

A close-up portrait of a woman with long, wavy brown hair, looking directly at the camera with a slight smile. She is wearing a black leather jacket over a yellow patterned sweater. A small, colorful pin is visible on the jacket's lapel. The background is a blurred brick wall.

ESL IN THE COMMUNITY:
2021 REPORT

Belong to Something Bigger

ESL Personal Banking Member
Brittany Rea

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LOOKING AHEAD
INTO 2022

LETTER FROM THE PRESIDENT & CEO AND BOARD CHAIR

ENVISIONING MORE TOGETHER

Greetings,

We are happy to share our second annual *ESL in the Community Report*.

In this year's report, we present how you "Belong to Something Bigger" when you bank with ESL.

What exactly do we mean by "Belong to Something Bigger"? Bigger than what? Financial services? Simply put — yes, exactly.

The work we do at ESL goes beyond the financial guidance and services we offer. Those are certainly the core of what we do, and we continue to strive for excellence in financial services, but success in our business practices allows us to recognize needs and take action in ways that commit to helping our community thrive and prosper.

It is crucial for us to understand that the lives of the people we impact, our stakeholders, do not end when they walk out our doors, hang up the phone or close the mobile app.

When you bank with ESL, when you save with ESL, when you invest through us, when you take out a loan, get a mortgage, start and grow your business with ESL, you are taking actions that allow us to reinvest in you and Greater Rochester in ways that lift up individuals, families, businesses and organizations.

Our financial success over the years has allowed us to take significant actions this past year that positively impact people's financial lives:

- We expanded our network with the opening of our Victor branch and the completion of construction on our first new branch build in the City of Rochester since 2010, with plans for two more branch builds in the city.

- We provided more than 2,700 mortgages that helped customers move into new homes or refinance their current homes.
- We provided approximately 1,200 second-round PPP loans worth more than \$66 million that allowed small businesses to retain their employees.
- We launched the ESL First-Time Homebuyer Grant for Black and Latino residents in Greater Rochester who can receive up to \$10,500 toward closing costs and down payments.
- We reduced all our overdraft fees from \$25 to \$5, becoming the lowest overdraft fee in the Greater Rochester market, where these fees have ranged from \$20 to \$40.
- We reinvested more than \$26 million in philanthropic grants to nonprofits and organizations throughout Greater Rochester that provide critical services to our community members.
- We paid out \$40 million to our members through the Owners' Dividend, our largest payout in its 26-year history.

These actions are all thanks to you, our loyal and dedicated members. Your trust in us is what allows us to take these actions each year. It allows us to provide the financial guidance and solutions that help our members live financially healthy lives. It allows us to invest in an exceptional experience for our employees so they can provide you with the superior experience you expect from us. And it allows us to live our purpose of helping our community thrive and prosper.

As you read the contents of this report, please know that all of this would not be possible without you. That's what we mean when we say you "Belong to Something Bigger" at ESL. For that, we extend to you our deepest gratitude.

We wish you all good health and peace of mind in the new year.



Faheem Masood
President & CEO
ESL Federal Credit Union



Kenneth D. Bell
Chairman of the Board of Directors
ESL Federal Credit Union

CORPORATE INFORMATION

2021 highlights

TOTAL ASSETS
\$9.1 BILLION

LOAN ACCOUNTS
\$3.2 BILLION

MEMBERS' SHARE ACCOUNTS
\$5.3 BILLION

WEALTH MANAGEMENT
\$3.2 BILLION

OUR PURPOSE

We help our community thrive and prosper.

OUR MISSION

At ESL, we ...

Provide financial guidance and solutions.

Deliver superior experiences to people and businesses connected to Greater Rochester.

Commit to an equitable and resilient community.

Share our financial success with members and reinvest in our community.

OUR CORE VALUES

INTEGRITY: Being truthful, trustworthy and transparent at all times

INITIATIVE: Stepping up, helping out and continuously improving

ACCOUNTABILITY: Owning all opportunities and challenges

TEAMWORK: Working well with all, energizing each other and embracing the power of collaboration

CARING ABOUT PEOPLE: Showing that others' lives, financial health and success matter

CORPORATE INFORMATION

VALUE OF MORTGAGES SERVICED

\$1.32 BILLION

MEMBERS

388,000

BUSINESSES SERVED

13,500

EMPLOYEES

897

BRANCHES

23

ATMS

100

ACROSS MORE THAN 40 LOCATIONS

ESL Personal and Business Banking Member
Rosa Marie, Owner, Marvelous Mind Academy



SENIOR LEADERSHIP — SENIOR MANAGEMENT



Faheem Masood
President & CEO,
ESL Federal Credit Union



Caytie Bowser
Vice President, Director,
Product Development
& Management



David L. Brooks
Senior Vice President,
Chief Lending Officer,
Director, Banking
Services



