



# Your Community is Our Community.

**IT'S TRUE.**



**2023** ANNUAL REPORT

# Contents



Report of the President & CEO . . . . .	3
Report of the Board of Directors . . . . .	5
Report of the Supervisory Committee . . . . .	9
Financial Statements . . . . .	12
2023 Charitable Donations . . . . .	17
2023 Partnerships . . . . .	18
Photo Highlights . . . . .	19
Products & Services . . . . .	21

# Report of the CEO



Reflecting on 2023 evokes impressions of a job well done. Our visionary board of directors, unparalleled management team, tireless staff, and, most importantly, our loyal and enthusiastic membership are responsible for our evolution into one of the fastest growing and highest performing credit unions in the nation.

While I am proud of what we have accomplished together, I'm also eager to share news of your credit union's future, particularly our areas of focus in 2024:

## **FINANCIAL WELL-BEING OF OUR MEMBERS.**

Our mission, particularly in this challenging economic environment, is to maximize member value. We have and will continue to seek ways to deliver high-yielding investments, low-cost loans, and convenient access while maintaining high standards of safety and soundness.

## **COMMUNITY IMPACT.**

Historically TruStone has generously given back to our communities through charitable contributions, employee volunteerism, and the many fine works of the TruStone Foundation. We are further focusing these efforts to align with our mission and ensure greater impact than ever before.

## **MORE ACCESS.**

Among the most common question I am asked by members is "When will a TruStone branch open in my neighborhood?" Rest assured, the search for more convenient locations is ongoing. Our Coon Rapids branch, opened in 2023, has been extremely well received. We are excited to bring TruStone to your neighborhood next.

## **INVESTING IN PEOPLE.**

Our employees are what make us different. Engagement statistics, member surveys and online reviews routinely demonstrate how much our members enjoy working with TruStone staff. It's clear that investing in our employees is also an investment in the value of membership.

## **ANYWHERE, ANY WAY, ANYTIME.**

We strive to deliver a digital experience as rewarding as a face-to-face interaction. Enhanced chat, document delivery via text, convenient loan pre-approval and refinancing, a new student lending portal, and one-click service enrollment are only the beginning. Expect more digital and mobile enhancements in the months to come.

It's clear that the many accomplishments celebrated in this annual report are a function of prioritizing our members and communities. When we build our credit union on a mission of member service, our continued success is a natural outcome.

**Dale Turner**  
PRESIDENT & CEO



# Executive Management Team

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**Dale Turner**

President and Chief Executive Officer

**Nathan Grunzke**

EVP/Chief Mortgage Officer

**Cole Hahn**

EVP/Chief People Officer

**Hans Iverson**

EVP/Chief Operations Officer

**Gary Jeter**

EVP/Chief Technology Officer

**Martin Kelly**

EVP/Chief Marketing Officer

**Steve Steen**

EVP/Chief Retail Officer

**Phil Young**

EVP/Chief Legal Officer

**Daniel Zaczkowski**

EVP/Chief Financial Officer





# Report of the Board Chair



This year marks the 85th Anniversary of TruStone Financial Credit Union. Celebrating such an impressive milestone invariably prompts us to reflect on our roots. Your credit union was founded in 1939 as a member-owned, not-for-profit financial cooperative.

Our founders envisioned a financial institution different from traditional banks, one that focused on people over profit. Today your credit union continues that long-standing history with a mission to engage, educate, and inspire our members to achieve lifelong financial well-being.

As representatives of the membership, it is the responsibility of TruStone's Board of Directors to ensure that mission is at the heart of everything we do. It is the foundation of our annual strategic plan and page one of our monthly review with credit union leadership.

The testament to 85 years of living our mission is found in the pages of this annual report. Strong financial performance allows us to provide our membership with peace of mind (safety and soundness), added convenience (high tech and high touch) and investments in our community (charitable giving, financial education, and volunteerism).

It's clear that we are delivering on a promise made by our founders years ago. We see evidence of it every day – TruStone is among the fastest growing credit unions in the country. Product and service usage is at record highs. Member feedback is overwhelmingly positive.

On behalf of your volunteer board of directors, I thank you for putting your trust in TruStone Financial. It is our privilege to serve as a guide on your path to financial well-being.

A handwritten signature in black ink, appearing to read "John Christenson". The signature is written in a cursive, flowing style.

