

2025 Annual Report



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WESTconsin®
CREDIT UNION

TABLE OF CONTENTS

PAGE 3

2025 in Review: Milestones of Success and Leadership

PAGE 4

Reflections of 2025

- Message from CEO & Board Chair
- Message from Audit Committee

PAGE 5

Annual Meeting Recap

- 85th Annual Meeting Agenda
- 85th Annual Meeting Minutes
- Board of Directors

PAGE 6

Crunching the Numbers

- Statement of Financial Condition
- Statement of Income
- Charting Our Progress

PAGES 7-10

Community Impact Statement



Our Mission

To give members, communities, and one another the inspiration, resources, and support to achieve financial wellness.

Our Vision

To be our members' most trusted financial partner by making a lasting impact through community engagement and having valued employees that deliver exceptional experiences.



Our Purpose

Credit unions exist to help people, not make a profit. As a not-for-profit cooperative, we are owned and operated by and for our members. This allows WESTconsin to operate at a lower cost than other for-profit institutions, and in turn, offer various financial programs and services, including:

- ✓ Low cost, high-quality products and services to help members reach their financial goals
- ✓ Free adult financial education classes and programs
- ✓ Free youth financial education classes and programs
- ✓ Employee volunteerism benefiting community-driven causes and non-profit agencies

We are based in your community, owned by people like you. You can expect a high level of personal service and depend on WESTconsin's dedicated employees to help you reach your goals.



Office Locations

Altoona	Ellsworth	New Richmond
Amery	Hudson	Prescott
Baldwin	Menomonie- Downtown	Rice Lake
Barron	Menomonie-East	River Falls
Chippewa Falls	Menomonie-North	
Eau Claire		

ADMINISTRATIVE CENTER

3227 Schneider Avenue SE | Menomonie



School Offices

Amery High School
Menomonie High School
Baldwin-Woodville High School
New Richmond High School



WESTCONIN CREDIT UNION'S
\$MARTCU

Employee Milestones



430
Total employees



71
New hires
in 2025



8
Retirements

Employee Anniversaries



Strong Team, Strong Future

Our employee pride
is company-wide!

94%

of employees
are confident that
WESTconsin has
a bright future*

94%

of employees
are proud
to work at
WESTconsin*

Awards

- ✓ Volume One-Best of the Chippewa Valley
 - 2nd Place-Best Bank/Credit Union
- ✓ Readers' Choice 2025-Best of the Baldwin-Woodville Area
 - Best Bank/Financial Institution
 - Best Loan Officer
 - Best Title Services-Top Three Finalist

- ✓ Readers' Choice 2025-Best of the Amery Area
 - Best Bank/Financial Institution
- Winner
 - Best Bank Officer
 - Best Mortgage Lender
 - Best Bank Teller
- Finalist
 - Best Loan Officer
 - Best Mortgage Lender
 - Best Bank Teller

Leadership

Corporate Officers

Jim Wookey, *Chief Executive Officer*
Stephanie Rasmussen, *Chief Experience Officer*
Jerilyn Kinderman, *Chief Financial Officer*
Kevin Hall, *Chief Information Officer*
Scott Giltner, *Chief Lending Officer*
Russ Blasius, *Chief Operations Officer*
Niki Yarrington, *Chief Talent Officer*

Credit Committee

Scott Giltner, *Chief Lending Officer*
Russ Blasius, *Chief Operations Officer*
Jim Wynn, *Vice President-Business Loans and Services*
Stacie Breitung, *Vice President-Business Credit Administration*

Vice Presidents—Office Locations

Kyrah Klika, *Regional Retail Operations (East)*
Tara Buechner, *Regional Retail Operations (West)*
Jason Klopp, *Baldwin and Ellsworth*
Erica Payne, *Chippewa Valley*
Tammy Jackson, *Barron and Rice Lake*
Maria Schmitt, *Hudson*
Whitney Anderson, *Menomonie Offices*
Marie Gremore, *Amery and New Richmond*
Brian Manion, *Prescott and River Falls*



Reflections of 2025

Message from the CEO & Board Chair | Jim Wookey, Gerald Wolf

2025 was a year of determination, advancement, and success. Founded in 1939 as Menomonie Farmers Credit Union, we began with a simple philosophy of "people helping people," operating out of a cigar box on a front porch. Today, that philosophy remains at the heart of *WESTconsin*. Over eight decades later, we serve over 126,000 members across 15 office locations, with our reach extending to 17 counties in Wisconsin and 11 in Minnesota.