Joseph S. Buscaglia
Senior Vice President,
Chief Information
Officer, Director,
Systems & Technology



Keith E. Cleary
Senior Vice President,
Director, Business
Banking



**Marcelina Nobrega
Courtney**
Senior Vice President,
Director, Retail Banking



James Darcy
Senior Vice President,
Director, Treasury



Ed French
Vice President,
Director, Technology



Theodore T. Heinrich
CPA, Vice President,
Director, Audit



Leo Iacobelli
Senior Vice President,
Director, Wealth
Management



Celeste A. Kier
Senior Vice President,
Director, Marketing &
Customer Experience



Ajama Kitwana
Vice President, Director,
Community Impact



Tina M. Knapp
CPA, Vice President,
Director, Payments
& Service Support



James Miller
Vice President, Director,
Mortgage Lending



Jeremy Newman
Vice President,
Director, Deputy
General Counsel

SENIOR LEADERSHIP — SENIOR MANAGEMENT



Michael Prince
Vice President, Director,
Digital Engagement



Thomas J. Rogers
CPA, Senior Vice President,
Chief Financial Officer,
Director, Finance



Arline L. Santiago
Senior Vice President,
General Counsel,
Director, Legal



Steven G. Schmidt
Vice President, Director,
Credit Management
& Administration



Jennifer B. Shoemaker
Vice President, Director,
Corporate Strategy
& Analytics



Maureen R. Wolfe
Senior Vice President,
Director, Human
Resources &
Community Impact

“THE WORK WE DO AT ESL GOES
BEYOND THE FINANCIAL GUIDANCE
AND SERVICES WE OFFER.”

—FAHEEM MASOOD

SENIOR LEADERSHIP — BOARD OF DIRECTORS

THE BOARD OF DIRECTORS

for ESL Federal Credit Union consists of a diverse group of influential and successful leaders from a broad spectrum of disciplines. This distinguished group of 11 men and women oversees the various activities of ESL and helps ensure our organization's long-term profitability and sustainability. Their individual and collective expertise is essential to the achievement of our vision to become the premier provider of community banking services.

BOTTOM ROW (LEFT TO RIGHT)

Flor M. Colón, Associate General Counsel, Xerox

Victoria G. Hines, Chief Operating Officer, University of Rochester Medical Faculty Group

Kenneth D. Bell, Chair of the ESL Board of Directors, Former Executive Vice President, Regional President, HSBC Bank USA

Donald W. Reeve, Managing Partner, ReTech Services LLC; Partner, ThirtySix Software LLC

TOP ROW (LEFT TO RIGHT)

David L. Fiedler, Former CEO, ESL Federal Credit Union

Julie Camardo, Owner, Zweigle's Inc.

Erin M. Tolefree, President, Baldwin Richardson Foods

Faheem A. Masood, President & CEO, ESL Federal Credit Union

Diana L. Nole, Executive Vice President & General Manager, Nuance Healthcare Division

Jaime Saunders, President & CEO, United Way of Greater Rochester & the Finger Lakes

Efrain Rivera (not pictured), Senior Vice President, Chief Financial Officer & Treasurer, Paychex



SENIOR LEADERSHIP — ESL SUPERVISORY COMMITTEE

THE ESL SUPERVISORY COMMITTEE

consists of two community volunteers and one board member. The committee is responsible for ensuring the Board of Directors and management of the credit union meet required financial reporting objectives and establish practices and procedures sufficient to safeguard members' assets.

Karen Lejman, Supervisory Committee Chairperson

Louise Walsh, Supervisory Committee Member

Donald W. Reeve, Board Director, Supervisory Committee Member

“WHEN YOU BANK WITH ESL, YOU ARE
TAKING ACTIONS THAT ALLOW US
TO REINVEST IN YOU AND GREATER
ROCHESTER IN WAYS THAT LIFT UP
INDIVIDUALS, FAMILIES, BUSINESSES
AND ORGANIZATIONS.”

