



*It's all  
about We.*

**2021 ANNUAL REPORT**







SEVENTIETH  
*Annual Meeting*

FEBRUARY 16, 2022

**OUR MISSION**

We are a nonprofit financial cooperative improving lives in our community.

**OUR VISION**

To value people over profit, proactively seek improvement, work passionately, exceed expectations, and make our community a better place.



---

*Listerhill Credit Union is a member-owned, member-focused, nonprofit cooperative operated by **you**.*

As a member, you have an equal share in the ownership of Listerhill, are eligible for dividends, and have access to a variety of comprehensive financial services. Plus, you get an equal say in elections for the Board of Directors and Supervisory Committee — no matter how much money you have in your account. Since we're all in this together, we work harder to keep our money **safe, secure, and growing**.

---

**LISTERHILL CREDIT UNION**

*Officials*

*Officers & Directors*

Larry Hester  
**CHAIRPERSON**

Otis Dickerson  
**VICE-CHAIRPERSON**

Bob Little  
**SECRETARY/TREASURER**

**MEMBERS:**

Alex Godwin  
Franklin Brown  
Mark Linder  
Mark Massey

*Supervisory Committee*

Joey Cantrell  
**CHAIRPERSON**

**MEMBERS:**

Dr. Gale Satchel  
Dr. David Craig

*Associate Directors*

Kevin Buttrum  
Michelle Davis  
Jimmy Shaw  
Jason Cochran



# Report

from the **BOARD OF DIRECTORS**

In 2021, Listerhill Credit Union experienced unprecedented growth and met new challenges because we serve members whose investment in their credit union is also growing. Entering our seventieth year of service, Listerhill remains focused on our mission to improve lives in our communities by making enhancements to member experience, expanding our service capabilities, and safeguarding our members' assets to provide the greatest return possible to our owners.

Listerhill recognizes the continuous responsibility we owe to be prudent with our members' funds. In addition to exceeding expectations through the services we offer, we constantly seek to combine the convenience through improvements in technology with the accessibility and personal service our members have come to expect through every touchpoint. However, these initiatives would not be possible without the cooperation and passion of our team members, senior leadership, and board of directors who share and live the philosophy of "people helping people."

We are humbled and pleased that our efforts have been acknowledged publicly. In 2021, *Forbes* magazine recognized Listerhill as the best credit union in Alabama for the second consecutive year and among the top 3.6% of financial institutions in the country based on member satisfaction, recommendation, and trust. Also, for the second year in a row, Listerhill received certification as a "Great Place To

Work," which is a globally-recognized distinction awarded to premier employers.

## EXPANDING OPPORTUNITIES THROUGH GROWTH

Since member deposits have continued to grow at an accelerated pace due to stimulus and child tax credits, Listerhill emphasized consumer and mortgage loans throughout 2021 in order to provide the greatest return to our members for their investment. Our result was record loan growth. Consumer loans totaled \$189 million in 2021, which represents an increase of 10.24% over 2020's record loan totals. Listerhill also recognized the highest number of mortgage loans in our organization's history – a total of \$135 million in new mortgages – representing an increase of over 35% compared to 2020.

In 2021, Listerhill broadened our ability to serve new areas through associational membership. By partnering with the Alabama Consumer Council as well as the Athens State University Alumni Association, Listerhill is now able to serve those living throughout the states of Alabama, Tennessee, Georgia, and Mississippi. Listerhill added over 350 new members through associational membership during the last quarter of 2021.

Listerhill will endeavor to broaden its impact and offer its cooperative value to other prospective members and communities by constructing new locations and renovating existing ones. After breaking ground on our Athens flagship location in 2021, construction should be completed in 2022. We are also working to solidify the location of our upcoming flagship branch in Spring Hill, Tennessee and are planning to renovate the College Street location. This

branch will serve as a Lending and Investment Center, which will specifically serve the loan and financial service needs of our members near the downtown Florence area.

Listerhill continued to expand our network of Smart ATMs in 2021 to include all branches in our service areas. Smart ATMs deliver comprehensive account services in the form of deposits, withdrawals, loan payments, account inquiries, transfers, and even cashing checks. Members can conveniently utilize these machines with or without their debit card, 24 hours daily, 7 days weekly. Also, if personal service is preferred, members can request and receive assistance from one of our friendly Tellers during normal business hours. These Smart ATMs help us deliver on our promises of accessibility, convenience, and efficiency while allowing our team members to focus on the loan and service needs of our members.

## MAKING OUR COMMUNITY A BETTER PLACE

Throughout 2021, Listerhill consistently gave back to our local communities through our Have More Fun(d\$) loan campaign. Not only did we provide more auto, personal, and recreation loans than we ever have, but we were able to deliver \$542,000 in cash givebacks directly to our members as part of the campaign. Listerhill also contributed over \$155,000 through donations and sponsorships directly to local schools, non-profits, and community-based organizations throughout our service area.

Listerhill was also able to provide considerable impact through Kicks for Kids, funded by the Listerhill Foundation. This charitable effort is





aimed at helping our communities by providing brand new shoes to kids through partnerships with local elementary schools. Working with the organization Shoes That Fit, Listerhill provided over 1,600 pairs of shoes and over 8,000 pairs of socks to children at three area schools.