As we continue grow, we are committed to maintaining the small-town, personal touch that defines who we are. While 2025 presented economic challenges and moments of unpredictability for many, *WESTconsin* remained steadfast in its mission to inspire and empower our members, communities, and each other with the resources and support needed to achieve financial wellness. Whether you're planning for the future or managing day-to-day expenses, our more than 430 dedicated employees are here to guide you on your financial journey with care, expertise, and kindness.

Despite economic uncertainty, *WESTconsin* Credit Union continued to flourish in 2025, including an increased loan demand and solid net income. Our credit union remains financially sound, allowing us to continue to provide the best financial services possible for our members. This year, we also updated our debit and credit cards to provide increased security and modern enhancements. We look forward to even more exciting improvements for our members in 2026!

Inspiring Better for our local communities is at our core, and we are proud of the impact we made in 2025. We made notable donations to the Friday Memorial Library in New Richmond to help fund their new building, the Barron Welcome Center, Stepping Stones, and many more. Additionally, we held our annual fundraising events like our World's Finest® Chocolate Bar sales and Hearts of Hope in support of young patients of Children's Miracle Network® Hospitals, as well as supported those in our local communities through our food drives and the Scrub-A-Dub personal hygiene drive. We also commemorated *The Mitten Tree's* 15th anniversary in 2025, celebrating over \$45,000 raised and nearly 40,000 items collected since its introduction.

Looking back on 2025, we are filled with pride and unwavering hope for the future. Thank you for trusting *WESTconsin* Credit Union to be your partner in financial success. Here's to continuing to Inspire Better together for years to come!



Jim Wookey
Chief Executive Officer



Gerald Wolf
Board Chairman

Message from the Audit Committee | Karen Flug, Sarah Noreen, and Dale Dahlke

The Audit Committee of *WESTconsin* Credit Union ensures the organization's financial integrity and operational soundness by overseeing internal and external audits, regulatory compliance, and risk management processes. Comprising three Board-appointed members and supported by the Internal Audit Department, the Committee reviews and approves audit plans, monitors audit activities, evaluates external auditors, and collaborates with regulatory bodies. Regular Board updates and quarterly reviews reinforce effective risk management and alignment with organizational objectives.

In 2025, an external audit conducted by Wipfli, LLP confirmed *WESTconsin's* compliance with financial standards, with no material misstatements identified. This evaluation, along with prior regulatory examinations, underscores the credit union's strong financial health, sound practices, and robust internal controls. The Committee remains committed to safeguarding member assets, maintaining compliance, and ensuring ethical, transparent operations.

Annual Meeting Recap

85th Annual Membership Meeting
Tuesday, March 4, 2025, 6 p.m.
Microsoft Teams Virtual Event

Meeting Agenda:

1. Call to Order
2. Introduction
3. Minutes of Last Year's Annual Meeting
4. Chairman's Report
5. CEO's Report
6. Audit Committee Report
7. Nominating Committee Report
8. Election Process
9. Old Business
10. New Business
11. Adjournment

Meeting Minutes

The 85th Annual Membership Meeting of WESTconsin Credit Union took place virtually via Microsoft Teams on March 4, 2025. Chairman Gerald Wolf called the meeting to order at 6:01 p.m., confirming a quorum was present. He introduced William Wallo, S.C., as Parliamentarian and welcomed the Board of Directors.

Secretary Colleen Mensing read the minutes from the previous year's Annual Meeting. Chairman Wolf then presented the Chairman's Report, summarizing WESTconsin Credit Unions activities over the past year. CEO Jim Wookey followed with a review of the 2024 Annual Report, highlighting the credit union's financial performance. Treasurer Todd Leipnitz then delivered the Audit Committee Report, outlining the audits conducted throughout 2024. Nominating Committee Chairperson Sarah Noreen presented the Nominating Committee Report.