—FAHEEM MASOOD

THE EMPLOYEE EXPERIENCE

EMPLOYEES AS OF
DECEMBER 31, 2021

897

TOTAL PAYROLL AS OF
DECEMBER 31, 2021

\$75,913,229

EMPLOYEES

WOMEN – **67%**

BIPOC – **21.5%**

(BLACK, INDIGENOUS,
PEOPLE OF COLOR)

FRONTLINE

WOMEN – **78%**

BIPOC – **30%**

EARLY CAREER PROFESSIONALS

WOMEN – **69%**

BIPOC – **17%**

MID-LEVEL PROFESSIONALS

WOMEN – **64%**

BIPOC – **15%**

SENIOR-LEVEL PROFESSIONALS/FIRST- LEVEL MANAGERS

WOMEN – **43%**

BIPOC – **9%**

SECOND-LEVEL MANAGERS

WOMEN – **17%**

BIPOC – **0%**

SALES WORKERS

WOMEN – **33%**

BIPOC – **14%**

EXECUTIVES

WOMEN – **38%**

BIPOC – **14%**

BOARD OF DIRECTORS

WOMEN – **55%**

BIPOC – **45%**

Providing a superior experience to our employees is an ever-evolving part of our mission at ESL. To ensure we're living up to our employees' expectations, we conduct two surveys every year that gauge how well we're living up to those expectations: the Great Place to Work® Index and the ESL Pulse Survey.

Thanks to the outstanding work of our employees and the helpful feedback they provide every year, we had the honor of being named a Great Place to Work® by Great Place to Work® Institute for the 11th time since 2010, being listed at #66 on the organization's list of 100 Best Small and Medium Workplaces. We were also named to the Best Workplaces in New York™, Best Workplaces for Millennials™, Best Workplaces for Women™ and Best Workplaces in Financial Services & Insurance™ lists. And the feedback from the survey completed by our employees showed the following:

**97% I'M PROUD TO TELL OTHERS
I WORK HERE**

**97% I FEEL GOOD ABOUT THE WAYS WE
CONTRIBUTE TO THE COMMUNITY**

**99% OUR CUSTOMERS WOULD RATE
THE SERVICE WE DELIVER AS
"EXCELLENT"**

**97% PEOPLE CELEBRATE SPECIAL
EVENTS AROUND HERE**

**99% WHEN YOU JOIN THE COMPANY,
YOU ARE MADE TO FEEL WELCOME**

THE EMPLOYEE EXPERIENCE

Making these lists is certainly a testament to our culture, but the honor of the awards is a byproduct of our larger goal of ensuring we're continuously listening to our employees and evolving so we can meet their expectations of what it means to be a great workplace.

While our numbers are routinely high and we continue the wonderful honor of making multiple Great Place to Work® lists each year, we know we're not perfect. The surveys provide us with the insights and feedback we need to ensure we're providing a welcoming, inclusive, diverse and equitable experience to all who work at ESL.

This continues to be an ever-changing, evolving process. We know that feedback from our employees is what drives us to make positive changes internally, and without it, we wouldn't be the Great Place to Work® we are today.

Our employees take great care of ESL, and we ensure our employees are well taken care of, too. ESL's employee benefits provide professional and personal growth, establish a healthy work/life balance, and offer comprehensive healthcare coverage and financial benefits, such as retirement plans and our Employee Incentive Plan.

PROFESSIONAL & PERSONAL GROWTH

- Learning & Development
- Tuition Reimbursement
- Professional Enhancement
- Young Professionals Program
- Recognition Programs
- Employee Resource Groups

WORK/LIFE BALANCE

- Award-Winning Wellness Program
- Personal Paid Time Off (PTO)
- Paid Holidays (11)
- Paid Time Off to Volunteer
- Flexible Work Schedules

COMPREHENSIVE HEALTHCARE COVERAGE

- Medical
- Dental
- Vision
- Flexible Spending Accounts (FSA)
- Health Savings Accounts (HSA)
- Annual Bio-Screenings

FINANCIAL BENEFITS

- 401(k) With Match
- Pension
- Employee Incentive Plan

As our culture evolves, so too does the work we do to ensure all who walk through our doors feel welcome, included and valuable. As stated in our Workplace Environment Policy, "It is the policy of ESL Federal Credit Union to maintain a stimulating, professional, positive, safe and productive workplace environment that recognizes and values diversity, equity and inclusion."

Our Diversity, Equity and Inclusion (DEI) Program Team is a group of diverse individuals from across the company who lead the initiatives that aim to fulfill this policy.

THE EMPLOYEE EXPERIENCE

THIS INCLUDES RAISING AWARENESS THROUGHOUT THE COMPANY ABOUT ESL'S INITIATIVES TO:

- Hire, develop, retain and promote diverse talent at all levels of the organization
- Foster an inclusive workplace environment where the unique strengths, skills and perspectives of all employees produce innovative business solutions
- Act as Diversity Ambassadors by modeling supportive and inclusive behaviors themselves

IN 2021, OUR DEI PROGRAM TEAM'S INITIATIVES INCLUDED:

- Launching the Blue Ocean Brain micro-learning tool for all ESL employees
- Equity Listening Sessions hosted by President & CEO Faheem Masood
- The option for employees to create Employee Resource Groups
- An educational series on Black History Month, Women's History Month, National Arab Heritage Month, Hispanic Heritage Month and Juneteenth
- Discussions about the book *What If? Short Stories to Spark Inclusion and Diversity Dialogue* by Steve Robbins, Ph.D.
- A fifth cohort of the ESL/MCC Scholars Program

A part of our DEI objectives is to build a workforce that mirrors the community we serve. We understand this is a long process that requires a significant investment if we're to ensure there is diversity throughout the entire organization. We will continue to publish our employee diversity data annually as we continue on the process to be the diverse and inclusive company we strive to be each day.

