



Still Standing Strong

2020 ANNUAL REPORT





Mission: Our commitment is to improve the financial well-being of our members and the communities we serve.

Vision: Parkside Credit Union will be recognized by our members as a trusted provider of professional financial guidance.

Service Values: **We promise to...**

- Strive for excellence in everything we do by taking ownership of each request.
- Provide quality products and exceptional service through every delivery channel.
- Treat everyone with dignity and respect.
- Constantly seek new and better ways to improve the overall member experience.
- Work to enhance financial literacy and independence in the communities we serve.
- Support one another in a helpful, friendly environment.

Join Us on Social Media!

We appreciate connecting with our members online! Get online and in the know – visit us on Instagram, Facebook, and our blog.



Instagram

[Instagram.com/ParksideCU](https://www.instagram.com/ParksideCU)
OR @ParksideCU



Facebook

[Facebook.com/ParksideCU](https://www.facebook.com/ParksideCU)



News & Events Blog

ParksideCU.org/blog



President/CEO and Chairman Report

An Essential Business

2020 was certainly not the year we had anticipated, and it would have been impossible to predict the effects that the pandemic would have on our community. From the outset of the COVID-19 crisis, Parkside recognized the importance of being able to quickly adapt. As a financial institution, Parkside was deemed an “essential business,” and we were charged with the crucial task of continuing to provide a high level of service while keeping our members and employees safe and healthy.

As part of our multifaceted response to COVID-19, we reconceptualized the way we serve our members. The majority of our back-office employees transitioned to working remotely, and modifications were made to our branch offices in order to provide safe access to our services. We invested in technology and created several new teams and positions, which enabled us to offer a more personalized approach to interacting with our members. Equally important, Parkside was proud to maintain full employment for our entire staff; we truly value the contributions of our employees and have been so appreciative of their efforts.

Our focus throughout the year was to ensure our members had access to the products and services they required and to help them acclimate to our digital and electronic solutions so that they could access their accounts 24/7 regardless of external circumstances. We recognized the financial challenges that many of our members faced and offered support by waiving eligible loan payments in April and May, offering loan extensions and providing an emergency loan product.

Enhancing the Member Experience

Parkside has consistently prioritized innovations based on the convenience and security they offer our members. In 2020, we implemented Pay Anyone, which is a secure, credit union-supported alternative to payment apps (Cash App, Venmo™, etc.) that allows our members to send money via a text or email. It is accessible at no cost to members through online banking, mobile web banking and our mobile app. We also incorporated TextBetter into our workflow, enabling our staff to send communications such as payment reminders, loan application status updates and general inquiry responses to members via text message.

We will continue to evaluate our products, tools and services and will seek opportunities to create an even more robust experience that meets the diverse needs of our membership.

Recognition and Appreciation

Parkside was thrilled to be one of only 50 credit unions in the country to be named on the “2020 Best Credit Unions to Work For” list compiled by *Credit Union Journal*. This honor reaffirmed our dedication to providing a positive work environment for our employees with the hope that this translates to an experience in which our members feel valued and respected every time they come into a branch or contact us.

We were also recognized as one of 34 local credit unions nominated in the WDIV/ClickOnDetroit’s “Vote 4 the Best” contest. Our fourth-place finish in the “Best Credit Union” category was a much-appreciated acknowledgement from our loyal members!

Looking Ahead

As an organization, we look forward to charting a path forward with a focus on exceeding our members’ expectations and on helping them to build a strong financial future. We give our assurance that we have the people, the technology, the tools and the products and services necessary to do just that. Credit unions have always been “people helping people” – with that philosophy in mind, we will prioritize reinvesting in our members and the communities we serve.

We extend our thanks to the Parkside Board and management for their ongoing support of our goals and to our dedicated employees for their professionalism and positivity. We also wish to express gratitude to our members for their trust in us throughout a year filled with changes and challenges. We look forward to navigating the road ahead together.

JANET THOMPSON, PRESIDENT & CEO
WILLIAM M. SACKETT, CHAIRMAN



Treasurer’s Report

Parkside Credit Union remains financially and operationally sound after closing 2020 and moving into 2021. Listed below is a comparison of key numbers and ratios from the years 2019 and 2020. These numbers and ratios demonstrate Parkside’s financial strength.