After the presentations, Chairman Wolf proposed the approval of the previous year's meeting minutes, the Chairman's Report, and the CEO's Report, along with the acceptance of the Audit and Nominating Committee Reports. The motion passed unanimously, with no objections or further discussion.

Nominating Committee Chairperson Sarah Noreen then reviewed the Election by Acclamation process. With no additional candidates nominated to oppose incumbents Colleen Mensing and Karen Flug, both were re-elected by acclamation to serve another three-year term on the Board of Directors.

As no unfinished, old, or new business was raised, and no questions were presented, Chairman Wolf adjourned the meeting at 6:20 p.m.



Board of Directors

	Term Ends
Gerald Wolf, Chairperson	2026
Karen Flug, Vice Chairperson	2028
Colleen Mensing, Secretary	2028
Todd Leipnitz, Treasurer	2026
Dale Dahlke	2026
Jesse Singerhouse	2027
Sarah Noreen	2027

2025 Metrics

12.91%
Capital position

Over
\$464M
loans originated

Over
126,000
members

Over
\$2.1B
total assets

Statement of Financial Condition

As of December 31, 2025* and 2024

	2025	2024
Assets		
Cash & Cash Equivalents	\$ 145,021,609	\$ 87,776,393
Investments	436,462,162	397,767,897
Other Assets	32,144,144	31,319,054
Loans (Net)	1,495,776,860	1,397,542,452
Property & Equipment (Net)	43,599,721	41,415,802
Total Assets	\$ 2,153,004,496	\$ 1,955,821,598
Liabilities and Members' Equity		
Other Liabilities	\$ 18,569,894	\$ 13,627,220
Members' Share Accounts	1,877,740,319	1,727,787,854
Members' Equity	256,694,283	214,406,524
Total Liabilities and Members' Equity	\$ 2,153,004,496	\$ 1,955,821,598

Statement of Income

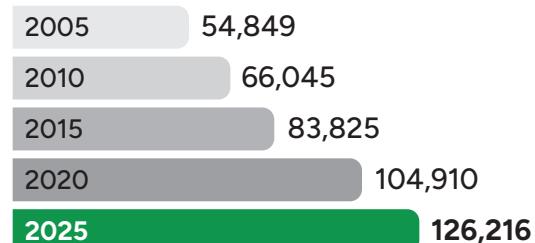
Years Ending December 31, 2025* and 2024

	2025	2024
Interest Income		
Interests from Investments	\$ 14,435,779	\$ 10,430,002
Interest from Loans	90,886,757	79,296,290
Total Interest Income	105,322,536	89,726,292
Dividend & Interest Expense	(28,789,775)	(25,846,577)
Net Interest Income	76,532,761	63,879,715
Provision for Loan Losses	(5,938,306)	(5,071,487)
Net Interest Income after Provision for Loan Losses	70,594,455	58,808,228
Noninterest Income	24,961,665	23,100,226
Noninterest Expense	(72,568,358)	(68,955,529)
Net Income	\$ 22,987,762	\$ 12,952,925

