



2025

**ANNUAL  
REPORT**

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# Meeting **Agenda**

## **Call to Order & Welcome**

Mike Moulton, Board Chair

## **Approval of Minutes**

Mike Moulton, Board Chair

## **Reports from Officials**

### **Supervisory Committee Report**

Brian Pickett, Supervisory Committee Chair

### **Board of Directors Election Report**

Caitlin Davison, Nominating Committee Chair

### **President & CEO Report**

Chris Kearney, President & CEO

## **Adjournment**

Mike Moulton, Board Chair

## **Questions from the Floor**

Mike Moulton/Chris Kearney





**Truist**

**CREDIT**



Meet Your Senior  
**Leadership**

# West T UNION



**From Left to Right:**

**Chris Kearney** President and Chief Executive Officer

**Mike Ward** Executive Vice President and Chief Financial Officer

**Alysse Medina** Senior Vice President and Chief Legal Officer

**Pete Lopez** Senior Vice President and Chief Information Officer

**Nikki Badje** Senior Vice President and Chief People Officer

**Jennifer Kimmell** Senior Vice President and Chief Experience Officer

**Farid Farbod** Senior Vice President and Chief Lending Officer

2025

# Summary

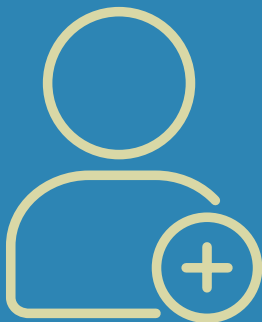
**\$28 MILLION+**

in dividends and rewards given  
back to members

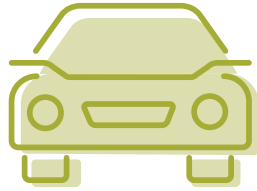


**\$11.2 MILLION**

**NET INCOME**



**90,186 MEMBERS**



**6,000+**  
members drove  
away in a new  
or preowned car  
financed by a  
TruWest loan

**740**  
financed  
homes



Earned Most  
Admired Company  
award for  
**3 years**

**48%**  
increase in  
Digital Account  
openings



TruWest Wealth Management Services

**\$595 MILLION+** in assets  
& won PFG Financial Institution of the Year



# Chair and President & CEO

## To our members,

As we reflect on 2025, we are proud to share the progress TruWest Credit Union made on behalf of our members. We focused on delivering strong returns, easier access to credit, and services that help members thrive today and in the future.

TruWest ended the year with \$1.7 billion in total assets, \$1.3 billion in loans, and \$1.5 billion in deposits. Deposit growth of 5% year over year was a standout achievement for 2025. Net worth rose 6.5% to \$183 million, representing 10.8% of total assets, underscoring the Credit Union's strong capital position. Like multiple years past, TruWest earned Bauer Financial's highest five-star rating for safety and soundness in 2025.

Net income increased to \$11.2 million, a 16.1% improvement over 2024. Although revenue declined 3% as interest rates eased, your Credit Union managed expenses with discipline; operating costs rose only 2%. This performance enabled us to maintain competitive dividends while continuing to invest in member service and technology.

## **“Our promise to members is the TruDifference, great rates and great service delivered with a culture of caring.”**

2025 was another exceptional year for savers. Members earned a collective \$28 million in dividends and rewards. Our Savings Certificate rates remained among the most competitive in the market, helping members maximize returns on savings.

We continued to support members’ major life purchases in a season when affordability is top of mind, helping them navigate higher costs with financing options designed to keep their needs within reach:

- Over 6,000 members financed new or preowned vehicles in 2025, a 22% increase from 2024.
- 740 members financed homes in 2025. Of these, 72 first-time home buyers received down payment assistance through our WISH (Workforce Initiative Subsidy for Homeownership) program. In total, \$2.3 million in matching down payment assistance grants were awarded to low and middle income buyers.

Planning for retirement remains a priority for our members. TruWest Wealth Management Services finished 2025 with \$595 million in assets under management, a 20% increase year over year, serving more than 1,800 clients across all wealth levels.

At TruWest, our commitment has always been to provide you with secure, reliable and modern financial solutions. To support that commitment, we spent 2025 preparing for a significant upgrade to internal systems in early 2026. This is an important investment in our future, one that strengthens the technology behind your accounts and positions the Credit Union for continued innovation and growth.

