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2024

★ ANNUAL REPORT ★

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ENHANCING THE LIVES  
OF OUR MEMBERS AND THE  
COMMUNITIES WE SERVE BY  
BUILDING TRUSTED RELATIONSHIPS.



## BOARD OF DIRECTORS



GARY  
WEYHMULLER  
Chairman



JAMES  
BROWNLOW, II  
Vice Chairman



BRUCE K.  
FOULKE  
Treasurer



JENNIFER  
HANNIGAN  
Secretary



JOHN  
FAFARA



CLARA  
GLENN



KATHLEEN  
KINSLOW



JAMES  
THOMPSON



KENNETH  
WONG

## SUPERVISORY COMMITTEE



MICHAEL  
GUNTICK  
Chairman



EVALEEN  
DEMARCO



ANTHONY  
KUCZYKOWSKI

## LOAN REVIEW/DELINQUENCY COMMITTEE



JAMES  
THOMPSON  
Chairperson



CLARA  
GLENN



MICHAEL  
GUNTICK

BRYAN EICHENBAUM  
Senior Vice President of Consumer Lending

## 2024 OPERATIONAL HIGHLIGHTS



**\$104.3**

MILLION IN DIVIDENDS  
PAID TO MEMBERS

**\$5.0**

BILLION IN ASSETS

**\$413.4**

MILLION NET WORTH

**318,106**

MEMBERS

**32,114**

NEW MEMBERS

**TOP 70**

LARGEST CREDIT UNIONS  
IN UNITED STATES

615 EMPLOYEES | 127 NEW ASSOCIATE HIRES | OVER 840 WORKPLACE PARTNERS  
LOWER BUCKS BRISTOL KIOSK GRAND OPENING | FIRST \$300 MILLION ASSET-BACKED SECURITIZATION

## 2024 COMMUNITY IMPACT HIGHLIGHTS



**1,300**

COMMUNITY SERVICE HOURS  
PERFORMED BY ASSOCIATES

**\$40,000**

CONTRIBUTED BY SPIRIT  
OF GIVING FOOD DRIVE

**10,000 lbs**

OF FOOD DONATED BY MEMBERS  
TO 19 LOCAL ORGANIZATIONS

**\$27,000**

RAISED BY ADOPT-A-FAMILY  
FOR HOLIDAY GIFTS

**3,900**

BOOKS DONATED THROUGH  
BOOKS FOR KIDS PROGRAM

**\$4.4 Million**

RAISED SINCE INCEPTION BY THE  
KIDS-N-HOPE FOUNDATION

- OVER \$13,000 IN PRIZES AWARDED TO MEMBERS DURING THE 2024 GRAND JOURNEY SWEEPSTAKES, INCLUDING A \$10,000 VACATION
- GREEN TEAM PERFORMED MULTIPLE HIGHWAY CLEAN-UPS AND COLLECTED THOUSANDS OF ESSENTIAL ITEMS DURING MULTIPLE DONATION DRIVES
- OVER 25,000 LOCAL RESIDENTS ENJOYED GRAND ILLUMINATION DISPLAYS AND FESTIVITIES AT MAIN CAMPUS
- TWO NEW MEMBER BENEFITS AND DISCOUNTS PROGRAM INCLUDING ARDEN THEATRE COMPANY AND THE HOTWORX FITNESS STUDIO
- \$872,000 RAISED BY MEMBERS AND COMMUNITY FOR THE KIDS-N-HOPE FOUNDATION THROUGH BINGO EVENTS, CORNHOLE TOURNAMENT, PENNY-A-PURCHASE PROGRAM, AND OTHER EVENTS
- \$710,000 DONATED THROUGH THE KIDS-N-HOPE FOUNDATION TO LOCAL PARTNERS:  
CHILDREN'S HOSPITAL OF PHILADELPHIA, DOYLESTOWN HOSPITAL, GRAND VIEW HEALTH, JEFFERSON HEALTH FOUNDATION, ST. MARY MEDICAL CENTER, CATHOLIC COMMUNITY SERVICES, CHRIST'S HOME, CORA SERVICES, KENCREST, FEDERATION EARLY LEARNING SERVICES (FELS), PROVIDENCE CENTER, SPECIAL PEOPLE IN THE NORTHEAST (SPIN)