THIS IS MORE
THAN FINANCES. THIS
IS OUR FUTURE.



Casey

Senior Commercial Real Estate Relationship
Manager, Commercial Banking



Sonja
Project Manager, Business Methods



George
Relationship Manager, Business Banking



Michelle
Manager, Digital Channel Support,
Systems & Technology



(left to right)

Michelle Manager, Digital Channel Support, Systems & Technology	Eric Senior Relationship Manager, Community Impact	Robyn Senior Financial Analyst, Treasury
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STRENGTHEN OUR ENVIRONMENT OF EQUITY AND INCLUSION

In 2020, ESL shared our statement about the importance of building equity in the Greater Rochester community. We committed to the following:

“We must, and will, hold ourselves accountable to be an agent of change as an active member of our community, because we believe that a healthy, resilient and equitable Greater Rochester region for all residents must be achieved. We will work as an ally and advocate to those fighting to realize equity and equality. We will ensure equity continues to be embedded into all our work — from the customer experience to our products to our internal culture to our investments in community-impact initiatives.”

We have built a plan to incorporate equity throughout seven aspects of our business: Diverse Workforce and Employee Engagement; Market Strategy; Philanthropy; Marketing, Advertising, Public Relations and External Communications; Advocacy and Partner Selection; Capital and Investments; Lending.

Over the past year, we aligned actions across these areas:

DIVERSE WORKFORCE & EMPLOYEE ENGAGEMENT

We continue to cultivate a workforce that mirrors the community at all levels of our organization. We also work to advance our understanding of the need for equity among ESL employees and for creating an action strategy that engages employees. In the past year, we have:

- Intentionally embedded equity into our strategy and have begun cascading the message throughout the organization.
- Joined a cohort of companies in the financial services industry in the W.K. Kellogg Foundation’s Expanding Equity program to refine our Diversity, Equity and Inclusion Strategy with a focus on racial equity.
- Sponsored an employee to attend 540WMain’s Antiracism Facilitator Fellowship program.
- Offered unconscious-bias training to all employees.
- Invested in making Diversity, Equity and Inclusion micro-learning platforms, such as Blue Ocean Brain, available to employees.
- Partnered with a local search firm to augment our diversity sourcing efforts.

STRENGTHEN OUR ENVIRONMENT OF EQUITY AND INCLUSION

- Continued to expand outreach efforts to diversify our candidate pools.
- Recognized Juneteenth as a paid holiday and developed educational articles to explain its history.
- Hosted Equity Listening Sessions conducted by a third-party consultant.
- Held facilitated DEI book discussions.
- Hired a Diversity, Equity and Inclusion Specialist.
- Increased the percentage of employees from underrepresented groups (19% to 22%).

MARKET STRATEGY

Focused on determining how equity should be brought into ESL's market strategy and decision-making process. Some actions include:

- Built and opened a new branch in the City of Rochester's Edgerton Neighborhood at 250 Lake Ave. This branch serves as a relocation of our branch at 377 State St. and is the first of three new builds in the city. The other two locations are still being determined.
- Launched the ESL First-Time Homebuyers Grant, which provides a 10-to-1 match, up to \$10,500, for income-eligible Black and Latino residents throughout Greater Rochester.
- Reduced overdraft fees from \$25 to \$5 starting November 1, 2021.
- Incorporated equity into our Product Development process.

PHILANTHROPY

We are committed to identifying and pursuing opportunities to expand and leverage ESL's grant-giving and funding decisions for combating inequities in the community through the development of:

- A racial equity grant program for Black- and Latino-led community groups to increase equity within each respective community. As of December 31, 2021, approximately 50 grants have been provided, totaling more than \$1.9 million to these organizations.
- Capacity-building grants for transformative Diversity, Equity and Inclusion efforts within Greater Rochester nonprofit organizations.
- A plan to prioritize racial equity in all projects supported by our planned \$25 million+ in annual grants to nonprofits throughout Greater Rochester in 2021. These grants address expanding individual opportunity, building strong neighborhoods, strengthening organizations and systems, and supporting the community's basic needs, including ongoing COVID-19 crisis and recovery efforts.

