

# Community, It's Who We Are



# 2019

Annual Report



HR CU  
Better, Not Bigger Banking®

# President's Message

Back in 1962, the parishioners of Our Lady of the Holy Rosary Parish in Rochester, NH started an organization to provide credit to the French-Canadian immigrants who had difficulty securing loans from local banks (Comme D'or). After Mass on Sundays in the basement of the church, members of the parish would conduct their credit union business. A metal box with a key lock is what was used to secure the funds of the credit union. This was the beginning of HRCU.

In 2020, fifty-eight years later, to say we've evolved would be a big understatement. In just the past several years, HRCU has:

- Deployed video tellers (ITMs) at each branch, including a standalone kiosk at Weeks Crossing in Dover
- Opened four retail banking offices
- Maintained a network of 20 local ATMs
- Granted surcharge-free access for our members to 30,000 ATMs throughout the U.S.
- Became a member of the shared branching network, which means member access to over 5,600 credit union branches nationwide
- Contributed over \$500,000 in community donations just over the past five years

Also, with digital banking on your computer and handheld device now becoming a daily resource for most everyone, we are thrilled to announce a new digital banking platform being launched at HRCU this spring that will house some of the most powerful personal finance and budgeting tools offered today.

Despite all these exciting changes and advances, HRCU's commitment to its members and community, which is rooted in its heritage, continues to only become stronger.

For the last 15 years, I've been honored to serve as HRCU's President and CEO. A few years ago, I challenged the team to find meaningful words to describe HRCU; something to give meaning to the work we do for our members and what we believe in for the communities in which we serve.

Taglines that easily capture a brand's purpose are nothing new. Here are a few that you'll recognize right away: "The Quicker Picker Upper" — "America Runs on Dunkin'" — "I'm Lovin' It" — "The Breakfast of Champions".

It sounds like a simple task. But creating a tagline to capture HRCU's legacy, values, and strengths proved difficult at first. After months of discussion, "Better, Not Bigger Banking" was born. So, what does it really mean?

We have something special at HRCU. The greater Rochester community has always supported the credit union, even before our expansion outside of a small office in downtown Rochester. Now we have grown with branches in Farmington and Dover. And with today's ever-changing culture of technology, we continue to develop new ways to reach our members throughout NH and beyond.

This is where we get "Better, Not Bigger." HRCU's commitment to its communities and service standards of putting what is best for the member first; supporting members as they work toward their financial goals. We are a better financial institution thanks to each and every staff member who lives our mission daily by demonstrating compassion, flexibility and dedication to provide the best service and embody what it means to be a community leader.

I remember early on in my career at HRCU, I felt strongly about meaningful growth of HRCU. I would consistently share with colleagues, members, friends and family: "I don't want HRCU to be the biggest; I want us to be the best."

Today, for me, I am proud of the high standards that HRCU stands for. "Better, Not Bigger Banking" is so much more than a catchy tagline. It is inclusive of how we operate each and every day. It motivates our staff, board members, supervisory committee members, volunteers and me to strive for excellence – everyday.

Thank you for being a member of an organization that is proud of its strong NH values and tradition. It means so much to all of us and we believe we are holding true to what our founders started back in 1962.



**Brian F. Hughes,**  
President & CEO



**Brian F. Hughes**  
President & CEO

## Supervisory Committee Report

The Supervisory Committee continues to meet its responsibility in accordance with RSA 383 and regulations of the State of New Hampshire and the Federal Credit Union Act.

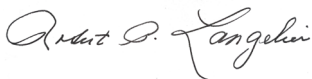
In order to fulfill our responsibility for making sure the credit union is soundly managed, we engaged a licensed audit firm to perform an annual opinion audit designed to obtain reasonable assurance that HRCU's financial statements are free of erroneous misstatements, fraudulent financial reporting, misappropriation of assets or violation of laws and regulations.

We also hired an internal audit firm to perform quarterly scheduled internal audits based on the Annual Audit Risk Assessment developed in collaboration with management.

