



# THE APPLE CORE

Annual Member Newsletter

February 2022

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## HOLIDAY CLOSINGS

All offices closed unless otherwise noted

**Martin Luther King Jr. Day**

Monday, January 17<sup>th</sup>

**President's Day**

Monday, February 21<sup>st</sup>

**Memorial Day**

Monday, May 30<sup>th</sup>

**Juneteenth (Observed)**

Monday, June 20<sup>th</sup>

**Independence Day**

Monday, July 4<sup>th</sup>

**Labor Day**

Monday, September 5<sup>th</sup>

**Columbus Day**

Monday, October 10<sup>th</sup>

**Veterans Day**

Friday, November 11<sup>th</sup>

**Thanksgiving Day**

Thursday, November 24<sup>th</sup>

**Christmas Eve**

Saturday, December 24<sup>th</sup>

Drive-Up Only - Noon Closing

**Christmas Day (Observed)**

Monday, December 26<sup>th</sup>

**New Year's Eve**

Saturday, December 31<sup>st</sup>

Drive-Up Only - Noon Closing

**New Year's Day (Observed)**

Monday, January 2<sup>nd</sup> 2023

## CONTACT US

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## A MESSAGE FROM THE PRESIDENT



ROBERT ARES

2021 was a remarkable year in the history of Land of Lincoln Credit Union. While uncertainties remained as a result of staff shortages and intermittent closures of our branches caused by COVID, the staff remained upbeat and engaged. Your credit union continued its commitment to unparalleled service and financial performance, that is truly extraordinary, by any applicable standard.

Organic growth continued in 2021. I am happy to report that as of December 31, 2021, assets totaled more than \$357MM compared to \$307MM a year ago. This represents growth of 16% year-over-year. By comparison, our NCUA peer group experienced growth of 12%.

Your credit union also experienced growth in membership and deposits. At December 31, 2021, membership totaled 34,055 with \$320MM in deposits. At December 31, 2020, by comparison, membership totaled 32,455 and deposits

totaled \$271MM. Your credit union continued to provide loans to assist our members in meeting their financial goals. Outstanding loans increased to \$207MM at December 31, 2021 compared to \$176MM for the same time period in 2020. Our capital ratio, 10.25% of assets at year-end, was buoyed by robust profitability of 1.01% return on assets. This extremely healthy capital ratio will provide opportunity for continued growth in 2022.

In 2021, we negotiated the purchase and acquired another branch in the Mattoon market. The transaction allowed for LLCU to contact more than 1,200 members of the previous credit union. To date, we have been successful in attracting more than \$12MM in deposits and almost \$13MM in loans! The additional branch will provide members in the Mattoon market with access to 2 convenient branch facilities.

Our dedicated employees continue to give of themselves to worthy causes. In 2021, volunteer hours totaled more than 2,010. Moreover, your credit union provided more than \$140,000 in monetary

donations to more than 100 non-profit agencies throughout our eight markets.

While there are many unknowns for 2022, the course that we have charted is clear. We will continue to outpace other credit unions in growth – growth in assets; growth in service; growth in profitability; growth in giving. The economic prognosticators are hinting at 3 rate increases. Inflation continues to affect all of us as the general cost of goods is steadily increasing. And, all of us continue to face uncertainties caused by COVID. There will be other challenges that, today, we cannot imagine. But, I am certain that the dedicated employees of Land of Lincoln Credit Union can, and will, overcome any obstacle to meet our mission.

The charted course is before us. Our sails have caught the wind. Godspeed in 2022!!

Sincerely and respectfully,

Robert Ares  
President/CEO

# LLCU CELEBRATES 75<sup>TH</sup> ANNIVERSARY

On January 11th, 2022, Land of Lincoln Credit Union officially celebrated arriving at the milestone of our 75th anniversary. To us, this is an amazing milestone. It's not just an anniversary. It's an outstanding accomplishment. In an environment of change, we are proud to say that LLCU has remained a local constant.

We are celebrating 75 years of local ownership. 75 years of community investment. 75 years of financial guidance. And 75 years of making dreams come true.

The journey began as a small credit union that served employees of the Decatur Signal Depot, which was a Federal Communications Facility. In 1947, the Decatur Signal Depot Credit Union had \$45,000 in assets and 475 members.

Over the next 75 years, LLCU became

a community charter and merged with numerous other credit unions throughout



central Illinois, expanding service to anyone who lives or works (or their immediate family) in 27 different counties in central Illinois. Today, LLCU has grown to over \$357 million in assets and over 34,000 members. LLCU

offers 12 convenient locations in 8 cities to best serve the needs of its membership. As a part of the CO-OP shared branching network, members also have access to over 5,000 branches and 30,000 ATM locations nationwide. The President & CEO of LLCU is Robert Ares.

In celebration, we will hold a weekly drawing for a \$75 LLCU Visa Gift Card to be given away to one of our lucky members each week! We're doing the same for staff - one \$75 LLCU Visa Gift Card per week will be given to a lucky LLCU Team Member! Visit [llcu.org](https://llcu.org) for details and view the weekly winners!

Finally, we will be hosting a Business After Hours in each market throughout the months of 2022. Plan to stop by one in your neighborhood!