## 2024 FINANCIAL WELLNESS HIGHLIGHTS



**79**

FREE FINANCIAL  
WELLNESS SEMINARS

**30**

\$1,000 CECILIA B. GRADY  
COLLEGE SCHOLARSHIPS AWARDED

**54**

FINANCIAL EDUCATION  
BLOGS PUBLISHED

- 5,777 NEW USERS JOINED ZOGO AND HAVE EARNED OVER \$2,500 IN REWARDS
- YOUTUBE CHANNEL SUBSCRIBERSHIP IS TOP 5 NATIONALLY AMONG CREDIT UNIONS





## THE FINANCIAL BRAND



# 2024 RECOGNITION & AWARDS

- ★ CUNA 2024 Dora Maxwell Social Responsibility Service Award
- ★ Transportation Demand Management Advocates Sustainability Award
- ★ Best-In-State Credit Union in Pennsylvania designation by Forbes
- ★ Philadelphia Business Journal Best Places to Work recognition for 18th consecutive year.
- ★ Philadelphia Business Journal Healthiest Employer Wellness Award for 15th consecutive year.
- ★ Financial Brand recognized American Heritage as one of the top 45 credit unions using social media worldwide.
- ★ Investment & Retirement Center ranked as the 4th overall program and the #1 managed program in the country by TruStage Financial Group.
- ★ Recognition for excellence in membership communication, event marketing, social media, website, and brand awareness:
  - o CrossState Credit Union Association - MIC Awards
  - o America's Credit Unions Marketing & Business Development - Diamond Awards
  - o Marketing Association of Credit Unions - MAC Awards
  - o Philadelphia Direct Marketing Association - Benjamin Franklin Benny Awards
  - o Public Relations Society of America - Pepperpot Awards
- ★ South Jersey Biz annual Best in Biz Readers' Choice Award
- ★ 2024 Mastercard Community Institution Segment Award for Financial Literacy & Education

“

I've been a member for years. I remember the experiences I had in exploring all the benefits and rates of the credit unions in my area before deciding on American Heritage. The rates, services, professionalism, and friendly people at my credit union continue to surpass any of the experiences that I had with other credit unions.

**- MEMBER -**  
HORSHAM BRANCH

”



LOWER BUCKS HOSPITAL GRAND OPENING



# CHAIRMAN'S REPORT



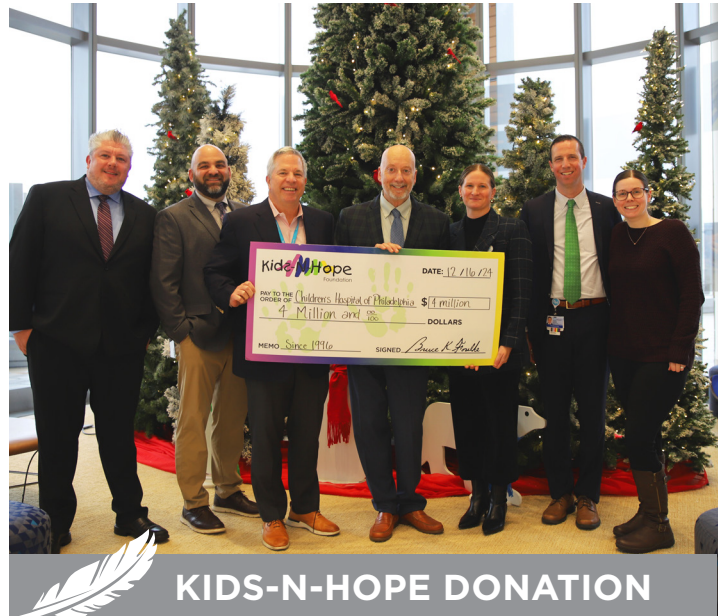
Welcome to American Heritage Credit Union's 76th Annual Meeting. As we prepare our annual report, we acknowledge that 2024 continued the credit union's trajectory of membership growth, loan growth, technology improvements, branch network enhancements, and expansion.