	2020	2019
Total Assets	\$154,752,321	\$125,429,259
Total Loans	\$70,904,895	\$68,706,607
Net Income/Loss	\$576,094	\$1,561,866
Equity Total	\$20,680,254	\$19,316,228
Delinquent Loans	\$431,359	\$957,553
Total Income	\$9,155,642	\$10,136,995
Return on Average Assets	.41%	1.28%
Net Worth	12.86%	15.41%

The Board of Directors and Executive Team strive to maintain the excellent financial condition of our organization in order to continue to assist our members in meeting their financial goals.

MICHAEL E. RAWSON, TREASURER



Audit Committee's Report

For the year ending in 2020, the Audit Committee engaged the services of Financial Standards Group (FSG) to conduct a comprehensive audit for Parkside Credit Union. Formed in 1989, Financial Standards Group has management experience in all aspects of credit union auditing and completes auditing services for over 250 credit union clients in 10 states.

The purpose of the audit is to ensure that risks are being properly monitored and do not pose financial, operational or regulatory threats. The audit performed by FSG is done as a safeguard for our membership and for Parkside Credit Union to ensure practices and policies are in accordance with Generally Accepted Accounting Principles [GAAP].

From the tests performed, FSG was able to conclude that the financial statements fairly and accurately represent the condition of Parkside Credit Union.

JERRY MILLER, AUDIT COMMITTEE CHAIRMAN

Credit Committee's Report

Parkside continues to offer a variety of loan products to meet the diverse needs of our membership.

2,312

DISBURSED LOANS

1.27%

2020 LOAN GROWTH

\$26,566,021

TOTAL DISBURSED LOANS

\$70,904,895

TOTAL OUTSTANDING LOANS

Thank you to the Parkside Credit Union Credit Committee and Lending Team for your contributions throughout the past year. We appreciate your dedication to fulfilling our members' lending needs.

JOY-MICHELLE BOBBY, CREDIT COMMITTEE CHAIRPERSON

2020

By the Numbers

356,529

TRANSACTIONS PROCESSED AT OUR BRANCHES



2,312

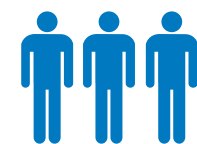
DISBURSED LOANS

1,067

NEW ACCOUNTS OPENED

11,819

MEMBERS WITH E-STATEMENTS



13,898 MEMBERS



3,356,072

NUMBER OF TIMES MEMBERS SWIPED THEIR PARKSIDE DEBIT AND CREDIT CARDS

FIVE EIGHT

NEW EMPLOYEES WELCOMED

INTERNAL PROMOTIONS

2,946

MOBILE DEPOSIT USERS



4,991

MOBILE APP USERS

\$154M

ASSET SIZE

Consolidated Statement of Income

December 31, 2020

INTEREST INCOME	
Interest on loans to members	\$4,501,047
Interest on investments	\$990,674
	\$5,491,721
INTEREST EXPENSE	
Dividends on member shares	\$214,125
Interest on borrowed funds	\$0
	\$214,125
NET INTEREST INCOME	
Provision for loan losses	\$1,304,258
Net income after provision for loan losses	\$3,973,338
NON-INTEREST INCOME	
Fee and other income	\$3,663,921
GENERAL AND ADMINISTRATION EXPENSES	
Salaries and benefits	\$2,868,684
Other general and administration expenses	\$2,307,584
Professional and outside services	\$450,810
Occupancy	\$520,417
Marketing, promotional and dues	\$373,781
Loan servicing	\$539,889
NET INCOME	
	\$576,094

Consolidated Statement of Financial Condition

December 31, 2020

ASSETS	
Cash and cash equivalents	\$18,724,684
Investments available-for-sale/held-to-maturity	\$19,945,976
All other investments	\$31,234,623
Loans to members, net	\$70,193,737
Accrued interest receivable	\$454,146
Property and equipment	\$5,946,899
Corporate credit union share deposit	\$469,200
Other assets	\$7,783,056
TOTAL ASSETS	
	\$154,752,321
LIABILITIES AND MEMBERS' EQUITY	
Liabilities	
Member shares	\$132,481,056
Borrowed funds	\$0
Accrued expenses and other liabilities	\$1,591,011
Members' equity	
Undivided earnings	\$18,046,357
Regular reserve	\$2,633,897
TOTAL LIABILITIES AND MEMBERS' EQUITY	
	\$154,752,321

