

2024 Annual Report



LETTER FROM THE BOARD CHAIR



2024 marked a significant milestone for Generations Federal Credit Union as we celebrated 84 years of dedicated service to our members. Since our founding in 1940, we've been privileged to serve nearly 50,000 members, many of whom have been with us for decades, and we look forward to celebrating many more anniversaries together. In response to the growing complexity of consumer fraud, our Risk Management team conducted several in-person Fraud Awareness seminars throughout the year. We are committed to empowering our members with the knowledge and tools they need to protect their financial accounts and identities.

Our commitment to strengthening the communities we serve goes beyond providing financial services; it's about making a meaningful difference in the lives of our members and neighbors. This year, our staff has dedicated their time, resources, and expertise to supporting local organizations, working collaboratively on projects that support children and families in need, as well as K-12 education initiatives. Our team members contributed a total of 1,285 volunteer hours, and Generations contributed \$270,000 in member and employee donations, and credit union sponsorships to support various local nonprofits. Through these efforts, we remain dedicated to being not just your financial institution of choice, but a partner and advocate investing in positive, lasting change in the communities we call home.

We also had the pleasure of recognizing the bright futures of three exceptional young leaders by awarding them our Future Leaders scholarships. Congratulations to Aaliyyah Garcia of the University of Chicago, Christopher Corona of the University of Rochester Eastman School of Music, and Madeline Rios of Baylor University.

As we look back on the past year, we are immensely proud of the professionalism, resilience, and dedication shown by our staff. Their unwavering commitment to our members and the mission of our credit union has been truly inspiring. Despite the challenges we faced, our team remained focused, adaptable and upheld the high standards our members expect. The strength and perseverance demonstrated by our staff are a testament to the integrity of our culture and the deep care we have for those we serve. On behalf of the Board, I extend our heartfelt thanks to our team for their hard work and dedication, which are crucial to our continued success. We are deeply grateful for your continued membership and support. We look forward to serving you for generations to come.

Larry Reed
Board Chair

LETTER FROM THE CEO



It's been a dynamic and productive year for Generations Federal Credit Union, and we're thrilled to share some of the highlights with you. We kicked off 2024 with an Open House, welcoming our valued members and community leaders to our new Castle Hills Branch and Headquarters. This event marked a significant milestone, and we were delighted to share our expanded space with you.

We also initiated the first phase of our new Member Relationship Management system; a crucial step in our commitment to providing you with more personalized and comprehensive service.

The credit union has also been focused on enhancing our credit card offerings. We launched a refreshed look and points system for our Visa Credit Card Rewards Programs to ensure they remain competitive and beneficial for you. Additionally, we implemented convenient card management tools within our online and mobile banking platforms, empowering you with greater control over your GFCU Visa cards, 24/7.

We celebrated the Grand Opening of the GFCU Potranco Branch, a significant step in our strategy to expand our branch network and provide greater convenience for our members. Based on valuable member feedback, we launched a redesigned website, offering a more intuitive and user-friendly experience with easy access to frequently visited pages.

To further enhance your banking experience, we also launched enhanced deposit capabilities at our branch ATMs, making transactions quicker and more efficient. We were thrilled to be named a 2024 Top Workplace by the SA Express-News. This recognition highlights our commitment to creating a positive and supportive work environment for our team members. We've focused on enriching our employees through vaccine clinics, wellness fairs, and leadership training.

Finally, I want to express my sincere appreciation for the exceptional teamwork and unwavering dedication of our management and staff. I am immensely proud of the way our team consistently demonstrates their commitment to both our members and each other. It's this spirit of collaboration and mutual support that truly sets our credit union apart and makes GFCU a special place for everyone.

Thank you for your membership and for being a part of the Generations Federal Credit Union family. We are dedicated to serving you and look forward to continuing to grow together.

Rick Divina
President & CEO

LETTER FROM THE SUPERVISORY COMMITTEE



The Supervisory Committee is tasked with overseeing independent audits and exams of the Credit Union to ensure that member funds are managed appropriately and that assets are safeguarded. The Supervisory Committee also evaluates the effectiveness of internal controls and makes recommendations for improvement, ensures annual financial statement audits, and verifies member accounts. This committee is established by National Credit Union Administration regulation.

In 2024 the Credit Union undertook an audit by an independent auditor. The Supervisory Committee provided oversight of the Credit Union's financial reporting process on behalf of the Board of Directors. As part of this process, the Committee independently selected a certified public accounting firm to provide an opinion on the Credit Union's financial statements. Management is responsible for the financial statements and the financial reporting process, including internal controls. In fulfilling its oversight responsibilities, the Committee discussed the financial statements in the annual report with management, including a discussion of the quality, not just the acceptability, of the accounting principles; the reasonableness of significant judgments; and the clarity of disclosures in the financial statements.

The findings of these reviews confirmed that we are a secure financial institution which continues to operate in an optimized manner.

Thank you for your continued trust and support.

Robert Westbrook
Chair, Supervisory Committee

LETTER FROM THE TREASURER



As of December 31, 2024, Generations FCU Total Assets totaled \$744,903,413, compared to \$756,378,582 the previous year. This is mainly due to the reduction in borrowings. Total loans remained steady at \$552,389,948 while deposits grew by \$8 million, reaching \$633,339,820.