In 2024, we celebrated the milestone of 76 years of serving our members, and the ongoing commitment to the communities we serve. American Heritage began as Budd Workers Federal Credit Union on January 16, 1948 to provide people with a better alternative than banks to save and borrow money. The credit union started with just \$12,776 in assets and one branch on Hunting Park Avenue in North Philadelphia. This past year, we proudly welcomed over 25,000 new members. In 2024, we surpassed the milestone of reaching \$5 billion in assets and over 315,000 members. American Heritage Credit Union remains the 5th largest credit union in the Commonwealth of Pennsylvania and is in the top 68 largest credit union in the nation based on membership and 78th in terms of assets.

Over the past year, American Heritage successfully completed our first securitization of \$300 million in automobile loans. This is one of the key elements of our strategic growth strategy for the future. In May 2024, we entered a definitive purchase and assumptions agreement with LINKBANK to acquire its banking operations from three branch locations in Southern New Jersey. This acquisition includes approximately \$105 million in deposits and \$123 million in loans. This agreement will expand our footprint in New Jersey and is the first purchase of bank locations, assets, and deposits made by American Heritage. We continue to invest in technology and data to better empower our associates and provide greater convenience and self-serve options for our members.

Our associates are continuously creating new initiatives to meet the service levels and standards you have come to expect from American Heritage. Our member satisfaction rating was well above 96% for the year, significantly surpassing industry standards. This success is due in large part to our members, associates, and management, who continue to navigate the changing landscape of our industry and society with ingenuity, dedication, and a member-first attitude that makes American Heritage special.

The credit union continues to be a leader in community investment initiatives. As our community grapples with crippling inflation, we are cognizant of the impact this has had on many to feed their families. As a result, our



associates and members demonstrated their generosity during the Spirit of Giving Food Drive, which supported hundreds of local families and 19 local food banks and kitchens. Thanks to the generosity of American Heritage's membership and associates, over 10,000 pounds of food were collected in our 11th annual Spirit of Giving Food Drive. 200 meal boxes and \$20,000 in ShopRite gift cards were also given to ten local community organizations.

In 2024, the Kids-N-Hope Foundation donated a record \$710,000 to 12 hospitals and local non-profit organizations. Since its inception the Foundation has donated over \$4.4 million to support pediatric music therapy programs and children's health and life services at these local hospitals and organizations.

In continuing our commitment to education, our Books for Kids program distributed 3,900 books to local organizations, and we awarded Cecilia B. Grady Scholarships to 30 members who will be continuing their education beyond high school. We also hosted financial wellness reality fairs at the high school level, seminars/webinars on saving, budgeting, home buying/selling, understanding credit, college financing, identity theft, retirement and investing. We plan to continue to grow our financial wellness platform in 2025 and beyond.

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# CHAIRMAN'S REPORT (Continued)



Associate engagement, retention and development continue to be a priority for American Heritage. We continue to develop our workforce by ensuring staff is equipped with the skills they need for the future, and we continue to recruit and advance only the best talent! We now have over 708 employees in 2024 and saw the advancement and promotion of over 131 associates. Our Diversity and inclusion initiatives furthered our commitment to our associates and members to provide education and awareness about the history and perspectives of all cultures and backgrounds so that we can better reflect and support the communities we serve. These initiatives are guided by our principles of respect, kindness, civility and generosity, which we have held since we were founded 76 years ago.

Our all-volunteer Board of Directors, as well as our Supervisory, Loan Review & Delinquency Committees, are dedicated to ensuring that our credit union is always providing the best products for our membership while keeping the credit union financially strong. I appreciate the time and energy that they devote to our organization.

On behalf of our Board, I wish to express my gratitude to the President & CEO and his management team, as well as the dedicated associates of American Heritage for all their hard work and dedication to the credit union movement and our membership.