MARKETING, ADVERTISING, PUBLIC RELATIONS & EXTERNAL COMMUNICATIONS

Focusing on how our media placement, external communications, marketing campaigns and sponsorship guidelines can better reflect equity, we have:

- Created a Diversity, Equity and Inclusion communication review process to ensure communications are diverse and inclusive.

STRENGTHEN OUR ENVIRONMENT OF EQUITY AND INCLUSION

- Formed an advisory panel to help us ensure our external communications are representative and meet the needs of the diverse communities we serve.
- Provided corporate sponsorships focused on diversity: Urban League of Rochester's Interrupt Racism; Rochester Business Journal's Diversity, Equity and Inclusion Seminar; Eleversity; Brand Integrity; and Social Justice Business Symposium.
- Invited employees to use gender pronouns in business cards, email signatures and personalized letter signatures.
- Updated our scholarship process to ensure all students from our region have access and ability to apply.

ADVOCACY & PARTNER SELECTION

Involves identifying how ESL can best advocate for equity in the community and encourage our business partners to do the same.

- Collected and analyzed best practices in DEI efforts tied to vendor management.
- Currently collecting and reviewing data about current vendor-partner practices at ESL and are looking at local vs. non-local spend.
- Documented advocacy within ESL governance and are analyzing current advocacy efforts.

CAPITAL & INVESTMENTS

Determine how ESL's excess capital and ongoing investments can be best leveraged to drive equity.

- We have initiated work to determine how best to drive equity into our internal investment processes while also focusing our attention on determining how we might best use our strong capital position to help our

community. Efforts are being made to quantify the amount of retained earnings that could be made available to support community-based racial-equity efforts.



ESL relocated our State St. office to 250 Lake Ave., about one mile north in the Edgerton neighborhood.

LENDING

Focused on ensuring business, mortgage and consumer lending practices are promoting fairness and opportunity for customers.

- Established a Fair Lending Program Team to ensure lending practices are in place, evaluated and analyzed to provide equal access to credit that is in compliance with fair lending practices, objectives, laws and regulations, and community needs.

STRENGTHEN OUR ENVIRONMENT OF EQUITY AND INCLUSION

BUSINESS BANKING

- Launched Business Banking Relationship Manager Development program to improve diversity in Business Banking staffing.
- Will refine and execute the Business Banking plan, with specific areas of focus in the marketplace and on staffing requirements and organizational design. Plan will address integrating Financial Wellness and Frontline.

MORTGAGE

- Expanded and built a diverse workforce within mortgage lending.
- Recruiting Business Development Mortgage Origination talent, with an established Realtor network supporting underserved communities and neighborhoods.
- Engaged with the ESL Community Impact Team on developing affordable housing opportunities for ESL.

You will notice some areas have more actions than others, but we can assure you that planning is underway in all areas. That's because the plan does not end here.

We recognize and understand that this is a process and a journey. A commitment to perpetual work — hard, necessary work — that will build equity throughout our business and in the community. This work will include a great deal of listening, learning and resulting action for many years to come. It will ensure ESL actively commits to fairness, justice and the creation of opportunity for all, because we simply cannot deliver on our purpose to help our community thrive and prosper without doing so.



Ribbon cutting at our Victor branch



Victor branch



ESL Personal Banking Member
Anna Nicole Prouty and family

FINANCIAL WELLNESS

1,076

EDUCATIONAL WEBINAR
ATTENDEES

3,220

USERS IN THE FINANCIAL
EDUCATION CENTER

Providing financial guidance and solutions is the core capability of what we do at ESL. It is important to us to help the people we serve be financially well today, and set up for long-term success into the future. In addition to the creation of online resources and tools geared toward financial education, we have taken significant strides in 2021 to understand the impact financial wellness has on the lives of our members and how ESL can help.

The root of Financial Wellness at ESL is dependent on supporting our members in four areas identified by the Financial Health Network™ as indicators of being financially healthy:

SPENDING

- Spend less than you earn.
- Pay your bills on time and in full.

SAVING

- Have a sufficient amount of easily accessible savings.
- Have sufficient savings or assets to meet long-term goals.

BORROWING

- Debt load remains at a sustainable and manageable level.
- Have a prime credit score.

PLANNING

- Have appropriate insurance.
- Plan ahead for expenses and have an emergency fund for unexpected expenses.
- Have a plan for meeting long-term goals like saving to buy a home, paying for college education or your retirement.

An individual's results in each of these four areas determines which category they fall under, as defined by the Financial Health Network™.

FINANCIALLY HEALTHY

Spending, saving, borrowing and planning in a way that allows people to be resilient, meet financial goals and pursue opportunities over time.