Throughout the year, Listerhill also continued to provide some of the best financial value for members through saving and borrowing rates among credit unions and banks in our service area. In 2021, we grew to more than 90,000 members and \$1.1 billion in total assets. We provided \$358 million in new loans and member deposits grew by nearly \$95 million. This enabled us to return \$341,000 in share dividends and \$5.3 million in interest on other member deposits for a total of \$5.7 million directly to the membership in 2021. We were also able to add more than \$7.2 million to members' equity. With more members adopting their credit union's products and services, the value of membership is enhanced for all.

#### **PROACTIVELY SEEKING IMPROVEMENT THROUGH INNOVATION**

As we adapted to changes surrounding the ongoing pandemic, new challenges for employees and members were confronted. These events also validated the significance and necessity for our investments in online, mobile, and digital infrastructure. We have continued to expand the opportunities for members to open accounts online, apply for new loans, and enjoy access to tools and resources they can utilize to manage their finances anywhere, anytime. In 2021, Listerhill also added a digital, online chat feature to our website which allows members to communicate quickly and directly with live team members during service hours. Team members

are ready to assist if members have questions about their accounts or loan applications.

In 2021, Listerhill completed the total renovation of our branches on Highway 72 in Rogersville, Alabama and Highway 195 in Haleyville, Alabama. These branches not only reflect the modern design of our brand, but they also demonstrate the member-focused model of exceeding expectations with a combination of technology, innovation, and efficiency. We have replaced pneumatic tubes with Smart ATMs that are open 24/7 and more team members are now available to assist members with more detailed service requests.

Throughout 2022, members can expect our continued commitment to investing in their growth and development, contributing to our local communities in meaningful ways, and continuing to seek improvement through innovation and added value. Listerhill remains committed to our core values of helping members save and borrow at the best rates possible, while also creating the best possible experience and seeking to offer the credit union difference to new generations of members. We are excited to be the credit union that is owned by and operated for you. Thank you for your continued membership and patronage in Listerhill Credit Union.

**It's All About We.**

*Larry Hester*

CHAIRPERSON

## BALANCE SHEET DECEMBER 31, 2021

Assets	2021		2020	
Loan	\$787,597,899	68.9%	\$690,793,792	66.1%
Less: Allowance (Loan Losses)	(3,823,864)	-0.3%	(4,376,733)	-0.4%
Loans, Net	783,774,035	68.6%	686,417,059	65.7%
Cash	110,599,436	9.7%	106,020,944	10.2%
Investments	183,488,382	16.1%	190,052,520	18.2%
Accounts Receivable	13,686,919	1.2%	13,140,514	1.3%
Prepaid Expenses	11,809,016	1.0%	11,319,400	1.1%
Fixed Assets	28,833,990	2.5%	27,515,622	2.6%
NCUSIF Insurance Deposit	10,115,657	0.9%	9,075,212	0.9%
Other Assets	91,426	0.0%	812,256	0.1%
<b>Total Assets</b>	<b>\$1,142,398,861</b>	<b>100.0%</b>	<b>\$1,044,353,527</b>	<b>100.0%</b>

Deposits, Liabilities & Equity	2021		2020	
Shares	\$473,472,035	41.4%	\$392,091,803	34.3%
Draft Deposits	190,087,410	16.6%	163,409,026	14.3%
Certificates of Deposit	219,320,190	19.2%	253,275,464	22.2%
Money Market Accounts	137,977,183	12.1%	119,108,784	10.4%
IRA Accounts	29,926,059	2.6%	27,691,285	2.4%
<b>Total Shares &amp; Deposits</b>	<b>1,050,782,877</b>	<b>92.0%</b>	<b>955,576,362</b>	<b>83.6%</b>
<b>Total Liabilities (Accounts Payable)</b>	<b>6,258,670</b>	<b>0.5%</b>	<b>6,578,022</b>	<b>0.6%</b>
<b>Total Members' Equity</b>	<b>85,357,314</b>	<b>7.5%</b>	<b>82,199,143</b>	<b>7.2%</b>
<b>Total Deposits, Liabilities &amp; Equity</b>	<b>\$1,142,398,861</b>	<b>100.0%</b>	<b>\$1,044,353,527</b>	<b>100.0%</b>

