



# Impact Report 2023



One mission.  
One focus.  
For nearly 40 years.

#### OUR MISSION

We empower credit unions to impact their members and communities in meaningful ways.

## OUR VISION

We inspire credit union leaders to be **catalysts** of **hope** and **prosperity** for their communities.

**CALLAHAN**  
**& ASSOCIATES**  
*the credit union company*



# Letter from the CEO



**Jon Jeffreys**  
President  
& CEO

As we reflect on the challenges and opportunities the financial industry faced, it remains evident that credit unions can play a vital role in meeting Americans' evolving needs if they are ready to step up to the challenge.

At Callahan, we have witnessed firsthand how credit unions across the country are stepping up to the plate to make a meaningful impact. From launching innovative product solutions to providing financial wellbeing programs that actually make a difference, credit unions are demonstrating their unwavering dedication to serving their members and communities.

2024 will likely be a challenging year for credit unions, both in terms of growth and earnings. The industry is facing margin compression, the macro credit cycle, and a fight for fewer available deposits. Yet despite these headwinds, many leaders I talk with see this as a great environment to make a difference and real impact. It sure is needed.

*It is our vision to inspire credit union leaders to be catalysts of hope and prosperity for their communities.*

Looking ahead, we remain committed to supporting you, our credit unions, as we continue to navigate the uncertainties of the future together and bring that vision to life.

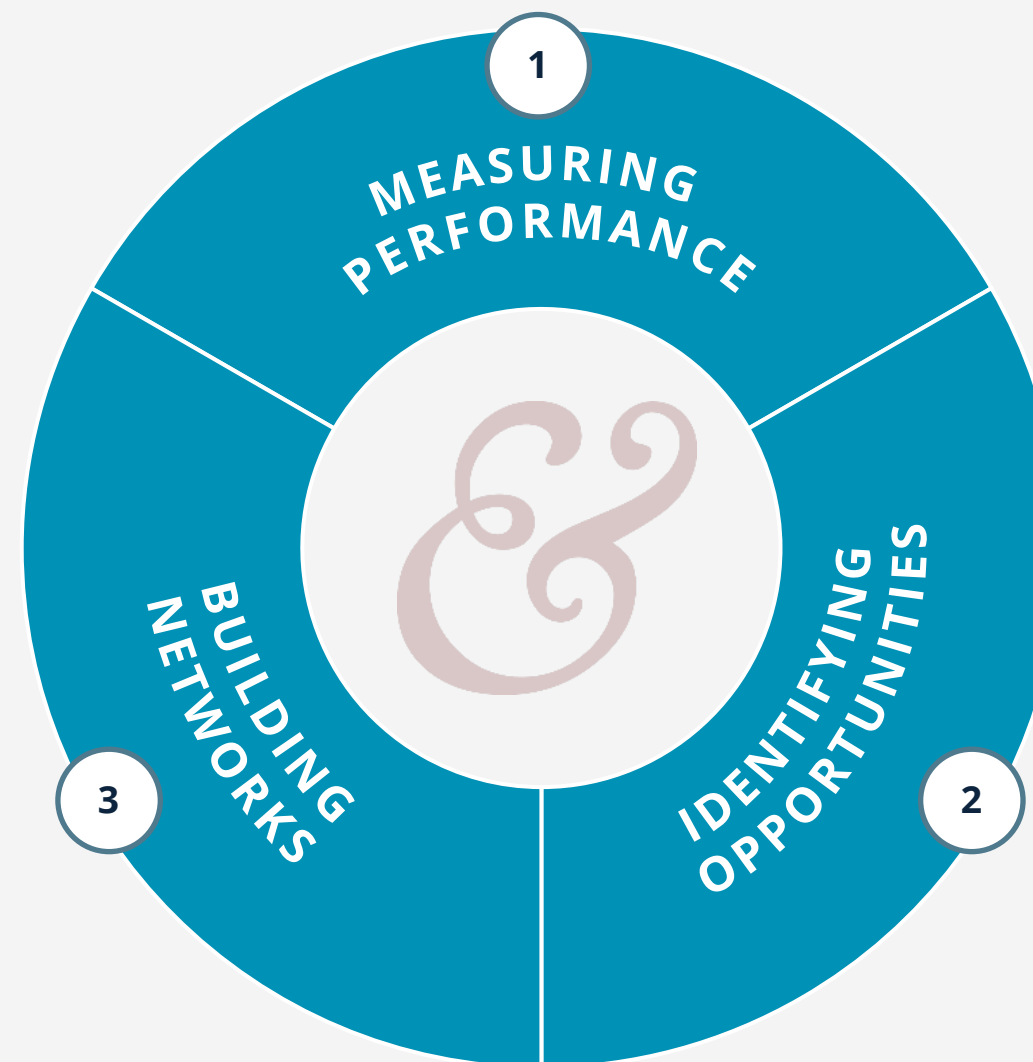
A handwritten signature in black ink that reads "Jon Jeffreys".