FINANCIALLY COPING

Struggling with some, but not necessarily all, financial aspects. While getting by month to month, one or two financial missteps could cause someone who is financially coping to become financially vulnerable. On the other hand, making small changes can make big improvements.

FINANCIALLY VULNERABLE

Struggling with all or nearly all aspects of their financial lives.

FINANCIAL WELLNESS

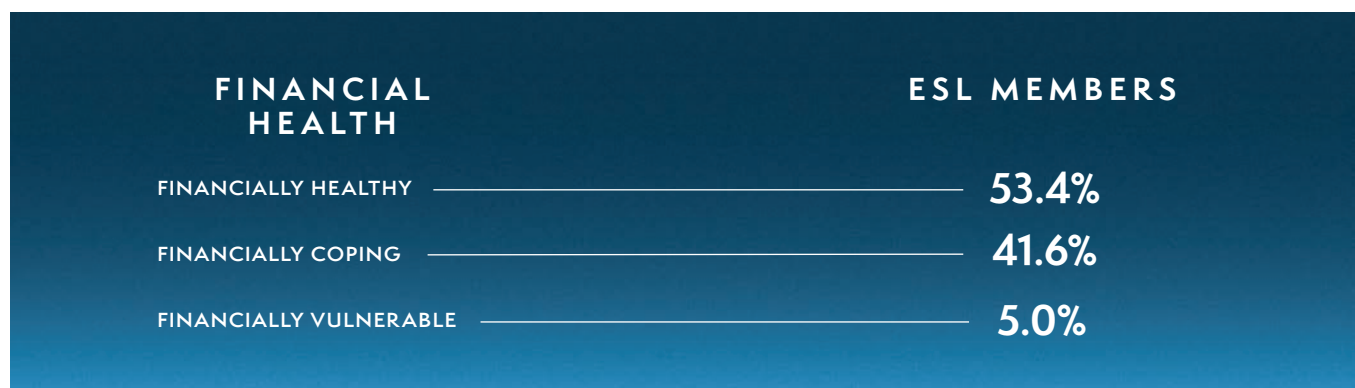
As the largest financial institution in Greater Rochester — with approximately 388,000 personal members — we have studied activity to glean insights into the general financial health of our community's residents. With personally identifiable information removed, ESL analyzes a number of factors to determine a person's Financial Wellness category. These include:

- Number of months accounts are negative in each quarter
- Credit score
- Number of overdraft fees
- Deposit to savings
- Days past due on loan payments
- Ability to manage liquidity shortfalls (cash reserves)

Based on these activities, ESL has calculated the following percentages of its personal members in each wellness category as of December 31, 2021.

Understanding where the customer base falls as a whole enables us to take a closer look at areas that may help us help our customers move into the Financially Healthy category. We have added new products, new services, new alerts and other resources that allow our customers to use their accounts in the best way. We have provided education through partnership, our website, webinars and in person, one-on-one.

We maintain relationships with partners and refer our customers to them when we believe they can help provide our members with resources and guidance that can put them on the right track toward a financially healthy life. These partners (Consumer Credit Counseling Services of Rochester, The Housing Council, NeighborWorks, PathStone and SCORE) help clients understand how their decisions impact their finances and the habits that need to be developed.



FINANCIAL WELLNESS

Additionally, we provide financial education events throughout the year to provide useful and usable information around the topics our members find to be of most interest. In 2020 and 2021, these events were held virtually as webinars.

We also launched the ESL Financial Education Center on esl.org in 2021. This center provides a series of financial education learning modules that the community can use to test their knowledge on topics such as Building Emergency Savings, Credit Scores and Reports, Owning a Home, Preparing for Retirement, Investing in Your Future and Small Business Essentials. In the five months that the ESL Financial Education Center has been available, we have already served more than 3,200 program users, who have taken online classes, created their own financial playlists or simply learned about a financial topic. We look forward to bringing more topics and expanding these resources to more community members throughout Greater Rochester in the future.



ESL Personal Banking Member
Anna Nicole Prouty and son

LENDING

BUSINESS LOANS

\$350.5 MM

IN TERM LOANS, MORTGAGES,
CONSTRUCTION, LINES OF
CREDIT AND CREDIT CARDS

\$746.8 MM

IN TOTAL BUSINESS
LOAN ASSETS

\$66,422,395

IN PPP LOANS IN 2021
WITH 93% UNDER
\$150,000

\$7,373,000

30 SBA 7(A) LOANS

BUSINESS SHARES

\$37.7 MM

IN NEW
BUSINESS SHARES

\$583.8 MM

IN TOTAL
BUSINESS SHARES

MORTGAGE

\$434,966,586

4,733 MORTGAGES INCLUSIVE OF
HOMEBUYER DREAM PROGRAM®
AKA FIRST-TIME HOMEBUYERS

\$10,068,810

82 FIRST-TIME
HOMEBUYERS

67

ESL FIRST-TIME
HOMEBUYER GRANT

PERSONAL

\$493.2 MM

18,221 AUTO LOANS

\$365.8 MM

4,776 HOME EQUITIES
(HELOC & HELOAN)