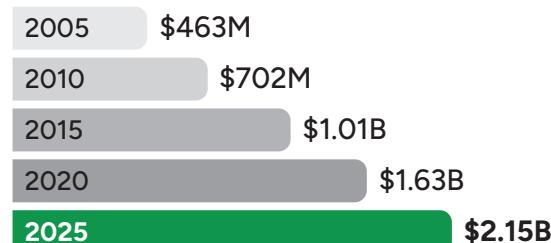
*Unaudited

Charting Our Progress

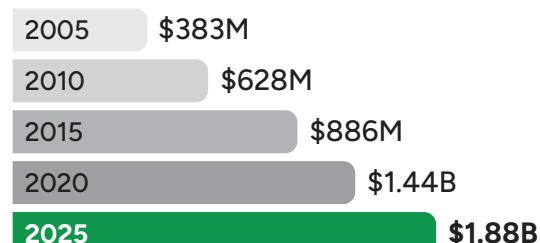
Total Members



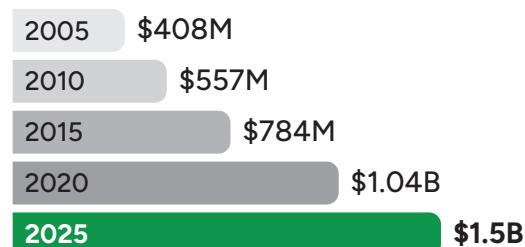
Total Assets



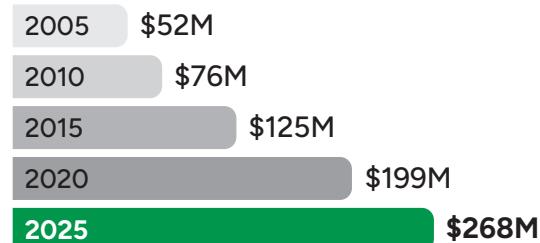
Deposits



Loans



Reserve





Our 2025 Community Impact

WESTconsin Credit Union is committed to making a lasting impact that extends far beyond financial services. As a not-for-profit financial cooperative, we are dedicated to supporting local initiatives to enrich the lives of the members and communities we serve. We proudly uphold our cooperative values and our mission to *Inspire Better for all.*

Volunteering Events



835
volunteer
events

5,308
hours
volunteered

Financial Education

80,467

students
impacted

185

schools
sponsored

894

teachers
served



Fundraising & Community Impact



8,004

items
donated

6,000+

chocolate
bars sold

\$12,500+

donated to
CMN hospitals

Environmental Conservation



\$6,800
donated from
eStatements

20,590
pounds
shredded

Fundraising Total



\$21,338
total raised for
local charities



Shop with Fin Lee Fox

72

Families/individuals impacted

5

Communities

Throughout the summer of 2025, Fin Lee Fox spread smiles and kindness while stopping by grocery stores and farmer's markets in Chippewa Falls, Menomonie, New Richmond, Prescott, and Rice Lake. He surprised shoppers with gift cards to help cover a portion of their grocery bills. 72 individuals and families were positively impacted by this unexpected gesture of kindness. With this event, WESTconsin not only gives back to those in the local community but hopes to showcase that small acts of kindness have the power to create meaningful change and build stronger relationships.



313

Gift cards/individuals impacted

47

Small businesses supported



WESTconsin celebrated small businesses and their contributions to community by hosting a "Shop Small, Share Joy" Kindness Counts event. Each office surprised members with gift cards to locally owned businesses, turning ordinary moments into unexpected sparks of joy. Across our membership area, we handed out gift cards to 313 members and supported 47 small businesses. To maximize impact, this event took place the week leading up to Small Business Saturday in November. This event brought both the WESTconsin team and our members so much joy and gratitude!





Ca\$h Course

Ca\$h Course is a hands-on, real-world activity that guides students through a day in the life of an adult, challenging them to make everyday financial decisions based on their budgets and goals.

4
high schools

644
students impacted



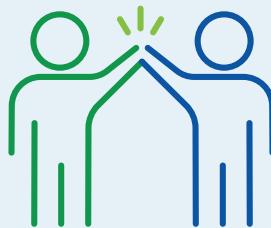
The Mitten Tree

2025	15 Year
Total Impact	Total Impact
\$3,627 raised	\$45,882 raised since 2010
2,751 items collected	38,391 items collected since 2010



WESTCONIN CREDIT UNION'S
\$MARTCU

4
in-school offices
9
high school employees



Employee Achievements

109
classroom trainings
completed
948.15
classroom
training hours

7,647
online courses
completed

12
Aspiring Leader
Program graduates

72
promotions



\$367,000
scholarships awarded
since 1995



COMMUNITY CARE DAY

2025 marked WESTconsin's first annual Community CARE Day. 365 employees exemplified their core values of Collaborative, Accountable, Respectful, and Excellence (CARE) by volunteering at a variety of local organizations. These activities ranged from coordinating activities in senior living facilities, cleaning and organizing at emergency shelters and cancer treatment centers to readying outdoor spaces for winter. As a result of the event, 38 community organizations received a helping hand across western Wisconsin and over 1,000 volunteer hours were contributed.

1

day

38

organizations impacted

365

volunteers

1,092

volunteer hours

