

# YOU BELONG



**St. Louis Community**<sup>®</sup>  
Credit Union

# Inclusive ownership, governance and leadership matter

Inclusion is more than a word to SLCCU. Our owners and management are the embodiment of inclusivity.

## Owners/Members

54,000 share/accountholders  
66% people of color  
81.5% low-income

## Governance

8 volunteers  
Elected by owners/members  
African American - 62%  
White - 38%

## Senior Management

7 individuals  
African American - 43%  
White - 57%

## Managers - All Levels

African American - 62%  
White - 38%



### Board of Directors and Supervisory Committee Members

(l to r) Gerald Brooks, Patricia Adams, Kamarrah Killion, Angela Franks, Steven Wood, Holly Humfeld, Rena Faulkner and John Windom (not pictured - Tim Butler, Susan Katzman and Tom Sullivan)



Angela Franks, Board Chairperson, and Kirk D. Mills, President & CEO

Dear Reader,

**A**chieving economic and racial equity starts with confronting the painful truths of exclusion that have long persisted in our society. People of color, women and marginalized groups have historically been shut out from fully participating in the economy, most notably through practices like redlining. This exclusion has led to deep gaps in wealth accumulation and economic power, particularly among people of color and women-headed households.

The financial services industry, including both banks and credit unions, has played a major role in maintaining these inequities by denying access to financial resources for too many. At St. Louis Community Credit Union, we believe it's time for financial institutions to take responsibility for this history and actively work toward reconciliation.

As a Black-owned, community-based financial institution, we have been and remain committed to bridging these divides by fostering a sense of belonging and providing inclusive lending opportunities for consumers and businesses. What truly sets us apart is that we are not just a financial institution – we are a cooperative, owned by the very people and communities we serve. Our members' collective voice guides our mission, ensuring that our efforts are driven by a deep, shared commitment to financial justice. This cooperative ownership empowers us to create lasting, impactful change, as we work in partnership with public, private and philanthropic entities to build a more just and equitable society for all.

In 2024, our efforts focused on advancing financial inclusion by sourcing and leveraging low-cost capital, driving local economic development through partnerships and providing access to financial opportunities for those most in need. Together, we are building a more equitable future for St. Louis.

In Solidarity,



Angela Franks  
Chairperson, Board of Directors  
St. Louis Community Credit Union



# Building

Despite a challenging economy for both businesses and consumers, St. Louis Community Credit Union delivered upon our promise of financial inclusion by meeting the credit needs of thousands of our members. Our borrowers rely on us to fuel their dreams, as well as assist in times of need. Regardless of the reason for the loan, we are proud to serve the St. Louis region through inclusive, adaptive lending practices.

## 2024 Loan Production

	Loans Issued	Dollars Issued
New & used vehicle	1,276	\$ 27,751,971
Mortgage	27	\$ 1,816,762
Unsecured	4,760	\$ 8,487,151
Secured	185	\$ 1,698,220
Payday loan alternative	882	\$ 415,701
Credit builder loan	201	\$ 120,199
Business	40	\$ 18,455,785
<b>Total</b>	<b>7,371</b>	<b>\$58,745,789</b>

**P**astor Andre's passion for St. Louis is driving positive change in North St. Louis City. As lead pastor of The Tabernacle and president of the Tabernacle Community Development Corporation (TCDC), he is committed to bringing affordable housing and vital resources to his community.

In 2021, TCDC opened the Hub, a 15,000-square-foot, renovated elementary school that now offers healthcare, a food pantry, free legal services, case management and cultural experiences like symphonic music. This was the latest step in TCDC's mission, which began in 2014 with community events and support services for local neighborhoods such as Jeff VanderLou, the Ville and O'Fallon.

A pivotal moment for Pastor Andre came one day when he was accidentally locked out of his church building for three hours. "I took advantage of that time to walk the neighborhood," he recalls. "I got to hear what the needs were from people from their perspective." What he heard repeatedly was a need for safe, secure housing. This inspired TCDC to develop

# a stronger North St. Louis

a rental program that led to the purchase and rehab of their first property, the Tabernacle Legacy Center. “We’ve served more than 50 families and created more than 160 jobs,” Pastor Andre says. “We oversee a lot of the construction ourselves.” Today, TCDC owns 59 properties and is developing the first new-construction, for-sale housing project in the area in decades.