\$96.5 MM

15,757 CONSUMER LOANS

\$9.8 MM

12,431 SHORT-TERM LOANS

LENDING

MORTGAGES

As one of the Greater Rochester area's largest mortgage lenders, we understand the impact homeownership has on people's lives.

We were founded in 1920 with the goal of encouraging thrift for the sake of homeownership, and the spirit of our founding is alive today as we work with thousands of individuals every year to purchase or refinance their home.

In 2021 alone, we secured more than 2,700 mortgages in Greater Rochester, totaling more than \$435 million in value. While 2021 was still a heavy refinancing market due to historically low interest rates, we helped hundreds of residents purchase new houses, 82 of whom were first-time homebuyers. Residences where they can build roots and turn these houses into homes for families and to welcome friends and neighbors.

As a testament to our mortgage lending work in the community, local residents voted for and named ESL Best in Mortgage Lending for the 2021 Democrat & Chronicle's Community Choice Awards. This is the third time we have received this honor, and the fifth year in a row that we have been a finalist.

Homeownership is the #1 way people build familial and generational wealth. In Greater Rochester, it's clear that the benefits of homeownership have not been attainable for all communities in an equitable manner. ACT Rochester's Hard Facts 2020 update showcases just how wide the chasm is between homeownership rates among white residents (71%) and Black and Latino residents (32% and 34%, respectively) in Monroe County. Actions must be taken if this disparity is to be addressed.

In August 2021, we launched the ESL First-Time Homebuyer Grant for Black and Latino residents in Greater Rochester. The grant offers eligible

homebuyers the ability to earn \$10 in grant dollars for every \$1 saved over a minimum six-month savings period, up to \$10,500, that is put toward down payment and closing costs. As a special-purpose credit program conducted in accordance with Regulation B of the Equal Credit Opportunity Act, ESL is able to ensure that grant dollars toward homeownership are committed to these communities.

While this grant alone will not solve the homeownership gap, it's one action from one organization that will hopefully move our community in the right direction. We will continue to analyze the results and impact of this grant program to see if any adjustments and improvements can be made along the way. As of December 31, 2021, we have 67 people enrolled in the program who are in the midst of their six-month saving period.

BUSINESS

The strength and resiliency of Greater Rochester's business community cannot be understated. Businesses have had to pivot, adjust and adapt consistently throughout the pandemic, and we have made sure to be there for our members every step of the way.

When a second round of Paycheck Protection Program (PPP) loans became available to provide capital to the small business community, ESL funded 1,183 loans for over \$66 million, with 93% of those loans under \$150,000. In total between 2020 and 2021, ESL funded \$201.7 million in PPP loans to small businesses. It is also important to note that 98% of the first-round loans ESL provided were forgiven by the SBA. This demonstrates that our small business customers met the requirements of the program and continued to employ their staffs during a very difficult time. Out of the more than 5,000 credit unions in the U.S., ESL ranked 7th in terms of dollars lent to businesses, more than 2,500 PPP loans in total.

LENDING

As Business Banking at ESL entered its second decade of serving the Greater Rochester business community, there was no denying that its growth in a short 11 years has been impressive.

We currently hold more than \$583 million in business shares, and more than \$746 million in outstanding loans. In 2021, we brought in more than \$37 million in business shares and extended more than \$350.5 million in loans, lines of credit and credit cards. In addition to \$66 million in PPP funding, that is \$285 million going out to businesses to fund growth — staffing, supplies and equipment, and facility renovations.

It is never just a checking account, loan or line of credit for a business. It's the livelihood and growth of the business and its employees.

PERSONAL

AUTO

ESL is one of the largest auto lenders in the Greater Rochester community. Serving as a financing partner with dozens of dealers throughout the region has allowed us to grow to approximately \$1 billion in auto loans. In total, we financed 18,221 auto loans in 2021. Those aren't just cars or SUVs or trucks — those are commutes to work, appointments, road trips and carpools to practice. It's convenience when needed.

HOME EQUITY

ESL continues to be the #1 provider of home equity products in Greater Rochester. Home equity lines of credit and loans allow homeowners in Greater

Rochester to tap into their home values to pay for larger expenses. Maybe it's upgrading the kitchen after long last or paying for your child's college tuition or providing support for those upcoming nuptials. Whatever the reason, in 2021, we provided 4,776 home equity lines of credit and loans to members throughout Greater Rochester, allowing them to put their homes to work for them to fulfill their families' needs.