**John Christenson**  
**CHAIR**



# Board of Directors

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**John Christenson**  
Chair

**Darrick Metz**  
Vice Chair

**Doug Nesbit**  
Treasurer

**Anne Ziebell**  
Secretary

**Thomas Alagna**

**Steve Bohlig**

**Lori Bonin**

**Kevin Crane**

**Steve Hunziker**

**James Sackett**

**Sam Stern**

**Jennifer Whitlock**

**Bruce Whitmore**

**Roberta Oveson**  
Associate Director

**Evelyn Jones**  
Director Emeritus



# Board of Directors







# Evelyn Jones

## LEGACY

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In 2024 Director Emeritus Evelyn Jones will formally retire after more than 25 years of volunteer service. Evelyn was elected in 1998 to the board of US Federal Credit Union (later rebranded as Firefly, which merged with TruStone in 2021). During her tenure she served in a variety of capacities, including Board Chair, Vice-Chair, and Treasurer.

Evelyn's 30-year career in Human Resources makes it clear that she puts people first – she is well regarded as a tireless advocate for our members and our employees. She is a strategic thinker, a collaborator, and a motivator. Her warm and genuine personality have made her popular with peers past and present.

In honor of Evelyn's many contributions, TruStone will be making a \$1,000 donation to Haven Acres, a faith-based youth mentorship ranch that pairs rescued or adopted horses with at-risk youth.





# Report of the Supervisory Committee



One of TruStone's core values is Simplicity, defined as the delivery of frictionless service. Though we strive to keep things simple for our members, operating a credit union is anything but. Every year TruStone processes hundreds of millions of transactions and opens loan and deposit accounts totaling billions of dollars. Handling these volumes and the increasing needs of our members requires complex systems and considerable resources.

This, in turn, makes our attention to accuracy, security and soundness imperative. TruStone's Supervisory Committee engages a variety of internal and external industry experts to conduct comprehensive audits of our financial, administrative, and operational practices:

In 2023, TruStone received thorough examinations from the Minnesota Department of Commerce and the National Credit Union Administration (NCUA.) These confirmed our belief that we are a strong, healthy credit union, well-equipped to serve our members.

We engaged an industry-leading independent public accounting firm to perform our financial statement audit in accordance with regulatory requirements. Their audit opinion states that our financial position and results of operations are fairly presented in accordance with generally accepted accounting principles.

We employ experienced internal auditors to regularly review all aspects of our organization, with no material exceptions or weaknesses found in our systems during the year under review.

TruStone is a complex, growing organization, but our progress should never be at the expense of our core values. With necessary oversight and attention to detail, we can be one of the largest financial institutions in the Midwest while also proudly serving as your neighborhood credit union.

A handwritten signature in black ink, appearing to read "Brian D. Lee".

**Brian Lee**  
**SUPERVISORY COMMITTEE CHAIR**



# Supervisory Committee

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**Brian Lee**  
Committee Chair

**Bob Larson**  
Secretary

**Esmail Harunany**

**Teena Liu**

**Lenny Newman**



# Supervisory Committee





# Balance Sheet

(\$ IN THOUSANDS)

## ASSETS

	<b>2023</b>	<b>2022</b>
Loans, net	\$ 3,749,787	\$ 3,616,147
Cash & Investments	1,007,280	775,724
Property and Equipment, net	52,720	51,431
Other Assets	193,359	171,367
<b>Total Assets</b>	<b>\$ 5,003,147</b>	<b>\$ 4,614,668</b>

## LIABILITIES AND MEMBERS' EQUITY

Member Shares	\$ 3,928,675	\$ 3,785,244
Borrowed Funds	549,000	378,000
Other Liabilities	66,829	64,020
Total Liabilities	4,544,503	4,227,264
Members' Equity	458,644	387,404
<b>Total Liabilities and Members' Equity</b>	<b>\$ 5,003,147</b>	<b>\$ 4,614,668</b>



# Income Statement

(\$ IN THOUSANDS)

## NET INTEREST INCOME

	<b>2023</b>	<b>2022</b>
Loans	\$ 179,996	\$ 132,805
Investments	40,644	22,180
Dividend/Interest expense	97,351	33,160
Provision for loan losses	7,699	6,925
<b>Net Interest Income</b>	<b>\$ 115,589</b>	<b>\$ 114,900</b>

## NON-INTEREST INCOME

Loan sale and servicing income	\$ 9,276	\$ 9,888
Service fees	12,440	12,083
Other non-interest income	12,883	13,646
<b>Total Non-Interest Income</b>	<b>\$ 34,600</b>	<b>\$ 35,616</b>