## 2022 BUSINESS AFTER HOURS

DATE:	LOCATION:
Thursday, January 27th from 5:00 – 7:00pm	Decatur - Prosperity Place Branch
Thurs., February 24th from 5:00 – 7:00pm	Vandalia Branch
Thurs., March 31st from 5:00 – 7:00pm	Centralia Branch
Thurs., April 21st from 5:00 – 7:00pm	Mattoon – Broadway Ave Branch
Thurs., May 12th from 5:00 – 7:00pm	Effingham Branch
Thurs., June 23rd from 5:00 – 7:00pm	Springfield Branch
Thurs., July 28th from 5:00 – 7:00pm	Pana Branch
Weds., August 10th from 5:00 – 7:00pm	Bloomington-Normal Branch

*Land of Lincoln Credit Union*  
1947 – 2022

HERE'S TO 75 MORE.



# TWO NEW FACILITIES COMING IN 2022



Effingham Branch

On January 27th, we announced that we will be opening a second full-service branch in Effingham, Illinois. The branch will be located at 1302 Thelma Keller Avenue (formerly Midland State Bank). The facility is just over 3,400 sq. ft. and is easily accessible, as well as fully equipped with a multiple lane drive-up, multiple teller lines, and numerous private offices.

“Effingham is a great community, and we are so proud to be a part of it,” stated Robert Ares, LLCU President & CEO. “For quite some time, we’ve been searching for the right opportunity to expand services in Effingham and when this opportunity arose, it just checked all the boxes and made perfect sense.” He further stated, “Not only will it allow for LLCU to offer more convenience to our existing and future members in Effingham, but it will also provide employment opportunities, as we will be hiring a full-staff for this second location.”

The opening of this new branch will allow

LLCU to offer a north (1302 Thelma Keller Av.) and a south (2302 S. Banker St.) location in Effingham, providing additional convenience to members. Service hours will likely mirror those offered at the Banker Street Effingham branch, with a 24-hour full-service ATM (in the shared branch network). Additionally, this will be the 13th LLCU branch in central Illinois.

Grand Opening of this second branch is scheduled for early Summer 2022.



Bloomington Branch

We are also in the process of relocating the Bloomington-Normal Branch to a new, fully-renovated, full-service facility located at 1709 S. Veterans Parkway in Bloomington. The building was formerly the location of Mickey’s Kitchen. Renovations are currently underway and expected to be completed by mid- to late Spring.

LLCU has operated at 115 Susan Drive in Normal since 2014. The current branch does

not offer drive-up service, nor does it offer capacity for expansion. The new location will allow us to provide a drive-up service and additionally, since it faces the busy Veterans Parkway, it will be far more easily accessible than the current location.

“We have been hoping to find the right property to relocate our Bloomington-Normal branch for some time now, as we know our members here deserve more convenience than we’ve been able to offer at the current location,” stated Robert Ares. “This new building requires minimal renovation, and it sits at a prime location providing maximum convenience and accessibility to fully serve our members in this market.”

The branch is expected to open at the new location by mid-Spring. LLCU management states that they anticipate little to no interruption in member service during the move to the new location. A formal opening for the new branch will coincide with a Chamber Business After Hours event scheduled later this summer.

The new branch will also bring expanded hours, offering Saturday hours (the current branch is closed on Saturdays), as well as a 24-hour full-service ATM (within the Co-Op Shared Branch Network).

To stay up to date on the latest news of this relocation, please visit llcu.org.

## LLCU COMMUNITY DONATIONS

In 2021, despite the ongoing pandemic, LLCU was still able to find numerous ways in which to give back to the communities we serve. We once again donated VISA® gift cards to the local law enforcement agencies to give to those in need, we donated computers to numerous educational organizations, we donated large sums to local food pantries in each market and so much more. Our donations totaled over \$140,000 and were spread to over 100 non-profit agencies in central Illinois.



Donation to Northeast Community Fund in Decatur.



Donation to Evans Public Library in Vandalia.



Donation to the Effingham JFL Program.



Bloomington donation to Center for Hope Outreach.



Donation to Helping Hands of Springfield.



Donation to Habitat for Humanity in Decatur.



## LAND OF LINCOLN CREDIT UNION 2021 COMMUNITY IMPACT

**\$900,000**



**PAID IN  
DIVIDENDS  
TO LLCU  
MEMBERS**

**HELPED**



**3,343**

**MEMBERS  
BEHIND THE WHEEL**

**HELPED 138**

**BUSINESSES APPLY  
FOR & RECEIVE  
\$6.6MM  
IN PPP LOANS**



**HELPED**



**164**

**MEMBERS BECOME  
HOME OWNERS**



**2,010**

**VOLUNTEER HOURS  
COMPLETED  
BY EMPLOYEES**



**PAID  
\$1,842**

**TO YOUTH MEMBERS  
THROUGH “PAYS FOR A’S”**



**DONATED \$140,000**

**IN SUPPORT OF 107 LOCAL ORGANIZATIONS**

**HELPED**

**404**

**MEMBERS IMPROVE  
THEIR CREDIT WITH  
FRESH START ACCOUNTS**

**\$20,000**



**DONATED TO CITY OF DECATUR FOR  
NEIGHBORHOOD REVITALIZATION**

**HELPED**

**205**

**MEMBERS OPEN  
OR EXPAND BUSINESS**

**10,835  
MEALS**



**PROVIDED BY LOCAL FOOD PANTRIES  
FROM DONATIONS TOTALING \$32,650**

\*Statistics from LLCU Annual Financial Report and analysis from feedingamerica.org