Their partnership with St. Louis Community Credit Union has been critical to advancing TCDC’s goals. When the YouthBridge Community Foundation of Greater St. Louis connected Pastor Andre with the credit union, he was able to secure a line of credit and open checking and savings accounts for TCDC. “It came at a critical time, as we needed additional capital to continue moving this affordable housing project forward,” Pastor Andre shares. “The area had not seen housing in decades. You all are playing a vital role in being able to revitalize that.”

Pastor Andre values SLCCU’s genuine investment in the community. “In the past, we’ve encountered people who needed to check a box to be compliant with the Community Reinvestment Act. But with the

credit union, we’ve found a partner who actually wants to invest in transformational change.” He adds, “That spills over into the community. People now see their neighborhood being built back up, which increases their confidence and hope.”

The credit union is proud to support Pastor Andre and TCDC’s work in revitalizing North St. Louis. “You not only make capital accessible, but affordable, helping create assets in areas others walk away from,” Pastor Andre concludes. “It’s a domino effect – people see our value and are willing to invest in us.” This partnership is transforming the community and providing hope for the future.





# Mission Giveback



**W**e believe that a major component to “belonging” involves having a sense of connectedness and the opportunity to care for one another. Through the **Mission Giveback** volunteer program and **Mission Giveback Fund**, credit union staff have multiple outlets to make a difference in the communities we serve.

The **Mission Giveback** volunteer program offers staff up to eight hours per year to volunteer at select nonprofits. Throughout 2024, employees volunteered more than 300 service hours to support the efforts of organizations like LifeWise STL, St. Louis Area Diaper Bank, The Little Bit Foundation and more. Staff also supported a variety of community outreach events like Tower Grove Pride, the Caribbean Heritage Juneteenth Festival and the Sista Strut breast cancer walk.

In addition to sharing time, nearly 75% of staff regularly donate cash through an automatic payroll deduction to support the **Mission Giveback Fund**, which provides general operation grants to mission-aligned nonprofits that support the wellbeing of fellow community members. In 2024, three nonprofits were awarded \$2,500 grants. They included:

- Casa de Salud: \$2,500
- Lydia's House: \$2,500
- Safe Connections: \$2,500



**Rick R., Sponsorship Director, Tower Grove Pride; Executive Director, 50 Roses Foundation**

“It is important to have companies and corporations supporting the LGBTQIA+ community. St. Louis Community Credit Union’s title sponsorship gives us the necessary capital to reserve space in Tower Grove Park, begin planning, hiring assistants and entertainers, and have everything in place early before cash from most of the other sponsorships are received.”



**Estela A., Branch Manager, SLCCU**

“People have questions, because they are new to banking. I review the information in Spanish and take time with them to help them understand the importance of tracking their finances. I don’t push others aside. I help everyone.”



**Lou V., Advisor, Saint Louis University’s Habitat for Neighborhood Business**

“I felt that the credit union was sympathetic to what I was doing. They showed a lot of enthusiasm that I really appreciated. You were very receptive to me and my project and worked diligently with me to make it happen.”



**Roy H., Facilities Specialist, SLCCU**

“I love SLCCU, because they see you, see how hard you work and acknowledge it. When I got my first car, they helped me get a loan and build my credit. I also got a Credit Matters loan and boosted my credit. This put me on the right track. Now, I’m able to use my credit score as leverage.”



**Darryl G., CEO, Better Family Life**

“One of the big things is getting people a bank account so that they can stop using the corner store and getting loans from payday lenders. That is so huge. It’s killing our community. Through your accounts and your ability to come out and help us, we will continue to fight this payday loan situation.”



# Enhancing savings opportunities for all

**I**n the early 1990s, Dr. Michael Sherraden of Washington University introduced a groundbreaking concept to help the working poor build wealth and save for the future: Individual Development Accounts (IDAs). These specialized savings accounts are designed to help low-income individuals save for specific goals such as homeownership, education or starting a business.

To participate, savers must set clear financial goals, engage in financial education and coaching and open a savings account. The unique benefit of IDAs is the matching funds, which can range from one to 10 times the amount saved. These matches are primarily funded by foundations and corporations, furthering the impact of each dollar saved.

With generous support from Edward Jones, St. Louis Community Credit Union was able to assist 142 savers in 2024, sourced from seven community partners. Collectively, these IDA participants saved \$76,750, resulting in a combined match of \$202,535. The impact was profound – savers paid off debt, purchased homes and cars, established educational savings for their children, made vital home improvements and more.

In addition to the financial support from funders, our mission-aligned community partners played a critical role in recruiting savers, offering case management and ensuring the successful implementation of the program. Through these partnerships, more St. Louisans gained access to the resources necessary to create a financially stable future.