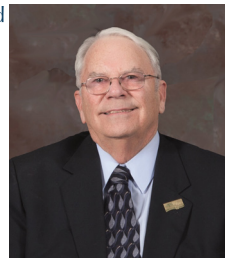
In addition, an audit was conducted by the New Hampshire Bank Examiners.

We monitored the actions of the Board of Directors and Management to make sure they exercised firm control over the credit union's affairs and also ensured that Management satisfied the recommendations noted by the auditors.

HRCU is in excellent financial condition; its future is bright, guided by the expertise and vision of a strong management team and supported by a dedicated group of volunteers who firmly believe in HRCU's mission of "Better, Not Bigger Banking."



**Robert P. Langelier,**  
Chairman, Supervisory Committee



**Robert P. Langelier**  
Chairman,  
Supervisory Committee

## STATEMENT OF FINANCIAL CONDITION

(As of December 31, 2019)

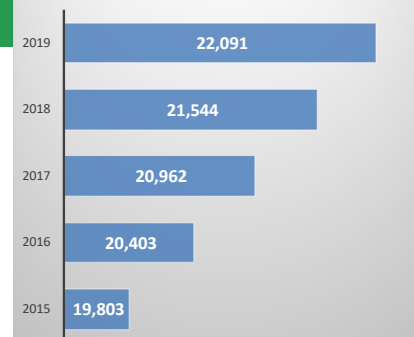
ASSETS	2019	2018
Loans to Members	\$ 218,890,250	\$ 210,255,684
Less: Allowance for Loan Losses	(982,391)	(1,022,312)
Net Loans to Members	\$ 217,907,859	\$ 209,233,372
Cash & Equivalents	18,869,855	11,400,518
Investments	56,218,738	45,450,539
Fixed Assets	7,357,666	6,909,342
Accrued Loan Interest	647,060	728,571
Other Assets	7,119,856	6,760,866
NCUSIF Deposit	2,583,548	2,421,190
<b>Total Assets</b>	<b>\$ 310,704,582</b>	<b>\$ 282,904,398</b>
<b>LIABILITIES &amp; EQUITY</b>		
Member Shares	281,117,728	252,437,441
Notes Payable	0	2,500,000
Other Liabilities	2,217,248	2,043,866
Regular Reserves	2,125,672	2,125,672
Undivided Earnings	25,233,254	23,847,318
Unrealized Gain (Loss) on AFS Investments	(10,680)	(49,899)
<b>Total Liabilities &amp; Equity</b>	<b>\$ 310,704,582</b>	<b>\$ 282,904,398</b>

## STATEMENT OF INCOME

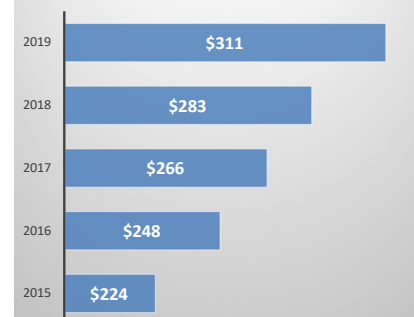
(Year-to-Date)

INCOME	2019	2018
Interest on Loans	\$ 10,236,848	\$ 9,397,772
Interest on Investments	1,246,743	935,013
Other Income	4,020,234	3,709,504
Total Operating Income	\$ 15,503,825	\$ 14,042,289
<b>LESS</b>		
Compensation and Benefits	5,840,454	5,194,574
Other Operating Expenses	5,371,194	5,014,220
Total Operating Expenses	\$ 11,211,648	\$ 10,208,794
Dividends and Interest Expense	2,551,489	1,637,339
Provision for Loan Losses	612,871	831,160
Non-Operating Gains (Losses)	(258,119)	(143,348)
<b>Net Contribution to Capital</b>	<b>\$ 1,385,936</b>	<b>\$ 1,658,932</b>