Targeted investments enabled us to improve the member experience while strengthening security:

- Launched a new Digital Account Opening platform, increasing the number of new digital members by 48%.
- Introduced a faster, data driven decision process for modest Home Equity Loans to speed approvals.
- Reduced fraud losses by more than 50% through system upgrades, training, and member communication.

TruWest earned a Most Admired Company award for the third consecutive year for our results, culture, and community service. Employee turnover remained low as team members chose to build long-term careers with us.

**continued...**

In 2025, our promise to support our community remained unwavering. We donated over \$75,000 to Phoenix Children’s Hospital and Dell Children’s Medical Center in Austin, provided more than 1,400 fully stocked backpacks to students in the Phoenix and Austin areas, and delivered financial-literacy workshops and budget simulations to more than 600 students. These efforts reflect TruWest’s ongoing focus on supporting families, strengthening schools, and helping young people build practical money skills.

Our promise to members is the TruDifference, great rates and great service delivered with a culture of caring.

Thank you for your trust; we look forward to serving you in the years ahead.

Sincerely,



Mike Moulton  
**Chair**



Chris Kearny  
**President & CEO**



2025

# Community Highlights



## WORKFORCE INITIATIVE SUBSIDY FOR HOMEOWNERSHIP (WISH) FOR FIRST-TIME HOMEBUYERS

Helped families purchase their first home through grants totaling more than **\$2.3 MILLION**

## BACKPACK DRIVES

Provided **1400+** filled backpacks and school supplies to schools in Arizona and Texas for the 2025 school year



## FINANCIAL LITERACY

Financial literacy courses provided to **400+** participants at multiple schools and non-profit organizations throughout Texas and Arizona

## BITE OF REALITY

Hosted **200+** participants in financial literacy simulations throughout Arizona non-profits and schools





**\$62,000+**

in employee and board member donations



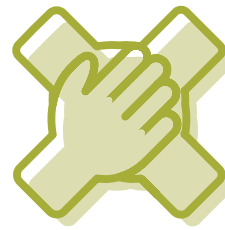
**\$13,000+**

in member and employee payroll deduction donations + a **holiday toy drive**



**\$36,000+**

Member and employee donations



**\$10,000**

donated to the **Texas Flood Relief**



### **SPONSORSHIPS & SPONSOR SUPPORT**

**30+** Arizona and Texas community organizations, schools & school districts, charities, partnerships, food banks & city chambers



### **COMMUNITY SERVICE OPPORTUNITIES**

**\$14,000+** donated to more than 10 non-profit organizations

# Treasurer's Letter

## To the members of TruWest Credit Union,

I am pleased to share that 2025 proved to be another strong year of financial performance for TruWest Credit Union. The following reflects the credit union's key financial results:

- 2025 Earnings of \$11.2 million represent a 16.1% increase over 2024.
- Total assets of \$1.7 billion were an increase of 5% from the prior year.
- Total member deposits of \$1.5 billion, represent a 5% increase over 2024.
- Ending loans balances of \$1.3 billion were an increase of 2.7% over the prior year.
- Our capital ratio, a key measure of our financial strength and ability to weather difficult times, ended the year at 10.8%, which was consistent with year-end 2024.
- Overall Revenue and dividends paid to members increased \$654,000, or, 2.5%.

As you might expect, 2025 was a challenging year due to changes in our regulatory environment and declining rates. While lower rates benefit borrowers, they also affect member dividends and our overall revenue. TruWest continues to offer market leading rates, while growing our loan portfolio in a highly competitive environment. Despite the array of challenges, I am pleased to share that we continue to generate strong earnings and fortify an already strong balance sheet. It's notable that TruWest continues to receive the highest possible rating from our state auditors and regulators.

During 2025, we continued to identify innovative ways to allow our organization to operate more efficiently. Most notably the team made a major investment to upgrade our Core processor, the heartbeat of our internal operating environment. After a significant effort, this new system successfully went live in early March 2026. While this world class operating system is largely invisible to most members, it will enable our team to continue to offer leading edge solutions for our members and position us for future success.

