for both students and parents.

ISL Education Lending Scholarship Deadline is March 31, 2025.

Learn more or register online at: iowastudentloan.org/scholarships

Financial Resolutions For The New Year!

While we recognize the importance of saving money, it can be hard to do when your budget is already stretched thin. Try the 52-Week Money Challenge. There are no complicated rules to remember.

- Week 1, save \$1.00.
- Week 2, save \$2.00
- Continue through the year, adding one more dollar each week.

By the end of the yearly challenge, you will have saved \$1,378!

Use this easy-to-follow chart to keep track of your deposits each week!

Week	Deposit	Balance	Week	Deposit	Balance	Week	Deposit	Balance
<input type="checkbox"/> 1	\$1	\$1	<input type="checkbox"/> 18	\$18	\$171	<input type="checkbox"/> 35	\$35	\$630
<input type="checkbox"/> 2	\$2	\$3	<input type="checkbox"/> 19	\$19	\$190	<input type="checkbox"/> 36	\$36	\$666
<input type="checkbox"/> 3	\$3	\$6	<input type="checkbox"/> 20	\$20	\$210	<input type="checkbox"/> 37	\$37	\$703
<input type="checkbox"/> 4	\$4	\$10	<input type="checkbox"/> 21	\$21	\$231	<input type="checkbox"/> 38	\$38	\$741
<input type="checkbox"/> 5	\$5	\$15	<input type="checkbox"/> 22	\$22	\$253	<input type="checkbox"/> 39	\$39	\$780
<input type="checkbox"/> 6	\$6	\$21	<input type="checkbox"/> 23	\$23	\$276	<input type="checkbox"/> 40	\$40	\$820
<input type="checkbox"/> 7	\$7	\$28	<input type="checkbox"/> 24	\$24	\$300	<input type="checkbox"/> 41	\$41	\$861
<input type="checkbox"/> 8	\$8	\$36	<input type="checkbox"/> 25	\$25	\$325	<input type="checkbox"/> 42	\$42	\$903
<input type="checkbox"/> 9	\$9	\$45	<input type="checkbox"/> 26	\$26	\$351	<input type="checkbox"/> 43	\$43	\$946
<input type="checkbox"/> 10	\$10	\$55	<input type="checkbox"/> 27	\$27	\$378	<input type="checkbox"/> 44	\$44	\$990
<input type="checkbox"/> 11	\$11	\$66	<input type="checkbox"/> 28	\$28	\$406	<input type="checkbox"/> 45	\$45	\$1,035
<input type="checkbox"/> 12	\$12	\$78	<input type="checkbox"/> 29	\$29	\$435	<input type="checkbox"/> 46	\$46	\$1,081
<input type="checkbox"/> 13	\$13	\$91	<input type="checkbox"/> 30	\$30	\$465	<input type="checkbox"/> 47	\$47	\$1,128
<input type="checkbox"/> 14	\$14	\$105	<input type="checkbox"/> 31	\$31	\$496	<input type="checkbox"/> 48	\$48	\$1,176
<input type="checkbox"/> 15	\$15	\$120	<input type="checkbox"/> 32	\$32	\$528	<input type="checkbox"/> 49	\$49	\$1,225
<input type="checkbox"/> 16	\$16	\$136	<input type="checkbox"/> 33	\$33	\$561	<input type="checkbox"/> 50	\$50	\$1,275
<input type="checkbox"/> 17	\$17	\$153	<input type="checkbox"/> 34	\$34	\$595	<input type="checkbox"/> 51	\$51	\$1,326
Success!						<input type="checkbox"/> 52	\$52	\$1,378

Annual Meeting Reminder

The 2025 Annual Meeting & Board of Directions Election of Community 1st Credit Union will be held Monday, January 27, 2025 at C1st Headquarters, 1100 Hutchinson Ave, Ottumwa, IA. The meeting will begin at 6:00 pm. Please RSVP to: marketing@c1stcu.com.