Nominating Committee's Report

The Nominating Committee presents the following candidates for positions on the Board of Directors. Candidates have been listed in alphabetical order, and all nominees listed are incumbents and will serve a three-year term:

- Michael Rawson
- William M. Sackett

We respectfully submit our report to the membership for your consideration. We thank you for the opportunity to serve on this committee.

CYNTHIA GRIMWADE AND CLYDE GHEE, NOMINATING COMMITTEE CO-CHAIRS

66th Annual Membership Meeting Minutes

Webex Meeting, April 28, 2020

Board Members Present: William Sackett, Chairman; Cynthia Grimwade, Vice Chairperson; Michael Rawson, Treasurer; Clyde Ghee, Secretary; Richard Pokerwinski, Director; Jerry Miller, Director.

Board Members Absent: Vincent Quinn, Director.

Others Present: Janet Thompson, CEO/President; Executive Team; Management Team; Staff; Members.

The meeting was called to order at 5:40 p.m. Secretary Clyde Ghee confirmed a quorum was present.

Motion Made: Approve the minutes of the 65th Annual Membership Meeting.

Motion by: Richard Pokerwinski, supported by Cynthia Grimwade, to approve the 65th Annual Membership Meeting minutes as presented.

Motion: Carried.

Chairman's Report was presented by Chairman William Sackett. Treasurer's Report was presented by Treasurer Michael Rawson, supported by Janet Thompson. Audit Committee's Report was presented by Chairman of the Audit Committee Jerry Miller, supported by Janet Thompson. Credit Committee's Report was presented by VP of Lending & Deposits Joy-Michelle Bobby, supported by Janet Thompson. President & CEO's Report was presented by President & CEO Janet Thompson. Nominating Committee's Report was presented by Chairman of the Nominating Committee Michael Rawson.

Motion Made: Approve election of Cynthia Grimwade and Jerry Miller to three-year terms on the Board of Directors at Parkside Credit Union.

Motion by: Richard Pokerwinski, supported by Clyde Ghee, to approve the election of the above-named candidates to the Board of Directors at Parkside Credit Union as presented.

Motion: Carried.

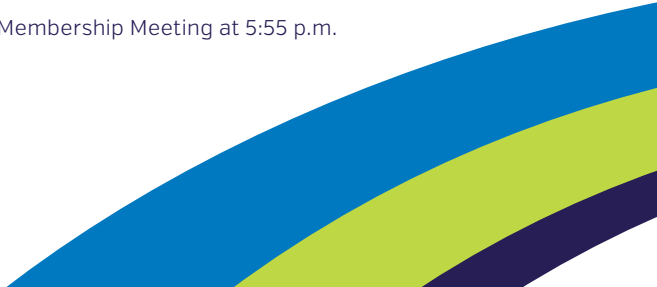
Old Business: None.

New Business: None.

Motion by: Cynthia Grimwade, supported by Clyde Ghee, to adjourn the 66th Annual Membership Meeting at 5:55 p.m.

Motion: Carried.

WILLIAM M. SACKETT, CHAIRMAN, AND CLYDE GHEE, SECRETARY





Board of Directors:

William M. Sackett, Chairman
Cynthia Grimwade, Vice Chairperson
Clyde A. Ghee, Secretary
Michael E. Rawson, Treasurer
Jerry Miller, Director
Richard Pokerwinski, Director
Vincent Quinn, Director

Executive Team:

Janet Thompson, President & CEO
Connie Gladki, Chief Financial Officer
Doris Graham, Chief Resource Officer
Heather Colonius, Chief Development Officer
Heathor Balazy, Chief Services Officer
Janet Hendrie, Executive Vice President & COO
Joy-Michelle Bobby, Chief Lending Officer

Federally Insured by NCUA