Furthermore, we have invested significant resources and time to deter the rise of fraud and scams. Statistics show that global fraud has increased significantly and is a top industry and member issue. As such, a key focus of our team is improving systems and processes that protect your assets.

Our member-driven business model relies heavily on listening to our members and earning your trust. That is a top goal for our Management Team and Board of Directors.

**Thank you for the privilege of serving you and the opportunity to continue to earn your loyalty and support.**

Sincerely,



David Holody  
**Board of Directors**  
**Position:** Treasurer

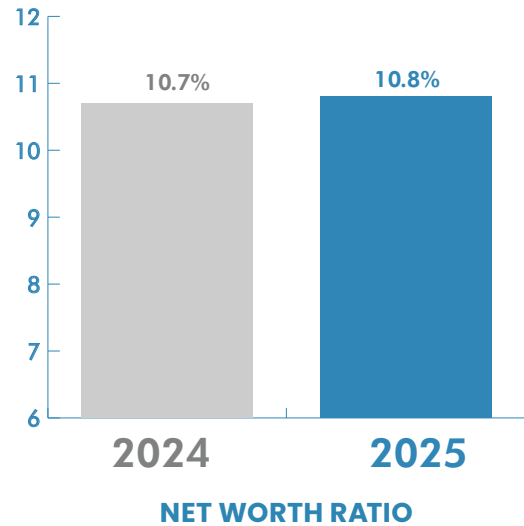
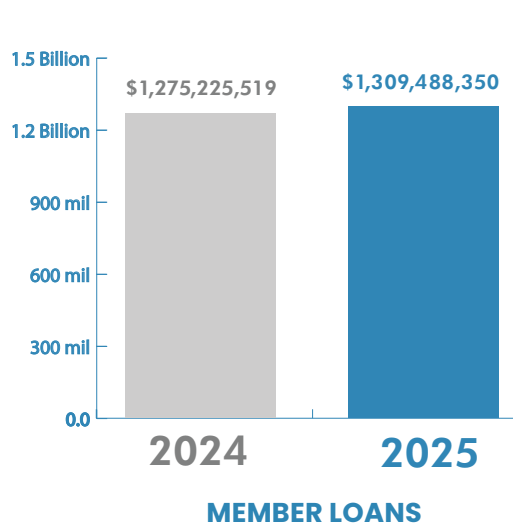


# 2025 Financials

## BALANCE SHEET

ASSETS	2025	2024	% Change
Loans to Members	\$1,309,488,350	\$1,275,225,519	2.7%
Allowance for Credit Losses	-\$12,707,419	-\$11,952,532	6.3%
Net Loans	\$1,296,780,931	\$1,263,272,987	2.7%
Cash and Cash Equivalents	\$148,420,958	\$92,054,053	61.2%
Total Investments	\$186,450,898	\$191,765,275	-2.8%
Net Fixed Assets	\$14,023,073	\$13,374,225	4.9%
Other Assets	\$42,346,976	\$46,535,067	-9.0%
<b>TOTAL ASSETS</b>	<b>\$1,688,022,836</b>	<b>\$1,607,001,607</b>	<b>5.0%</b>

LIABILITIES AND EQUITY	2025	2024	% Change
Total Liabilities	\$45,534,838	\$53,632,455	-15.1%
Total Savings	\$319,763,974	\$326,284,441	-2.0%
Total Checking	\$364,413,947	\$358,433,335	1.7%
Total Money Market	\$290,348,895	\$287,975,988	.08%
Total IRA	\$15,574,343	\$16,914,260	-7.9%
Total Certificates	\$502,958,543	\$431,818,122	16.5%
Total Deposits	\$1,493,059,702	\$1,421,426,146	5.0%
Total Reserves	\$149,428,296	\$131,943,006	13.3%
<b>TOTAL LIABILITIES, MEMBER DEPOSITS AND RESERVES</b>	<b>\$1,688,022,836</b>	<b>\$1,607,001,607</b>	<b>5.0%</b>