The nominating committee has selected three candidates to fill three vacancies.

D. David Boyer: A resident of Ottumwa, and retired Tool & Die maker at John Deere Ottumwa Works. Dave has served on the board since 1995 and is currently a member of the credit & nominating committees and the membership officer.

Sandra Wirfs: A resident of Ottumwa, and Operations Manager at Iowa Workforce Development. Sandra is a former President and current member of the Ottumwa LULAC 377 and enjoys volunteering in the community. She has been a member of Community 1st since 2015, on the board since 2022, and currently serves on the credit committee.

Tim Elliott: A resident of Washington, and current Owner I Broker at Elliott Realty Group. Tim has served on the board since 2016 and is currently the board Chairman. He is also a member of the board executive & asset-liability committees.

There will be no nominations from the floor. Election results will be announced at the annual meeting.



SIEDA Winter Coat Drive

Do you have any new or gently used winter gear lying around that doesn't fit anymore? Give them new life and donate them to our Coat Drive, now until Feb 14, 2025! We're accepting new or gently used coats, jackets, hats, and gloves at the following C1st locations:

- ▶ **Bloomfield:** 301 E. Franklin Street
- ▶ **Centerville:** 999 N 18th Street
- ▶ **Fairfield:** 2501 W Burlington Avenue
- ▶ **Oskaloosa:** 1311 A Avenue W
- ▶ **Ottumwa (North):** 739 Pennsylvania Avenue
- ▶ **Ottumwa (South):** 235 Richmond Avenue
- ▶ **Ottumwa (Walmart):** 1940 Venture Drive

Together, we can make a difference for families in need this winter! Items will be distributed through SIEDA Community Action.



REWARDS CHECKING: Earn 3.00% APY Interest OR Get 3.00% Cash Back!

Say goodbye to points, and hello to CASH! If you prefer online banking and use a debit card, you could qualify for some serious cash. And with each account, you'll enjoy unlimited nationwide ATM fee refunds when requirements are met. **Both checking accounts are free, and require no minimum balance.**

C1ST CASH
Earn up to
3.00% APY*
On balances up to \$15,000.

C1ST CASH BACK
Get up to
3.00% CASH BACK*
On debit card purchases of \$300 or less.

***Monthly qualifications for both accounts include:**

- At least 12 debit card purchases posted and settled per qualification cycle.
- Receive monthly eStatements
- Log in to Digital Banking at least once per qualification cycle.

If qualifications are not met, then no reward is given.

***IMPORTANT INFORMATION: WHEN QUALIFICATIONS ARE MET:** Receive unlimited nationwide ATM fee refunds (up to \$4.99 per fee assessed at domestic non-C1st ATMs) and either a premium rate OR cash back on qualifying debit card purchases, depending on your account. **C1st Cash:** 3.00% APY will be paid on the portion of daily balance of \$15,000 or less. Portion of daily balance over \$15,000 earns an interest rate of 0.15%, resulting in an APY of 3.00% to 0.45%, depending on the balance. The Annual Percentage Yields (APYs) are accurate as of the last dividend declaration date and subject to change without notice. **C1st Cash Back:** 3.00% cash back up to a total of \$300 in PIN-based and signature-based debit card purchases that post and settle to the account during that cycle period. Maximum cash back of up to \$9.00 per monthly qualification cycle. ATM transactions do not qualify. **IF QUALIFICATIONS ARE NOT MET:** ATM fees will not be refunded. **For C1st Cash:** Entire balance will earn 0.03% APY. **For C1st Cash Back:** You will not receive cash back on your debit card purchases. Try again the next month. **QUALIFICATION CYCLE:** To qualify, all transactions must post and clear your account during the monthly cycle which is defined as the calendar month; beginning on the first day of the current calendar month through the last day of the current calendar month. Limit one account per social security number. Subject to account approval. Ask us for complete details.