## NON-INTEREST EXPENSE

Compensation and benefits	\$ 57,164	\$ 55,969
Occupancy and office operations	21,967	20,985
Other	19,649	17,087
<b>Total Non-Interest Expense</b>	<b>\$ 98,781</b>	<b>\$ 94,042</b>

<b>Net Income</b>	<b>\$ 51,408</b>	<b>\$ 56,475</b>
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# Member Service



**SATISFACTION  
SCORE**



**MEMBER  
EFFORT**



**OVERALL  
EXPERIENCE**

**214,200**

TOTAL MEMBERS

**560**

EMPLOYEES

**23**

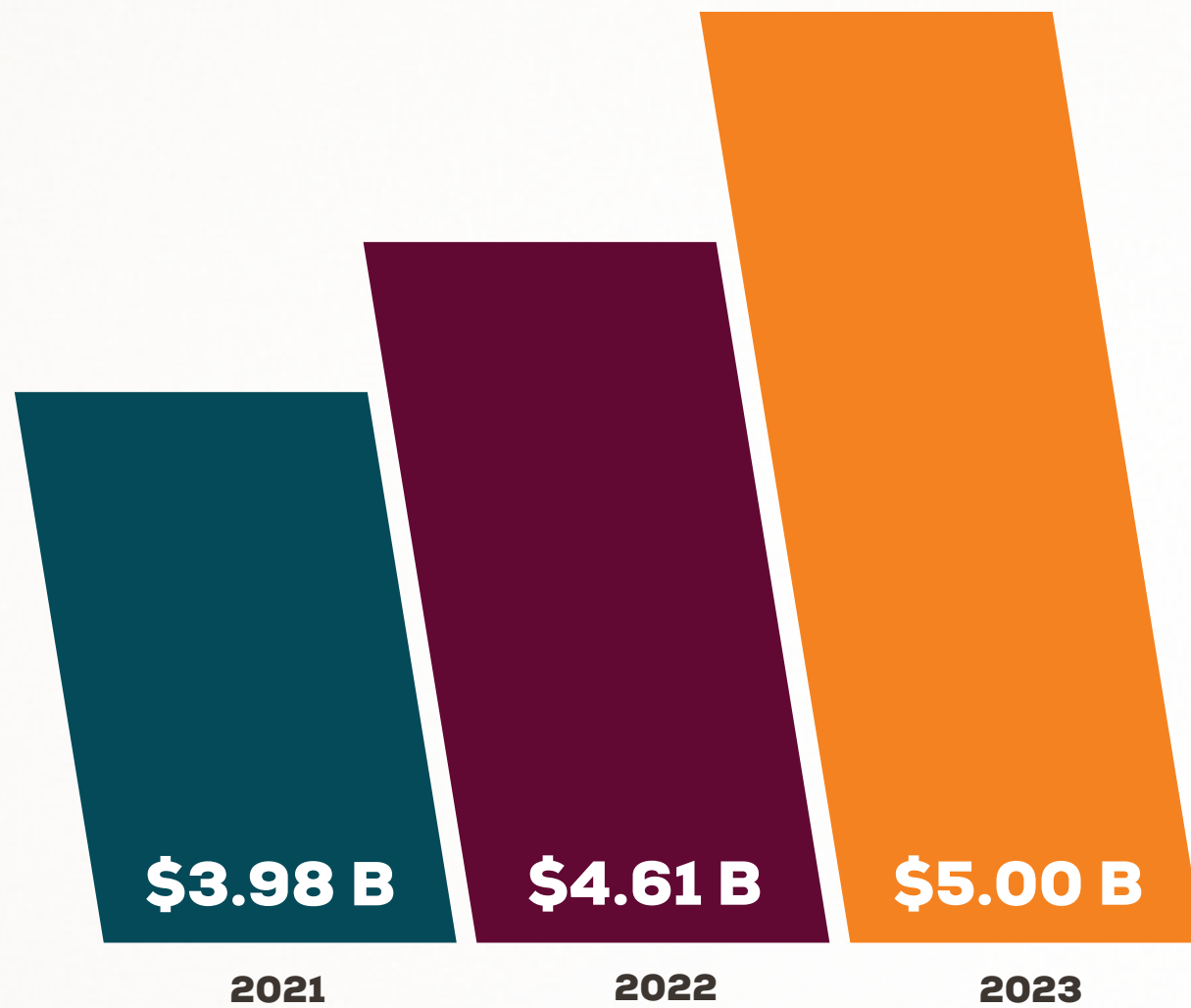
BRANCHES

*\*Member service scores are derived from thousands of responses to individual surveys conducted over the course of 2023. Scores are based on a 10-point scale.*