## HIGHLIGHTS & INCOME STATEMENT

### HIGHLIGHTS

	2025	2024	% Change
Members	90,186	89,803	.04%
Saving Accounts	101,775	101,901	-0.1%
Checking Accounts	51,499	51,456	0.1%
IRAs	2,793	2,837	-1.6%
Money Market	7,184	7,316	-1.8%
Certificates	11,453	10,486	9.2%
Online Banking Users	67,359	67,206	0.2%
Mobile Banking Users	42,370	43,968	-3.6%
Bill Pay Users	23,693	23,509	0.8%

### INCOME STATEMENT

	2025	2024	% Change
Interest on Loans	\$81,434,152	\$81,959,092	-0.6%
Interest on Investments	\$10,043,880	\$12,951,985	-22.5%
Interest Expense	\$28,508,744	\$35,214,523	-19.0%
Net Interest Income	\$62,969,288	\$59,696,554	5.5%
Non-Interest Income	\$15,732,610	\$15,550,465	1.2%
Operating Expenses	\$59,547,467	\$58,303,596	2.1%
Provision for Loan Losses	\$7,960,669	\$7,304,736	9.0%
Net Income	\$11,193,762	\$9,638,687	16.1%



# Supervisory Committee Letter

The Supervisory Committee, consisting of committed volunteers appointed by the Board of Directors, is dedicated to ensuring effective governance and accountability. As a key component of the Credit Union's independent oversight structure designed to safeguard member assets, the Supervisory Committee assists the Board in critical areas, including ensuring that the Credit Union prepares its financial statements with integrity and adheres to legal and regulatory frameworks.

The Supervisory Committee is responsible for independently overseeing the effectiveness of internal audit functions and the successful completion of external and mandatory audits. It also evaluates qualifications of independent auditors and participates in selecting the external audit firm. For the 2025 financial audit, as in previous years, CliftonLarsonAllen, LLP, was selected. TruWest works closely with agencies such as the National Credit Union Administration (NCUA), the Arizona Department of Insurance and Financial Institutions, and the Texas Credit Union Department to meet audit and regulatory compliance standards.

TruWest Credit Union reaffirms its financial health, as evidenced by the independent financial audit. The positive outcomes, coupled with the Supervisory Committee's diligent efforts, ensure an accurate reflection of the Credit Union's financial position and the effectiveness of its internal controls. The Supervisory Committee remains committed and focused to safeguarding the financial well-being of TruWest and its members.

**The Committee extends its sincere appreciation to members for their trust in TruWest and for choosing the Credit Union as their preferred financial partner.**

Sincerely,



**Brian Pickett**  
Supervisory Committee  
Position: Committee Chair



**Ryan Dick**  
Supervisory Committee



**Georgia Sanchez**  
Supervisory Committee



**Bill Cranker**  
Supervisory Committee

# Meet the Board



Mike Moulton (TX)

**Board of Directors**  
**Position:** Chair  
**Term Expiration:** 2027



Susanna DeFranco (AZ)

**Board of Directors**  
**Position:** Vice Chair  
**Term Expiration:** 2028



David Holody (TX)

**Board of Directors**  
**Position:** Treasurer  
**Term Expiration:** 2026



Jeff Homer (AZ)

**Board of Directors**  
**Position:** Secretary  
**Term Expiration:** 2028



Tim Niesz (AZ)

**Board of Directors**  
**Term Expiration:** 2026



Rick O'Connor (AZ)

**Board of Directors**  
**Term Expiration:** 2028



Steve Benton (AZ)

**Board of Directors**  
**Term Expiration:** 2027



Scott Johs (AZ)

**Board of Directors**  
**Term Expiration:** 2026



Caitlin Davison (AZ)

**Board of Directors**  
**Term Expiration:** 2027



Our Board Committee Members work to further the goals of TruWest® Credit Union and focus on member concerns. They listen to our members and communicate issues, needs and interests to the Board of Directors.



Brian Pickett (AZ)

**Supervisory Committee**  
**Position:** Committee Chair  
**Term Expiration:** 2027



Ryan Dick (AZ)

**Supervisory Committee**  
**Term Expiration:** 2028



Bill Cranker (AZ)

**Supervisory Committee**  
**Term Expiration:** 2026



Georgia Sanchez (TX)

**Supervisory Committee**  
**Term Expiration:** 2028







TruWest® Credit Union  
Insured by NCUA

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