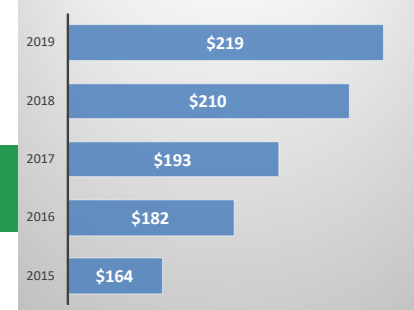
### Members



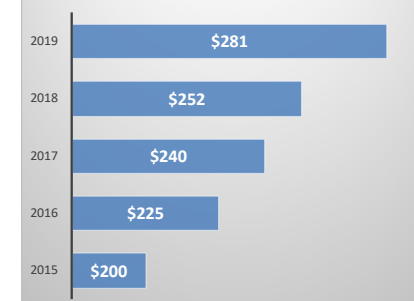
### Assets (in Millions)



### Loans (in Millions)



### Shares & Deposits (in Millions)





## Financial Education Team Honored by NYIB

The National Youth Involvement Board held its 44<sup>th</sup> Annual Conference in July, where HRCU's Financial Education team was awarded 3<sup>rd</sup> place for total educational presentations given in the '18-'19 school year for the \$150-499 million asset size category.

## Local Author Holds Signing in Rochester

Local author Jadyn Stevens held a book signing on July 6<sup>th</sup> at HRCU's Rochester Main Office. Those who attended were able to get a free signed copy of her book Sergeant Major "Dad". Sergeant Major "Dad", a book written and illustrated by Stevens, tells the story of a girl whose father is deployed by the Army to Afghanistan and how her family deals with the deployment.



## HRCU Recognized by ESGR



HRCU was recognized this year with the Above & Beyond Award from the Employer Support of the Guard and Reserve (ESGR). HRCU was nominated for this honor by Systems Administrator Daniel West, who serves as a Technical Sergeant in the Rhode Island Air National Guard. The award is presented by ESGR State Committees to recognize employers who have gone above and beyond the legal requirements by providing Guard and Reserve employees additional, non-mandated benefits.

## HRCU Hosts First Senior Safeguard Event

In November, HRCU hosted a CU Senior Safeguard Lunch and Learn at the Rochester Elks. The event was sponsored by the Cooperative Credit Union Association (CCUA) and the NH Community Loan Fund. Those in attendance were educated on common scams and how they can look out to prevent themselves from falling victim to one.



## New Spaulding Branch & Classroom Opens



Our new branch at the front of the newly-renovated Richard W. Creteau Technology Center opened this fall and is now open five days a week! This new branch and classroom will help our students gain hands-on teller experience and provides members with an additional full-service location!

## NH CU's Support Make-A-Wish New Hampshire

At the 18<sup>th</sup> Annual Richard D. Mahoney Golf Tournament this past summer, HRCU President & CEO and Chair of the NH Credit Union Social Responsibility Committee Brian Hughes presented a check to Make-A-Wish New Hampshire for \$210,000 from New Hampshire Credit Unions!



## 2019 Difference Maker Award Winners



Beth Tuttle



Bev Carr



Karen Gravel



Nicole Huntress



## Homeless Center for Strafford County

At the Homeless Center for Strafford County's (HCSC) 20<sup>th</sup> Anniversary Gala, Dr. Raymond Laurion, President & Owner of Mid-City Realty, challenged businesses gathered to a one-time \$10,000 matching contribution. HRCU was happy to match! These funds will go towards HCSC's capital campaign for a new shelter that will be constructed on Washington Street in Rochester, expected to be completed in the Fall of 2021.

## Dover Mounted Police

This fall, we were proud to renew our sponsorship of the horse paddock for the Dover Mounted Police. President and CEO Brian Hughes, and AVP of Member Experience and Engagement Officer Kristy Methot visited with officers at the paddock to present them with HRCU's donation.



## POW/MIA Chair

In December, Members of the Rochester Veteran's Council (RVC) met with HRCU staff and board members to dedicate a POW/MIA chair of honor. This empty chair, according to Gordon Oliver, Chaplain for the RVC, signifies the empty space in our country and in our community, left open by those who were taken as Prisoners of War (POW), or who were listed as MIA (Missing in Action).