In these uncertain economic times, our members count on the credit union's trustworthy counsel and guidance. To that end, I want to thank our members for their steadfast loyalty and support for our credit union.

Respectfully submitted,

**GARY WEYHMULLER**

Chairman

“

One thing I love about American Heritage is the culture and how kind everyone is. Since stepping foot into the company, I have never felt unsupported or like I was failing. The team I work with is absolutely amazing.

- AMERICAN HERITAGE ASSOCIATE -

”



**VOLUNTEER NORTH COVENTRY FOOD PANTRY**

# PRESIDENT/TREASURER'S REPORT



**\$304.3**

MILLION ASSET GROWTH

**\$5.0**

BILLION IN ASSETS

**\$254.2**

MILLION SHARE GROWTH

**\$333.2**

MILLION LOAN  
PORTFOLIO GROWTH

**\$413.4**

MILLION NET WORTH

**\$316.4**

MILLION TOTAL INCOME

**\$26.2**

MILLION NET INCOME

I am excited to announce that we officially achieved \$5 billion in assets, representing asset growth of 6.4% and a return on average assets of 0.53%. We were also privileged to serve over 318,000 members.

The 6.4% growth in assets of \$304.3 million to over \$5.0 billion was driven by organic share growth of \$254.2 million and additional borrowings of \$24.0 million. Within shares, our highly competitive rates led our share certificates to grow by \$189.7 million, or 16.4%, and our regular shares to grow by \$40.4 million, or 2.5%. Also, our IRA certificates and shares grew \$31.0 million, or 12.4%. Overall, the share growth of 7.0% was more than our peers' share growth of 4.6% and our 2.49% cost of funds was more than our peers' 1.83% cost of funds. In addition, by adding fixed-rate borrowings of \$24.0 million, the overall weighted average cost for all borrowings of 3.0% manages the risk of holding \$517.8 million of fixed-rate mortgage loans earning a weighted average rate of 3.15%.

Excluding our first auto-backed securitization of \$307.5 million in the fourth quarter of 2024 that was rated AAA by several rating agencies, and other sales and participations of \$184.8 million, our loan portfolio grew by \$333.2 million, or 9.0%, to \$3.6 billion in the following areas — automobile loans by \$220.5 million, or 22.9%, to \$836.5 million; real-estate secured home equity loans by \$98.7 million, or 38.2%, to \$357.0 million; first mortgage loans by \$87.6 million, or 18.7%, to \$536.9 million; and credit card loans by \$5.1 million, or 4.1%, to \$129.9 million. These increases were partially offset by decreases in commercial loans by \$57.7 million, or 5.0% to \$1.090 billion and all other loans by \$21.0 million, or 2.7% to \$614.2 million. We are very proud that we were able to lend \$129.1 million first mortgage loans to 416 members to support their dream of purchasing a home in this very difficult marketplace. Our loans are diversified with 31% in commercial loans, 25% in real estate, 23% in automobile loans, and 21% in all other. Our loan increase of 9.0% was more than our peers' loan growth of 3.0% while our yield on average loans of 5.83% was more than our peers' yield on average loans of 5.64%.

In terms of liquidity, we held \$791.2 million, or 15.6% of assets, in cash and due from the Federal Reserve Bank of Philadelphia to serve members' immediate needs as compared to 12.0% for the federally insured credit union industry as a whole.

Net worth (including current expected credit losses transition provision), which is one measure of safety among other measures, ended at \$413.4 million. The net worth ratio was 8.17% based on ending assets and 8.38% based on average assets; both were well above the minimum 7.00% ratio necessary to be classified as a "well-capitalized" credit union.

During 2024, American Heritage Credit Union recorded total income of \$316.4 million derived from interest on loans of \$212.6 million, interest on investments of \$46.1 million, and other operating income of \$57.8 million, while total expenses were \$167.8 million and total dividend and interest expense was \$122.4 million as the overall cost of funds as a percent of average assets increased to 2.49% in 2024 from 1.88% in 2023. Our resulting net income was \$26.2 million.