# How We Helped Credit Unions In 2023



## POWERING INSIGHTS

Benchmarking and performance analysis that empowers you to make informed strategic decisions.



## SHARING LEARNINGS

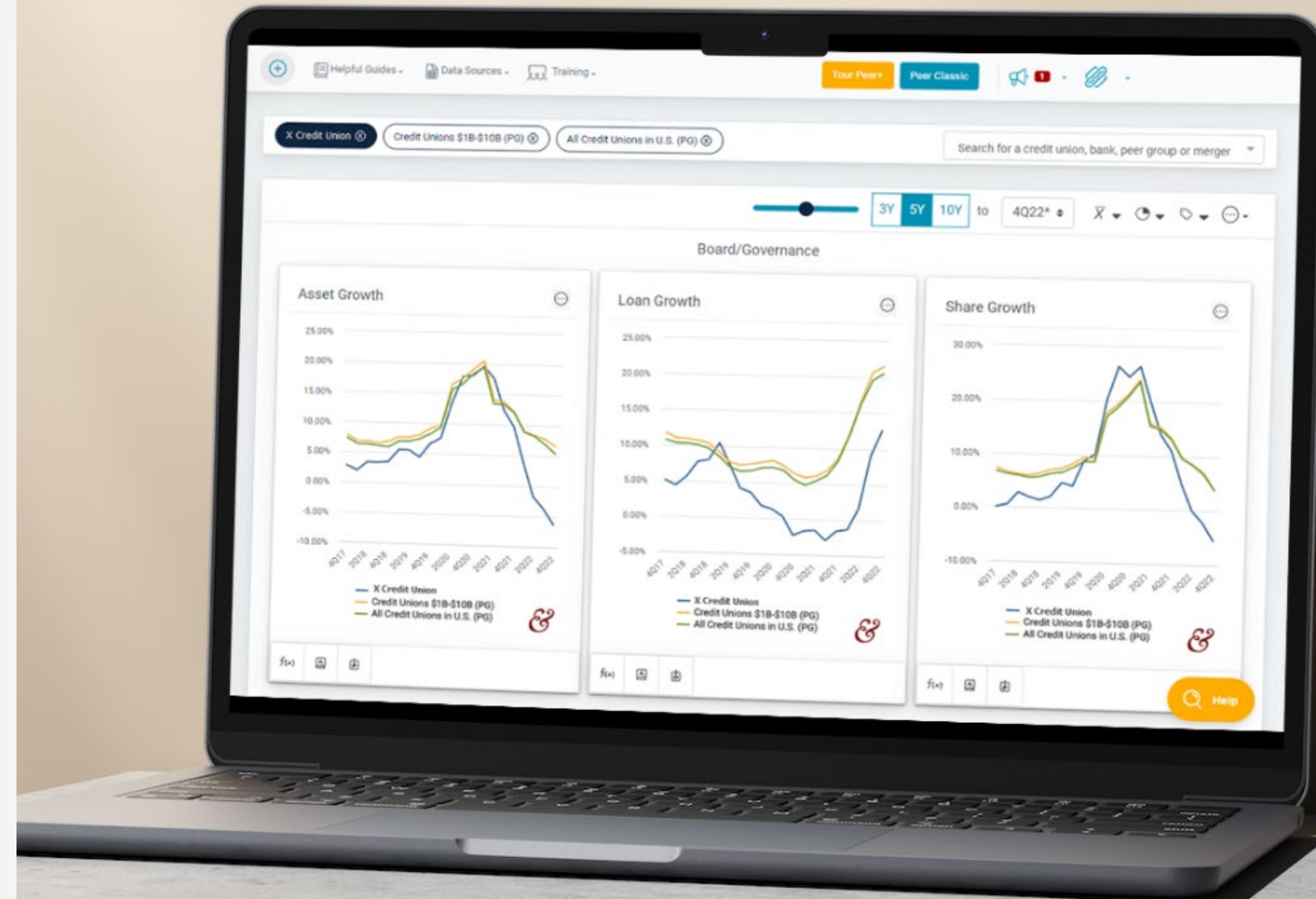
Collaborative exchanges and best-practice insights that fuel innovation and ongoing inspiration.