## Coming Soon!

- New Digital Banking Platform with *Better Banking, Your Way*
- Award-Winning SavvyMoney Personal Credit Tool
- Expanded Field of Membership in York County, ME
- New Commercials Airing on WMUR & Expanded Platforms
- NH Credit Unions Pass the \$3 Million Mark in Donations Made to Make-A-Wish New Hampshire
- Elder Financial Abuse Seminars
- Home Buyer's Workshops



Preview Some of Our New Commercials Today on [Facebook.com/HolyRosaryCreditUnion](https://www.facebook.com/HolyRosaryCreditUnion) or [YouTube.com/HolyRosaryCU](https://www.youtube.com/HolyRosaryCU)

# Community, It's Who We Are

This December, HRCU donated to 27 local non-profit organizations as a part of our sixth-annual Christmas Caring Campaign. For the first time, we opened the process up to our membership, allowing members to nominate organizations that they felt deserved to be recognized and supported.

We were excited that this new process led to ten new organizations who did not receive donations during the 2018 Christmas Caring Campaign being added onto this year's list of recipients. Of the 27 non-profits who received donations this year, most focused on important causes in the community such as homelessness, meal services, youth support and addiction recovery.

*The 2019 Christmas Caring Campaign included:*

- Hope on Haven Hill
- Community Food Pantry
- Community Action Partnership of Strafford County
- New Durham Food Pantry
- Interfaith Food Pantry
- Triangle Club
- Rochester SHARE Fund
- Somersworth SHARE Fund
- Dover SHARE Fund
- Friends of Farmington
- SOS Recovery
- My Friend's Place
- Barrington Community Food Pantry
- Sober Sisters Recovery
- SHS Raider Station Student Pantry
- Pease Greeters
- Homeless Center for Strafford County
- End 68 Hours of Hunger Rochester
- End 68 Hours of Hunger Farmington
- End 68 Hours of Hunger Dover
- The Ryan Home Project
- Cross Roads House
- Friends in Action
- First Church Congregational
- Catholic Charities New Hampshire
- We Care Food Pantry
- Strafford Nutrition Meals on Wheels



HRCU Staff & Volunteers with Some of 2019's Christmas Caring Recipients



## Annual Scholarships

On June 17<sup>th</sup>, the HRCU Scholarship Committee was pleased to award seven local high school graduates with college scholarships. A total of 223 scholarships totaling over \$226,000 have now been awarded to local students since HRCU began awarding scholarships in 1996.

## Senior Management Team



**Standing (L-R):** Chris Maxwell *AVP of Human Resources*, Marc Velez *AVP of Real Estate Lending*, Ken Mauser *VP of Information Technology*, Tyler Hudson *VP of Digital Strategy & eServices*, Travis Bissonnette *AVP of Consumer Lending*, Kristy Method *AVP of Member Experience & Engagement Officer*  
**Seated (L-R):** Rosemary Shields *EVP & Chief Operating Officer*, Brian F. Hughes *President & CEO*, Brian Therrien *Chief Financial Officer*

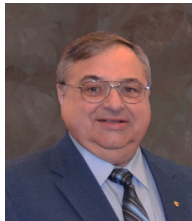
## Board of Directors



**Dana R. Flanders**  
*Chairman*



**Ronald G. Vachon**  
*Vice-Chairman*



**Paul Auger**  
*Treasurer*



**Kathleen Simoneau**  
*Secretary*



**Richard Brunelle**



**Richard Falardeau**



**Jeanne Grover**



**Leonard Pinault**



**Paul Turner**

## Supervisory Committee



**Robert P. Langelier**  
*Chairman*



**Daniel Connelly**



**Rachel Gilman**



**Constance Hamann**



**Matthew Lahr**

## Council of Trustees



**Gerald Bisailon**



**James Brock**



**Robert Chasse**



**Normand Lanoie**



**Andre Therrien**

# Locations

## Rochester, NH

**Main Office & Drive-Up HRCU Live ITM:**  
133 Brock St., P.O. Box 2078, Rochester, NH 03867  
Telephone: (603) 332-6840