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ADOPT-A-HIGHWAY



“

Each year, one of our goals remains to be a premier credit union for our members and an inclusive and leading workplace for our associates. This goal is realized through our Board of Directors and Management team, who continually seek ways to meet the needs of our associates through best-in-class training, resources, and benefits packages. These offerings correlate directly to our outstanding member service provided by our associates and the innovative and evolving product line we offer our members. We're honored to have once again been recognized as a leader in the credit union space by outlets like Forbes and the Philadelphia Business Journal for our efforts to improve the lives of our members and associates.

- **BRUCE K. FOULKE** -

PRESIDENT/CEO

”



MaST HIGH SCHOOL REALITY FAIR



# PRESIDENT/TREASURER'S REPORT (Continued)



Our success can be attributed to our members' trust in our services and being there for them in a time of need during the lingering pandemic and providing affordable products during a period of rising interest rates. I was supported by our Board of Directors, management and staff of American Heritage Credit Union and its affiliates — First Heritage Realty Alliance LLC providing real estate broker solutions, First Heritage Financial LLC providing mortgage loan underwriting and servicing solutions, Member Settlement Solutions LLC providing title solutions, Member Business Financial Services LLC providing commercial loan underwriting and servicing solutions, DataVa Solutions LLC offering customer relationship management (CRM) solutions, Investment and Retirement Center (IRC) offering retirement solutions, BenefisCU offering health insurance and wealth management solutions to commercial members, and Via Auto Finance LLC, an automobile lending provider.

I extend a special thanks to the Board of Directors, management and staff for their support, dedication and vision. I also wish to express sincere appreciation to the members who place not only their money, but also their confidence in American Heritage Credit Union. At American Heritage, we pledge to continue to work to provide products that meet your needs as "We Offer You The *Right* Financial Solutions Because You're *Family*."

Respectfully submitted,

**BRUCE K. FOULKE**

Treasurer/President

“

American Heritage has always had outstanding customer service. We love the personal experience and how the team gets to know you. We also participate and enjoy the local community events that American Heritage puts together. This is not like being with any bank! It's a great community.

- MEMBER -

KING OF PRUSSIA BRANCH

”



## DIVERSITY AND INCLUSION AT AMERICAN HERITAGE

The culture of American Heritage is and always has been built on inclusiveness and equal opportunity based on merit, without regard to race, sex, age, religious or culture background, disability, or any other non-merit-based characteristic. Civility, Inclusivity and Diversity is what we believe leads to a respectful, welcoming, engaging and productive work environment for everyone and enables individuals to achieve their full potential. We remain committed to fostering an environment that embraces these values of inclusivity, civility, and diversity!