IDA partners include:

Cornerstone Corporation  
Cortex's SquareOne Ignite Program  
Habitat for Humanity  
LifeWise STL

St. Joseph Housing Initiative  
St. Louis Public Schools  
STL Youth Jobs



# Building a brighter future: DeAiris' matched savings journey

**D**eAiris M. is determined to create a stable financial future for herself and her two children, ages 4 and 13. “My kids are able to see how Mom budgets her money. They see how Mom saves her money. They know that they have savings accounts where they can go save their money,” she shares.

Her journey with St. Louis Community Credit Union began in 2015 when she opened a checking account and a savings account. Since then, she has remained committed to building generational wealth through saving, asset attainment and debt reduction.

After purchasing her home in the Dutchtown neighborhood with support from St. Joseph Housing Initiative (SJHI), DeAiris became eligible for a matched savings program designed to help SJHI clients reduce debt or make home improvements. “This program has helped my family tremendously,” she says.

Thanks to financial support from Edward Jones, the credit union provided 20 participants with \$1,500 each in matched savings funds after they met key milestones – including attending financial seminars on budgeting and credit, receiving a credit check-up with credit union staff, setting home repair or debt reduction goals and saving \$500 over nine to 12 months.



“It’s awesome to know I have some money set aside, just in case a bill comes up. If an unexpected expense comes up, I know I can use it,” DeAiris explains. She encourages others to take advantage of the opportunities offered by the credit union, adding, “I would tell them to go for it! Don’t give up – you can do anything that you put your mind to. The credit union has the best coaches, the best staff.”

*“It’s awesome to know I have some money set aside, just in case a bill comes up. If an unexpected expense comes up, I know I can use it.”*

– DeAiris M.


Through dedication, planning and the support of St. Louis Community Credit Union, DeAiris is not just securing her own financial future – she’s paving the way for her children to thrive as well.



**D**espite the booming stock market and record returns for investors, many households are not sharing in the benefits of the post-pandemic economy. The rising costs of necessities – housing, education, healthcare and more – continue to strain low-income communities, and increasingly, even middle-income households are feeling the pressure. For many, the current economic landscape feels more foreboding than promising.

In challenging times, people search for sources of hope and stability. Unabashedly, we believe St. Louis Community Credit Union is that beacon, offering financial solutions for those in need. After more than 80 years of service, our impact is reflected in both visible and less obvious ways. The dedication of our staff and the community presence of our branches are tangible representations of our work. But beyond this, our real impact is seen in the countless homes, cars and businesses we've helped finance, providing pathways to financial stability for our members and the communities we serve.

Our success is not measured solely by the number of loans issued, accounts opened or dollars saved, though these are important milestones. More importantly, it lies in our ability to meet the diverse needs of our members. Whether it's offering a sense of belonging to those traditionally excluded



from the financial system or working alongside mission-driven partners to advance financial inclusion, we are committed to serving all. Together, we envision a world where everyone, regardless of background, has access to affordable financial products and services – solutions they can manage and that meet their unique needs.

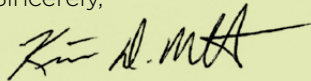
Our work is distinct because of the many strategic partnerships we've built across the public, private and philanthropic sectors. Through these collaborations, we aim to address the gaps that make life harder for our members, eliminate the racial wealth divide and foster a true sense of belonging. These are ambitious goals, but they are essential for driving meaningful change.

We do not claim to have all the answers, but we believe that our collective efforts – driven by our staff, members and partners – hold the key to lasting transformation. Inclusive finance remains an elusive goal so long as we fail to address the root causes of inequity. We cannot remain neutral in the face of this challenge. St. Louis Community Credit Union is unwavering in its commitment to financial freedom for all – freedom rooted in the conditions that allow people to meet their basic needs, pursue their dreams and ultimately thrive.

While we celebrate the successes of 2024, we are mindful of the challenges that lie ahead. Our optimism, however, remains steadfast. The purpose of St. Louis Community Credit Union continues to shine brightly, guiding us as we move forward together.

Thank you for your continued support of inclusive finance and your belief in the vision of an equitable society for all.

Sincerely,



Kirk D. Mills, CFA  
President & CEO  
St. Louis Community Credit Union



**St. Louis Community**<sup>®</sup>

Credit Union

Welcome to the community.<sup>®</sup>

## **Mission statement**

Through caring service and education, we provide the residents of the St. Louis region with safe, affordable and accessible financial services and products.

Federally insured by NCUA.



**314-534-7610**  
**stlouiscommunity.com**