**Spaulding High School Branch & ATM:**  
140 Wakefield St., Rochester, NH 03867  
Telephone: (603) 332-6840

**Staples Plaza ATM:**  
125 Washington St., Rochester, NH 03867  
**Milton Road Rite-Aid ATM:**  
105 Milton Rd., Rochester, NH 03868

**Wakefield Street Rite-Aid ATM:**  
190 Wakefield St., Rochester, NH 03867

## Dover, NH

**Branch & Drive-Up HRCU Live ITM:**  
490 Central Ave., Dover, NH 03820  
Telephone: (603) 743-3999

**Branch & HRCU Live ITM:**  
50 Pointe Place, Unit 19 Dover, NH 03820  
Telephone: (603) 516-6785

**HRCU Live ITM:**  
8 Hotel Dr., Dover, NH 03820

**Central Avenue Rite-Aid ATM:**  
865 Central Ave., Dover, NH 03820

## Farmington, NH

**Branch & Drive-Up HRCU Live ITM:**  
341 Route 11, Farmington, NH 03835  
Telephone: (603) 755-5000



## Lee, NH

**Calef Highway Rite-Aid ATM:**  
58 Calef Highway, Lee, NH 03861

## New Durham, NH

**New Durham General Store ATM:**  
3 Old Bay Rd., New Durham, NH 03855

## Ossipee, NH

**Route 16 Rite-Aid ATM:**  
910 Route 16, Ossipee, NH 03864

## Portsmouth, NH

**Lafayette Road Rite-Aid ATM:**  
1390 Lafayette Rd., Portsmouth, NH 03801  
**Woodbury Avenue Rite-Aid ATM:**  
1303 Woodbury Ave., Portsmouth, NH 03801

## Somersworth, NH

**High Street Rite-Aid ATM:**  
341 High St., Somersworth, NH 03878

## Stratham, NH

**Portsmouth Avenue Rite-Aid ATM:**  
28 Portsmouth Ave., Stratham, NH 03885

## Wolfeboro, NH

**South Main Street Rite-Aid ATM:**  
50 South Main St., Wolfeboro, NH 03894

## What Members Have Been Saying...



**Paul** recommends Holy Rosary Credit Union - HRCU.  
February 8, 2019

We've been with them for years now. Wonderful place full of hard working people who are there to help. Great classes offered, from time to time, too.



**Mia** recommends Holy Rosary Credit Union - HRCU.  
February 27, 2019

When I went elsewhere to get a loan they started to ask me for a ridiculous amount of documentation. I hopped into hrcu.org to chat and got Erin who recognized what I needed right away (which is awesome because I don't speak the lingo) emailed it to me and BAM I'm done in less than 10 minutes. Best customer service from a financial institution ever- and it's consistent this isn't the first time they've earned my praise. Thanks for treating us members like family!



**Thea** recommends Holy Rosary Credit Union - HRCU.  
July 19, 2019

The customer service is great, they treat you like friends.



**Daniel** recommends Holy Rosary Credit Union - HRCU.  
July 21, 2019

I have had nothing but good experience with them and there staff. They are ready to help you with whatever you need.

"I have been a member for many years and they're my go to for all my checking, savings, home equity, auto loans, and debit/credit accounts. Best deal in town, with friendly service."

**-Deborah**

"Having no credit, this was a daunting experience for me buying a car. The whole team made it painless and restored my faith in the banking system. The entire experience was wonderful... We had a difficult experience at a different institution previous to coming there. I'm so happy to be a part of the Holy Rosary family after being with an online virtual bank for so long. The customer interaction is amazing and everyone is so helpful. You have an amazing team there. Thank you."

**-Lorna**

"Great job, couldn't have had a more pleasurable experience. Keep up the great work. I'll be a member for life."

**-Brian**