For the year, the credit union recorded a net loss of \$(1,429,483). This was primarily due to the sharp increases in interest rates, which caused our cost of funds to rise faster than the income generated from loans. However, our member-savers benefitted from these higher rates, as we paid out over \$8 million in dividends on their deposits. Despite these challenges, we were able to reduce our operating expenses by \$450,000 through continued process improvements, even as we made significant investments in expanding our branch network.

Generations ended 2024 with solid financial health, maintaining a strong net worth ratio of more than 9%, well above the NCUA's well-capitalized threshold. We are well-positioned to navigate any uncertainties or challenges that may arise in the coming year.

Warren Schott
Board Treasurer

COMPARATIVE INCOME STATEMENT

FOR THE YEAR ENDED DECEMBER 31, 2024

Income	2024	2023
Loan Interest Income	33,245,697	29,469,900
Investment Interest Income	6,660,542	7,141,544
Fee & Other Income	14,825,282	19,335,304
Non-Operating Gain/Loss	-	1,701,597
Expenses		
Interest on Borrowings	8,146,579	5,751,535
Dividends on Deposits	8,359,996	6,657,756
Provision for Loan Losses	4,121,746	4,538,352
Operating Expenses	35,532,682	35,989,594
Net Income (Loss)	(1,429,483)	4,711,108

COMPARATIVE BALANCE SHEET

Assets		
Net Loans to Members	548,243,926	549,391,178
Cash & Investments	115,447,938	132,646,886
Fixed Assets	45,197,434	40,197,732
Other Assets	36,014,115	34,142,786
Total Assets	744,903,413	756,378,582
Liabilities & Equity		
Member Shares & Deposits	633,339,820	624,969,633
Notes Payable	50,351,000	63,318,000
Other Liabilities	4,579,523	13,264,425
Undivided Earnings	67,100,262	68,529,745
Other Equity	(10,467,193)	(13,703,222)
Total Liabilities & Equity	744,903,413	756,378,582

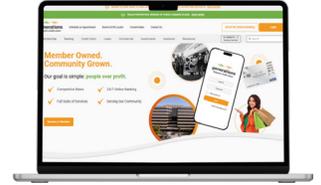
NEW TO MEMBERS IN 2024



*generations rewards for
Visa® Credit Cards*



*Potranco Branch
Grand Opening*



*New MyGenFCU.org
Website*



*Castle Hills Branch
Open House*



*Depository
ATMs*

WHAT ARE MEMBERS SAYING* ABOUT GENERATIONS FEDERAL CREDIT UNION?

“

Andrea responded promptly and was totally professional. She was completely courteous and patient with us. I continue to come back to Generations FCU for all my loan needs. Everything always runs completely smooth.

F. Roberts ”



“

Stephanie was very professional and did an excellent job multitasking handling the drive thru window plus the counter!!! Never lost her composure but remained calm , friendly and polite the whole time! Everyone is very professional, kind and ready to assist you!!

D. Ramos ”



“

Hugo was amazing! I will gladly highly recommend generations to everyone I know! Hugo made the experience personable and easy. He was such a pleasure! Way to go Hugo!

A. Bush ”



“

Irma was so very helpful. She provided information on all types of loans, which helped me choose the right loan for me. I felt very comfortable with Irma and will go back to generations in the future for any financial needs.

R. Esparza ”



“

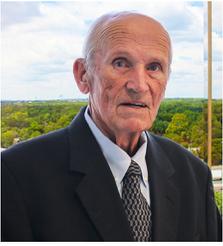
I have been with the credit union since it was City Emploeyss Federal credit union, then Generations, and I have had many loans with our credit union, I will say Ruby hands down has been the best loan officer that I have worked with, she took care of me, she made what could have been a stressful time easy and stressless. Thank you again Ruby/Generations.

L. Carrillo ”



* Quotes submitted by GFCU Members in response to MemberXP post-transaction email surveys.

BOARD OF DIRECTORS



Larry Reed
Board Chair



Rosalie O. Manzano
Board Vice Chair



Veronica Godley
Board Secretary



Warren Schott
Board Treasurer



Ervey Banda
Board Member



James Bell
Board Member



Bart Moczygmba
Board Member



Anthony Rogers, Ph.D.
Board Member



James Smith
Board Member



George Whitfield, Jr.
Board Emeritus

SUPERVISORY COMMITTEE

Robert Westbrook
Supervisory
Committee Chair

Kate Martin

Kevin Burton

**Anthony Rogers,
Ph.D.**

Michael Trainer

LEADERSHIP

Rick Divina
President &
Chief Executive Officer

Mark Johnston
Senior Vice President/
Chief Lending Officer

Wendy Albers
Senior Vice President
of Member Experience

Erica Garza
Vice President of
Risk Management

Letty Gonzales
Vice President of
Member Engagement

Eve Hernandez
Vice President of
Marketing

Kate Himes
Vice President of
Consumer Lending

Brent Mora
Vice President of
Mortgage Lending

Samantha Olivarez
Vice President of
Information
Technology

Marissa Scheffler
Vice President of
Human Resources

Danielle Smothers
Vice President of
Retail Delivery



Get the latest news and developments at MyGenFCU.org, and on social media.