## TAKING ACTION

Resources, ideas, and frameworks that enable you to grow in a mission-focused way.

# How We Powered Insights For Credit Unions

- ▶ Prepare data for board and executive presentations
- ▶ Identify deposit acquisition leaders
- ▶ Understand the local housing market
- ▶ Measure Callahan's Return Of The Member Score
- ▶ Create and analyze merger scenarios
- ▶ Benchmark performance against true peers
- ▶ Analyze strengths and weaknesses



Align board and management around strategic direction



Craft and embed mission/vision /values



Avoid potential disruption and create new growth opportunities



Develop a business case for being a purpose-driven organization



Drive member engagement through financial wellbeing



Recognize the interconnection of sustainability, innovation, and differentiation



Adopt a powerful, common language for framing problems and creating solutions



# How We Helped Credit Unions **Take Action**



# How We Helped Build Networks Through Events

## Annual

Purpose Symposium

## Monthly

Gallup/Callahan Financial  
Wellbeing & Member Engagement  
Cohort Sessions

## Biannual

CEO Leadership Circle Meetups

## Quarterly

CUFSLP Partner Meetings  
(virtual/in-person)

## Annual

Gallup/Callahan Financial  
Wellbeing & Member Engagement  
Cohort Training

## Numerous

Virtual & In-Person Roundtables  
(more than 35 total!)





# Our Success Starts With You

“Peer Suite's tool provides me with rapid insight into metric calculations, facilitating a more thorough comparative analysis between Delta Community and other credit unions. It's been instrumental in enhancing my decision-making process.”



**Donald Mears**

Strategy Manager, Delta Community Credit Union

“At INOVA, our top priority is to improve the financial wellbeing of those we serve. By leveraging Peer Suite’s Return of the Member Index (ROM), we’re able to measure and evaluate that we are doing everything we can to meet members’ needs and add value to their lives.”



**Kerie Sekal**

VP of Marketing and Member Engagement, INOVA Federal Credit Union

“Callahan roundtables are a great opportunity to engage with credit union peers who are equally passionate about their work. I’ve been part of digital, retail delivery, and contact center sessions and have never walked away without something valuable, without an idea or perspective that gives me a burst of inspiration to bring home to my team. These are not just meetings, they’re catalysts for motivation, innovation, and shared growth. I recommend them to anyone looking to excel within the credit union movement.”



**Kiona Bell**

Director of Digital Delivery & Member Experience, Credit Union West

“Callahan was instrumental in helping us develop our purpose statement, as well as guiding us through the critical process of determining measurable outcomes for affirming we are moving our purpose forward. Thanks to their strategic guidance, we now have a clear direction aligned with our mission and vision, and tangible metrics to gauge our progress towards increasing our partner-employee, member, and community impact.”



**Tim Mislanksy**

CEO, Wright-Patt Credit Union

“Run with good people,  
and good things will happen.”  
Ed Callahan

2023 marked another year of serving the best industry that exists.

We continue to be inspired and amazed by the amazing work credit unions are doing to increase their impact on members, employees, and the communities they serve.

We look forward to working alongside your purposeful work in 2024.



Our Team