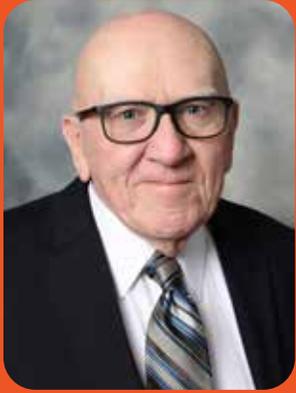


*enjoy the moments.*  
LET US BRING YOU HOME.

# 2019 ANNUAL REPORT

**zeal**  
CREDIT UNION

# Board of directors and president / ceo



MICHAEL A. O'HEHIR  
CHAIRMAN



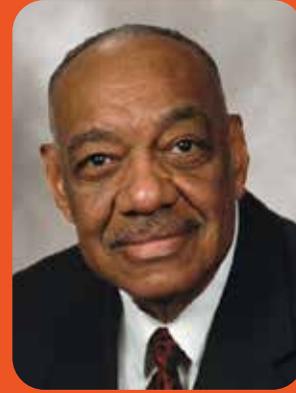
PAUL MESSIMER  
VICE-CHAIRPERSON



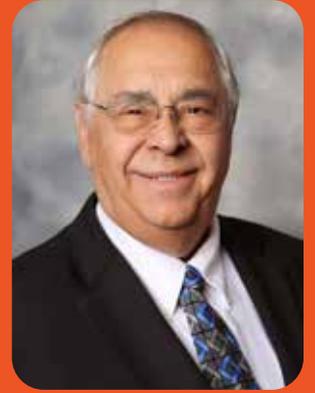
DAVID L. KISIC  
SECRETARY



JOANN CAIN  
TREASURER



DAVID ADAMS JR.  
DIRECTOR



SAMUEL R. PALISE  
DIRECTOR



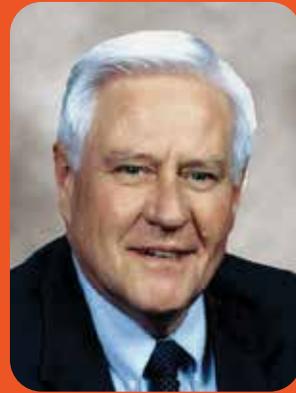
KAREN RAWLS  
DIRECTOR



KATHY RICHARDSON  
DIRECTOR



SHARON WRIGHT  
DIRECTOR



GRAHAM EDWARDS  
DIRECTOR EMERITUS



JULIE KREINBRING  
CEO | PRESIDENT



*welcome members and team*

# life isn't perfect, but it has perfect moments.

THIS IS OURS.

Members of Zeal Credit Union are part of a community with both a rich history and a bright future. Like the communities we serve, Zeal Credit Union is building on its legacy and advancing forward from a position of leadership. For fiscal year 2019, Zeal is pleased to report solid growth.

As a not-for-profit financial institution, owned by our members, we're more than a credit union - we're a family. From our early beginnings to over 66,000 members, we are working hard to help each of you leverage financial products that not only improve your economic well-being, but help you enjoy life's moments.

Though we have grown from humble beginnings, we have remained committed to our guiding principals; **live with character, feel with empathy** and **act with passion**. We use our profits to deliver better rates and lower fees to our members, and that only further means when we grow, you grow.

Due to the hard work of the Zeal team and its fiercely loyal members, Zeal is able to offer highly competitive rates for our full suite of financial products and services. For instance, the low rates and flexible terms we offer on auto loans continue to be industry-leading. Whether you're a first time buyer, an established borrower, or just looking to save money by refinancing, Zeal provides tailored solutions and attractive terms to help members get the best deal possible. An auto loan is just the first step in a lifelong commitment to our members' lending needs as we are proud to offer a full suite of personal lending products designed to guide our members through all of life's moments - big or small.

Sixty-five years of perseverance has enabled Zeal Credit Union to overcome obstacles. Through the hard work, dedication and tenacity of our team and our members, Zeal Credit Union has become resilient, healthy and stronger than ever before. As we move to the next chapter of our history, our promise of putting our members life moments first is steadfast and immovable; backed by a team who understands that moments are created by a Zeal team emboldened and happy to make things happen for our membership. We look forward to being the credit union for all of your moments, now and in the years to come.

MICHAEL A. O'HEHIR  
Chairperson

JULIE KREINBRING  
President & CEO

While the essence of our business is dealing in dollars and cents, Zeal Credit Union will always remain focused on helping our members and the communities we serve. This past year the Zeal team has provided: **1,050 LBS OF FOOD AND \$18,628 DONATED TO FOOD RESCUE AND FOOD BANKS, 20 BACK PACKS AND 10 BAGS OF SUPPLIES TO COMMUNITY YOUTH, HOSTED 10 FINANCIAL EDUCATIONAL SEMINARS AND VOLUNTEERED OVER 500 HOURS TO LOCAL ORGANIZATIONS**



*we have more possibilities in each moment*

#### PRODUCTS AND SERVICES BUILT FOR YOU.

In 2019, Zeal Credit Union provided \$170,258,092 in new loans and advances with our Hard Working products and services to help our members realize their dreams. As we lead the way as the only financial institution for Hard Working Americans, we know lending is at the core of everything we do. Our Hard Working members rely on credit union loans to help them create their future, care for their loved ones, and build their dreams.