# SUPERVISORY COMMITTEE REPORT

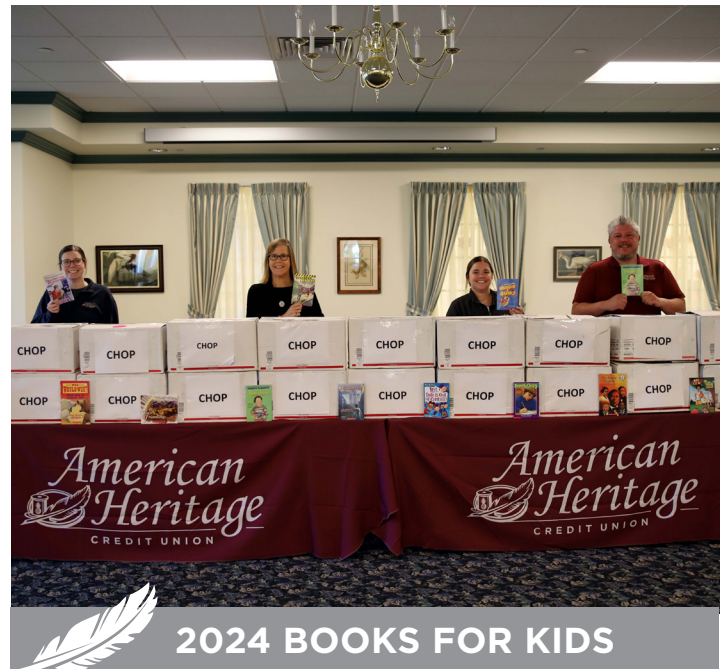


Your Supervisory Committee is appointed by the Board of Directors in accordance with the Federal Credit Union Act and ensures that your credit union conducts its operations and activities in a safe and sound manner. The Committee, as the members' representative and official auditor, has the responsibility to review and evaluate the overall financial operations and performance of your credit union, including that of its management staff, to ensure that all the regulations, procedures, and policies that govern this institution are properly followed.

The committee was assisted in carrying out its responsibilities by our Internal Auditors, who performed and/or directed a total of 94 Audits and reviews during the fiscal year which ended September 30, 2024. The credit union is also periodically examined by the National Credit Union Administration (NCUA), which completed an annual review during the fiscal year 2024. The NCUA's examinations did not produce any significant findings. Our own internal audits as well as the NCUA examinations confirm effective internal controls are in place.

In conformity with NCUA regulations, the Committee contracted the Certified Public Accounting firm of RKL LLP to conduct an independent external audit of the credit union's financial statements as of September 30, 2024. The independent auditor found that American Heritage Credit Union's financial statements present fairly its financial position in conformity with Generally Accepted Accounting Principles.

As a result of the aforementioned reviews and audits, it is the pleasant duty of the Supervisory Committee to report to you that the affairs of the American Heritage Federal Credit Union during fiscal year 2024 have been conducted in a most satisfactory manner and in accordance with prescribed standards and accounting practices, and were found to be current, accurate, complete and in balance.



The sound policies and practices of the Board of Directors contributed to the continuing growth and improvement of services, which has been evident over the past year.

We wish to commend the President/CEO and his staff for their efficient, attentive, and courteous service to our members. The cooperation and assistance they have provided this committee is appreciated. We look forward to another year of service to our members and assure you that you can expect the same high standard of service that you received in 2024.

Respectfully submitted,

**MICHAEL GUNTICK**, Chairman

**EVALEEN DEMARCO**

**ANTHONY KUCZYKOWSKI**

“

Every single staff member at the American Heritage is beyond top notch, expert and focused on meeting my particular financial needs and goals. I highly recommend them to anyone looking for a local credit union.

- MEMBER -  
LANGHORNE BRANCH

”

# LOAN REVIEW/DELINQUENCY COMMITTEE REPORT



**31,905**  
LOANS FUNDED

**\$768.7**  
MILLION IN FUNDED LOANS

**\$333.2**  
MILLION LOAN PORTFOLIO GROWTH

For the calendar year 2024, the Loan Review Committee and the Loan Officers approved and funded 31,905 loan applications for \$768.7 million in automobile, credit card, recreation vehicles, lines of credit, home equity lines of credit and loans, as compared to 30,994 for \$668.4 million in 2023. In addition to the Loan Review Committee, we originated 70 commercial and 416 mortgage loans for \$45.5 million and \$129.1 million, respectively. Excluding our first auto-backed securitization of \$307.5 million in the fourth quarter of 2024 that was rated AAA by several rating agencies, and other sales and participations of \$184.8 million, our loan portfolio grew by \$333.2 million, or 9.0%, to \$3.6 billion as of December 31, 2024.

In terms of delinquencies, at year end 2024, we had 2,250 delinquent loans totaling \$39.8 million, or 1.1% of total loans, as compared to 1,825 delinquent loans totaling \$48.3 million, or 1.3% of total loans, at year end 2023. The increase in the number of delinquent loans was due to unsecured/other loans and used vehicle loans, while the balance decrease of \$8.5 million was primarily due to a decrease in commercial loans totaling \$14.8 million.