# Total Assets



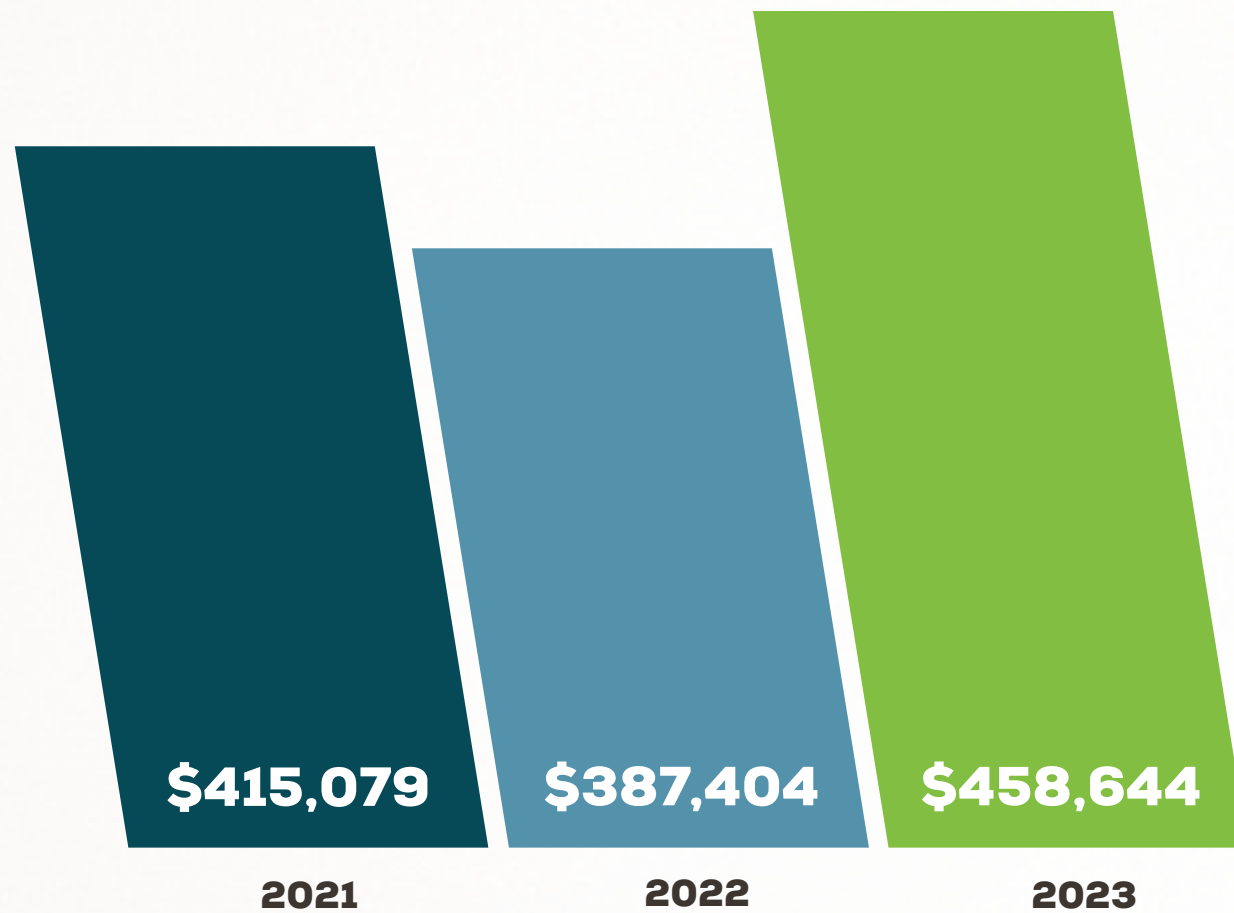
**\$17,052**  
AVERAGE SHARES  
PER MEMBER

**\$30,098**  
AVERAGE LOAN  
OUTSTANDING



# Member's Equity

(\$ in thousands)



**\$2,141**  
EQUITY PER MEMBER

**1.07%**  
RETURN ON ASSETS



# 2023 Charitable Donations

## TRUE GIVING – MAKING AN IMPACT

True to our word, at TruStone Financial we challenge the status quo to better serve the needs of others – our members, our team members and our communities by supporting organizational events that give back in every community we serve. By devoting countless hours volunteering to help our neighbors, TruStone partners with many charitable organizations, hosts donation drives, sponsors events in our communities, provides financial education and hosts complimentary events such as shred days and home buying seminars. Whether we are on clean up duty, teaching a budgeting class at the local elementary school or providing financial support, TruStone puts the needs of our neighbors first to create a stronger, more resilient community. With the help of our TruStone Financial Foundation, our total impact in 2023 includes:

**500+ / 1,000+ / 38**

More than 500 employees volunteered 1,000+ hours of service to 38 different organizations and communities for CU Forward Day. Some of the organizations supported include Junior Achievement, Second Harvest Heartland, Ronald McDonald House, Project Concern, United Way, and many others.