Lending at Zeal Credit Union involves developing new and innovative ways to help our members get the money they need. Because of this commitment, we work hard every day to see beyond our members' credit scores and lending history, looking at each individual member and literally stepping into their shoes.

Zeal continues to work hard to deliver strong financial results that demonstrate to our members we are operating in an efficient manner. As we look to the future, we are investing in new technology and talent in order to become the financial partner for all hardworking Americans. Each of our members can have confidence their institution is prepared for the challenges and milestones ahead, and can be proud of what their loyalty has accomplished. As 2019 has come to a close, Zeal Credit Union is looking forward to serving our communities and funding the dreams of our hard working members.

DAWN M. SEWARD  
CHIEF LENDING OFFICER

#### OVERSIGHT

The Oversight Committee is committed to the task of ensuring that the credit union's financial records are accurately maintained. The Oversight Committee works closely with our CPA firm to provide an independent audit for the membership about the range of activities and services offered by the credit union.

Our audits are conducted in accordance with generally accepted accounting principles and standards. The reports critically and systematically examine the internal controls, statements, records, accounting transactions and other financial records of the credit union.

#### OVERSIGHT (CONT.)

The State of Michigan Department of Insurance and Financial Services also conducts periodic examinations of the records of the credit union. The results of each examination are reported to the Board of Directors and the Oversight Committee after each review. Based on these examinations, the Oversight Committee is satisfied that the records of the credit union are accurately maintained and in accordance with accepted accounting principles. In addition to these safeguards, the National Credit Union Administration (NCUA), an agency of the U.S. government, insures savings accounts of the credit union to at least \$250,000.

KAREN RAWLS  
OVERSIGHT COMMITTEE CHAIRPERSON

#### TREASURER

Zeal Credit Union ended 2019 with assets at \$613,902,155. We have continued to strengthen our financial standing with increased assets and exemplary ratings from Bauer Financial, the country's leading independent credit union rating and research firm. Zeal Credit Union has a very strong capital position of 15.33%. The capital ratio measures the financial strength and durability of the credit union and ours is considered very high by state and federal regulatory agencies.

Zeal Credit Union continues to have a strong capital position to protect its financial viability for the future. We have continued to strengthen our position for future financial stability. As we continue to grow, we continue the hard work that has made us the financial institution for Hard Working Americans and their financial future.

JOANN CAIN  
TREASURER



*this is the moment we must build on.*

DECEMBER 31, 2019 AND 2018 CONSOLIDATION OF STATEMENTS OF FINANCIAL CONDITION (UNAUDITED)

<b>INCOME</b>	<b>2019</b>	<b>2018</b>	<b>ASSETS</b>	<b>2019</b>	<b>2018</b>
Loan Income	\$19,822,663	\$18,214,902	Loans to Members	\$369,929,746	\$362,615,754
Investment Income	4,196,683	5,112,353	Loans to Officers	516,187	727,877
Other Income	13,321,674	11,391,882	Total Loans	370,445,933	363,343,631
<b>Total Income</b>	<b>\$37,341,020</b>	<b>\$34,719,137</b>	Less Allowance for Loan Losses	(5,117,279)	(5,109,743)
			Net Loans	365,328,654	358,233,888
			Cash	7,113,203	5,988,341
			Investments	197,697,574	193,063,984
			Other Assets	43,762,724	43,278,314
			<b>Total Assets</b>	<b>\$613,902,155</b>	<b>\$600,564,527</b>
<b>OPERATING EXPENSES</b>	<b>2019</b>	<b>2018</b>	<b>LIABILITIES/EQUITY</b>	<b>2019</b>	<b>2018</b>
Compensation	\$15,148,170	\$11,867,423	Member Shares	\$220,148,423	\$208,432,807
Data Processing	2,311,463	2,215,333	Checking	95,023,593	91,703,934
Audit and Insurance	497,839	454,683	Other Deposits/Certificates	173,619,415	181,772,205
Cost of Space	2,410,974	2,420,266	Total Savings	488,791,431	481,908,946
Forms and Supplies	411,664	381,299	Borrowed Money	23,000,000	25,475,000
Marketing	1,671,172	2,000,936	Dividends Payable	4,728	5,156
Communications	478,331	494,990	Other Liabilities	8,733,852	7,650,359
Collections	558,963	458,885	Regular Reserves	16,665,230	16,665,230
Administrative	2,017,530	1,968,340	Other Reserves	(761,447)	(5,538,331)
Member Services	3,223,911	3,056,792	Undivided Earnings	77,468,362	74,398,167
Total Operating Expenses	28,730,017	25,318,947	<b>Total Liability and Equity</b>	<b>\$613,902,155</b>	<b>\$600,564,527</b>
Cost of Funds	983,558	951,342			
Non-Operating Gain (Loss)	(118,383)	(44,352)			
<b>Net Earnings</b>	<b>\$7,509,062</b>	<b>\$8,404,496</b>			
<b>DISTRIBUTION OF EARNINGS</b>	<b>2019</b>	<b>2018</b>			
Provision for Loan Loss	\$4,323,000	\$3,417,000			
Dividends	115,867	110,075			
Undivided Earnings	3,070,195	4,877,421			
<b>Net Earnings</b>	<b>\$7,509,062</b>	<b>\$8,404,496</b>			





*let go. seize the moment.*

ZEAL'S HERE TO HELP.



**zeal**  
CREDIT UNION

17250 Newburgh Rd., Livonia, MI 48152 | 800-321-8570 | zealcu.org