In 2024, there were \$31.0 million of loans charged off and \$4.6 million of loan recoveries, whereas in 2023, there were \$22.5 million of loans charged off and \$3.1

million of loan recoveries. The increase in charge offs was due to used vehicle loans that increased \$5.6 million to \$9.1 million. The allowance for credit losses at December 31, 2024 and 2023 of \$47.3 million and \$49.3 million, respectively, was adequately funded based on management's minimum and maximum estimated loss ranges as calculated in accordance with generally accepted accounting principles.

The Loan Review/Delinquency Committee would like to express its thanks to the American Heritage Credit Union loan officers and asset recovery teams for providing us with vital information and assistance that enabled us to make fair and just decisions on member applications for credit and modifications. We hope you will continue to take advantage of the services that your credit union offers and we pledge to service your needs in the same progressive manner and friendly atmosphere to which you have become accustomed to over the years.

*Respectfully submitted,*  
**JAMES THOMPSON**, Chairperson  
**CLARA GLENN**  
**MICHAEL GUNTICK**  
**BRYAN EICHENBAUM**,  
Senior Vice President of Consumer Lending

# NOMINATING COMMITTEE REPORT



The Nominating Committee of American Heritage Federal Credit Union respectfully submits the names of the following candidates to serve on the Board of Directors:

**THREE-YEAR TERM:**

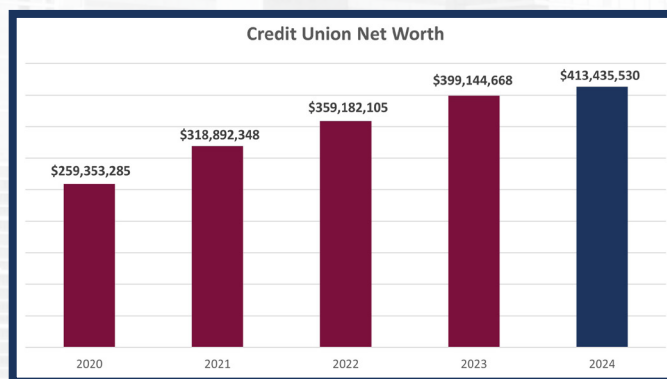
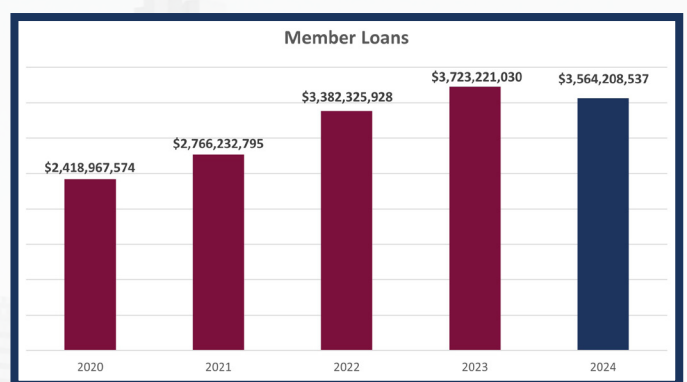
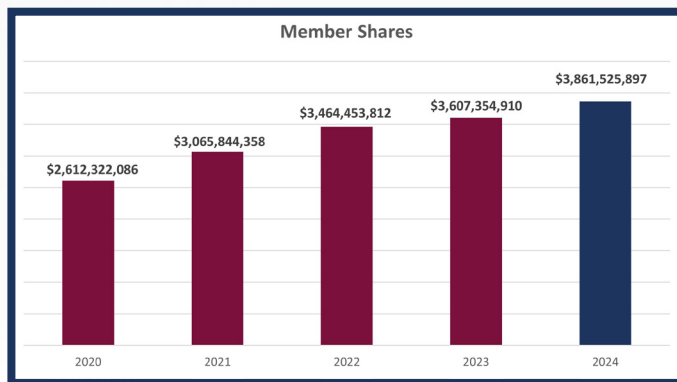
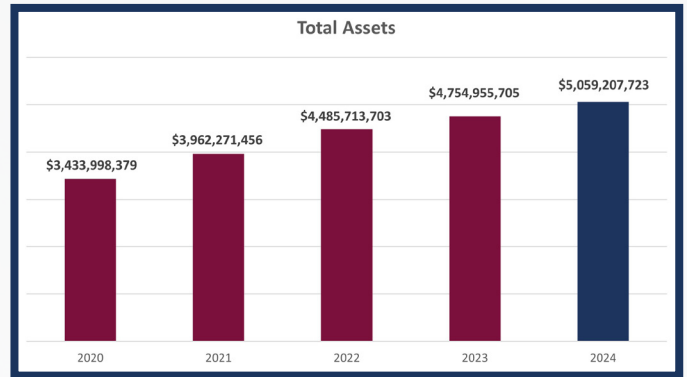
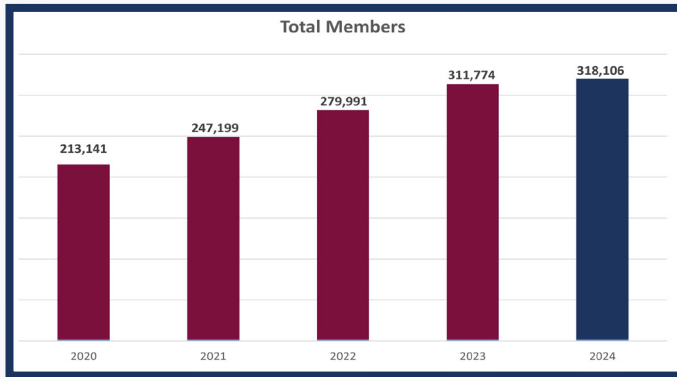
Bruce K. Foulke: 2025-2028  
Kathleen Kinslow: 2025-2028