**\$25,000**

Donated to 10 local high schools as a sponsor of Prep Sports Hot Highlights.

**\$3,200 + 1,700 Toys**

Collected and donated to Toys for Tots.

**\$60,000**

Awarded in scholarships to 17 student members pursuing a secondary education in the 2023-2024 school year.

**\$150,000**

Donated by TruStone Foundation in support to communities for initiatives such as financial education, racial equity and inclusion. Organizations impacted include Bolder Options, The Sanneh Foundation, Al Nolen Foundation, Asset Builders, Junior Achievement North, Local Food Shelves and more.

**\$40,000**

Donated in partnership with the TruTeam Giving Program. The TruStone Foundation matched dollars raised to benefit many non-profit organizations, such as Tee It Up for the Troops, Highland Friendship Club, SAVE, Special Olympics and more.

## TRUSTONE FINANCIAL FOUNDATION

The TruStone Financial Foundation is a not-for-profit 501(c)(3) organization founded in 2009 by TruStone Financial Credit Union. The foundation was established to reinforce our commitment to financial education, supporting our communities with scholarships, donations to local non-profits, and investments in financial literacy programs.





# 2023 Partnerships

As part of our commitment to giving back, TruStone supports organizations that share our vision and commitment of elevating the community through teamwork, respect and inclusiveness.

## MINNESOTA AURORA

Aurora FC is Minnesota's first pre-professional women's soccer team. Women-led and community owned, the program enters its third season welcoming sold-out crowds to a neighborhood environment where fans can cheer on the blue and teal. TruStone is a proud founding sponsor of the Aurora, excited to support a program that truly brings communities together.



## GOPHER SPORTS

To drive community impact, TruStone sponsored the Minnesota Gopher's 'Coming Home' initiative that welcomed notable alums back to campus to be recognized for accomplishments both on and off the playing surface.



## MINNESOTA STATE HIGH SCHOOL LEAGUE

As a non-profit voluntary association, the Minnesota State High School League (MSHSL) has provided service, leadership and extra-curricular opportunities to more than 240,000 high school students participating annually in athletic, academic and fine art activities. TruStone, title sponsor of MSHSL, enthusiastically supports their focus on sportsmanship, recognition, and scholarship.

## WISCONSIN FINANCIAL & INVESTMENT CHALLENGE BOWL

The Finance & Investment Challenge Bowl is a literacy program teaching a wide range of financial topics and wealth-building strategies. Area high school students from Racine to Kenosha County participated in the event to learn everything from budgeting to investment skills. TruStone partnered with Asset Builders, a non-profit organization to teach these valuable lessons of economic empowerment.





# For Community,





# By Community.



**Minnesota Men's Hockey**  
February 28 · 🌐

On Friday night, we welcome Matt Koalska back to campus thanks to TruStone Financial Credit Union!

Matt will be at 3M Arena at Mariucci signing autographs and taking photos with fans pregame on the concourse by section 24 starting when the doors open at 6:30pm.

📍: [z.umn.edu/9cd5](https://z.umn.edu/9cd5)





# Products & Services

## SAVE

Savings & Certificates  
Health Savings Accounts (HSA)  
Youth & Teen Savings

## SPEND

Checking  
Visa® Debit Card  
Visa® Credit Card  
Checking & Credit for Teens

## BORROW

TruStone Home Mortgage  
Home Equity Loans  
Auto Loans  
Recreational Loans  
Personal Loans  
Adoption Loans  
Student Loan Marketplace  
Commercial Lending

## MANAGE

Digital Banking  
Bill Pay  
Zelle®  
MobilePAY  
Mobile Deposit  
eStatements  
65,000 Surcharge-Free ATMs Nationwide  
5,000+ Shared Branches Nationwide

## INVEST/INSURE

TruStone Financial Advisors  
TruStage Insurance

## LEARN

Financial Education



# Your NEIGHBORHOOD CREDIT UNION



**23 Locations**  
**IN MINNESOTA**  
**& WISCONSIN**



Insured by NCUA.