## INCOME STATEMENTS & DISTRIBUTION OF INCOME DECEMBER 31, 2021

<b>Sources of Income</b>		
Interest on Loans	\$34,328,958	61.1%
Income from Investments	2,368,544	4.2%
Other Income	19,456,176	34.6%
<b>Gross Income</b>	<b>\$56,153,678</b>	<b>100.0%</b>
<b>Distribution of Income</b>		
<b>DIRECT RETURN TO MEMBERS</b>		
Interest Paid to Members	\$5,313,972	9.5%
Dividends Paid to Members	340,818	0.6%
<b>Total Direct Return to Members</b>	<b>\$5,654,790</b>	<b>10.1%</b>
<b>TOTAL ADDITION TO EQUITY</b>		
<b>Net Income 2021</b>	<b>\$7,230,371</b>	<b>12.9%</b>
<b>OPERATING EXPENSES</b>		
Payroll & Employees' Benefits	\$23,351,912	41.6%
Education & Training	856,462	1.5%
Occupancy	1,975,893	3.5%
Office Operations	5,609,237	10.0%
Deposit Operations	3,481,027	6.2%
Lending Operations	2,264,537	4.0%
Provision for Loan Losses	720,000	1.3%
Advertising	1,127,554	2.0%
Compliance	257,614	0.5%
Other Operating Expenses	3,613,193	6.4%
<b>Total Operating Expenses</b>	<b>\$43,257,429</b>	<b>77.0%</b>
<b>Total Distribution &amp; Expenses</b>	<b>\$56,142,590</b>	<b>100.0%</b>



# Report

from the **TREASURER**

*On behalf of the Board of Directors, Supervisory Committee, Management, and Employees, I present the annual financial information for 2021.*

In 2021, total assets increased 9.4% or \$98 million. Outstanding loan balances were \$787 million. Investment balances were \$183 million.

The Board of Directors declared dividends for all four quarters of 2021, and a total of \$5.65 million was paid to the membership in the form of dividends and interest. This included member dividends of \$341,000 and interest income of \$5.3 million. Interest income was paid to members for deposits on Interest Checking, Money Market, Young at Heart, IRAs, and Certificates of Deposit. Total deposit growth for 2021 was 10%.

At the end of 2021, the credit union added \$7.2 million of net income to member equity.

Included in this report is income and expenditures for 2021. Listerhill Credit Union continues to generate the largest percentage of our income from loans to members. Interest income was \$34 million for the year, or 61% of total income. Operating expenditures were \$43.2 million with a net income of \$7.2 million.

Listerhill encountered some continued economic challenges in 2021. However, we continued to provide outstanding experience and value to our membership. Listerhill experienced another profitable year in 2021, and we anticipate 2022 to be even more successful.

*Respectfully Submitted,*



**SECRETARY/TREASURER**





# Report

from the **SUPERVISORY COMMITTEE**

*The Supervisory Committee is responsible to represent you, the members and owners, in overseeing the financial soundness of your credit union as well as evaluating and reviewing the performance of elected officials, management, and employees.*

We review and ensure the records of your credit union are maintained in accordance with accounting and reporting standards, and regulations as prescribed by the Alabama Credit Union Administration and the National Credit Union Administration, and federal and state laws.

Barfield, Murphy, Shank, and Smith, Certified Public Accountants from Birmingham, were contracted by your Supervisory Committee to examine statements of income, retained earnings, and changes in financial position. This audit was performed as of September 30, 2021.

The Alabama Credit Union Administration, along with the National Credit Union Administration, performed their annual examination, and your credit union received an excellent rating.

All audit and examination information, along with any recommendations and necessary changes, have been reported to the Board of Directors and management staff. We are pleased to report the success of 2021 as assets grew by \$98 million. Your deposits at Listerhill Credit Union are well insured, safe, and secure.

Thank you for your interest regarding your credit union and its operations.

*Respectfully Submitted,*

*Joey Cantrell*

**CHAIRPERSON**



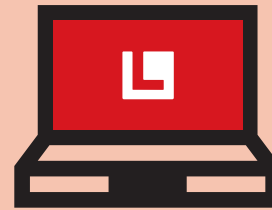


**90,490**

TOTAL NUMBER OF MEMBERS

**53,712**

SHAREDRAFT  
ACCOUNTS



ONLINE  
BANKING  
USERS

**56,767**



MOBILE  
BANKING  
USERS

**37,419**



2021



2020



2019

AVERAGE TOTAL  
DEPOSITS PER  
MEMBER

In 2021, Listerhill Credit Union remained strong in average total deposits per member while continuing to provide meaningful financial solutions for members.







### AVERAGE LOAN AMOUNT

2019	<b>\$11,837</b>
2020	<b>\$13,416</b>
2021	<b>\$15,226</b>

Listerhill's mission is to improve lives in our community. This means more than just providing great service in a branch or on the phone. It means we are committed to impacting the lives of our members, and we are always seeking the opportunity to invest in our communities.

# 1,600

PAIRS OF NEW SHOES

# & 8,000

PAIRS OF SOCKS

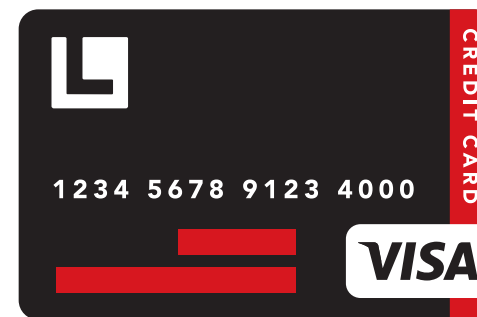


Provided to children at three area schools through Kicks for Kids, funded by the Listerhill Foundation.



NUMBER OF DEBIT CARDS

# 59,847



NUMBER OF CREDIT CARDS

# 17,152

*We are a nonprofit financial cooperative  
improving lives in our community.*