*Respectfully submitted,*  
**JENNIFER HANNIGAN**, Chairperson    **JOHN FAFARA**    **JAMES THOMPSON**



# HISTORICAL PERFORMANCE

2020 - 2024



# FINANCIAL STATEMENTS

(Unaudited)

## BALANCE SHEET

	December 31	
	2024	2023
Assets		
Loans to Members	\$3,564,208,537	\$3,723,221,030
Allowance for Loan Losses	(47,344,393)	(49,298,470)
Cash in Bank and on Hand	791,159,101	528,317,080
Investments	528,262,655	333,556,058
Other Assets	222,921,823	219,160,007
<b>Total Assets</b>	<b>\$5,059,207,723</b>	<b>\$4,754,955,705</b>
Liabilities and Equity		
Share of Members	\$3,861,525,897	\$3,607,354,910
Borrowings	753,441,050	729,441,050
Other Liabilities	65,591,132	68,750,925
<b>Total Liabilities</b>	<b>4,680,558,079</b>	<b>4,405,546,885</b>
Net Worth	413,435,530	399,144,668
Valuation Reserve/Other	(34,785,886)	(49,735,848)
<b>Total Equity</b>	<b>378,649,644</b>	<b>349,408,820</b>
<b>Total Liabilities and Equity</b>	<b>\$5,059,207,723</b>	<b>\$4,754,955,705</b>

## INCOME STATEMENT

	For the years ended December 31	
	2024	2023
Interest on Loans	\$212,609,912	\$195,493,958
Interest on Investments	46,052,586	32,929,893
Other Operating Income	57,757,034	50,296,988
<b>Total Income</b>	<b>316,419,532</b>	<b>278,720,839</b>
Compensation and Benefits	61,096,725	57,446,779
Provision	24,455,000	14,869,555
Other Expenses	82,289,224	79,352,589
<b>Total Expense</b>	<b>167,840,949</b>	<b>151,668,923</b>
Dividend Expense	104,363,903	70,250,644
Interest Expense	18,043,817	16,779,807
<b>Dividend and Interest Expense</b>	<b>122,407,720</b>	<b>87,030,451</b>
<b>Net Income</b>	<b>\$26,170,863</b>	<b>\$40,021,465</b>



— ★ AmericanHeritageCU.org ★ —

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