CONSUMER LENDING — PERSONAL & SHORT-TERM LOANS

ESL was able to provide more than 28,000 Personal and Short-Term Loans to members in need of access to cash. In an efficient manner and affordable rate, these members were able to address their financial needs — be it for an emergency or an unexpected expense. Specifically, for Short-Term Loans, these low-dollar loans (\$250-\$1,000) offer a flexible option for borrowers that provides them with the necessary funds right away once approved. With no minimum duration to repay and no prepayment penalties, this loan product has served as a helpful lifeline to members and a valuable alternative for payday lenders in the Greater Rochester market who often have significantly higher interest rates.

YOU'RE MORE
THAN YOUR MONEY.
YOUR WELL-BEING
MATTERS.



ESL Personal Banking Member
Diane Fitzgerald-Harris with her husband

WEALTH MANAGEMENT

ESL INVESTMENT SERVICES

\$873.7 MILLION

ASSETS UNDER MANAGEMENT
AS OF DECEMBER 31, 2021

\$927.5 MILLION

BROKERAGE ASSETS SERVICED
AS OF DECEMBER 31, 2021

Since entering the investment services business in 1997, ESL Investment Services has expanded exponentially, bringing about new capabilities and services while providing the personalized experience our customers are accustomed to.

Today, ESL Investment Services provides holistic planning and management services to individuals, families, businesses and organizations throughout Greater Rochester. It's more than just planning for retirement. It's alleviating worry and establishing confidence in your or your organization's financial goals and future.

Since ESL Investment Services was founded in 1997, it has grown to a team of approximately 50 professionals who provide sound investment advice through LPL Financial to Greater Rochester community members to help move them steadily forward toward their goals. Services include planning for retirement, wealth management, insurance, education, and investment and planning for businesses and corporations. ESL Investment Services has \$873.7 million in assets under management and \$927.5 million in assets invested as of December 31, 2021.

****Securities and advisory services are offered through LPL Financial (LPL), a registered investment advisor and broker-dealer (member FINRA/SIPC).** Insurance products may be offered through LPL or its licensed affiliates or ESL Investment Services, LLC. ESL Investment Services, LLC, member FINRA/SIPC, provides referrals to LPL and its affiliates. Neither ESL Investment Services, LLC, a subsidiary of ESL Federal Credit Union, nor ESL Federal Credit Union are affiliated with LPL or its affiliates. ESL Federal Credit Union **is not** registered as a broker-dealer or investment advisor. Products and services are offered through LPL or its affiliates by LPL registered representatives doing business as ESL Investment Services. Representatives are dually registered with ESL Investment Services, LLC and LPL and may also be employees of ESL Federal Credit Union. Securities and insurance offered through LPL or its affiliates are:

**NOT INSURED BY NCUA OR ANY
OTHER GOVERNMENT AGENCY**

NOT CREDIT UNION GUARANTEED

**NOT CREDIT UNION DEPOSITS OR
OBLIGATIONS**

MAY LOSE VALUE

WEALTH MANAGEMENT

COOPER/HAIMS ADVISORS, LLC

\$1 BILLION

ASSETS UNDER MANAGEMENT
AS OF DECEMBER 31, 2021


In 2019, ESL Investment Services, LLC acquired Cooper/Haims Advisors, LLC to expand wealth management offerings and provide tax planning services to individuals with more complex needs. The team of 13 provides independent, objective, experienced and professional advice supporting \$1 billion in assets under management.

ESL TRUST SERVICES, LLC

\$398 MILLION

ASSETS UNDER MANAGEMENT
AS OF DECEMBER 31, 2021

In order to offer a sophisticated suite of trust services, ESL formed ESL Trust Services, LLC, which delivers, as always, our highest standards of integrity and service. Trust professionals work one-on-one to understand goals, evaluate risk and help clients make profoundly personal decisions. The team consists of experienced professionals who ensure clients' estates are well looked after and cared for according to their wishes, as well as offering management services to nonprofits in the community. Services include trust administration estate planning and administration, investment management and wealth transfer planning.

A photograph of a middle-aged couple embracing outdoors. The man is on the left, wearing a dark jacket, and the woman is on the right, wearing a green jacket. They are standing in front of a modern building with a glass facade and a wooden walkway. The background shows some greenery and a cloudy sky.

ESL Personal Banking Member
Diane Fitzgerald-Harris with her husband

SPONSORSHIPS

\$1,805,223

120 TOTAL 2021
SPONSORSHIPS

110

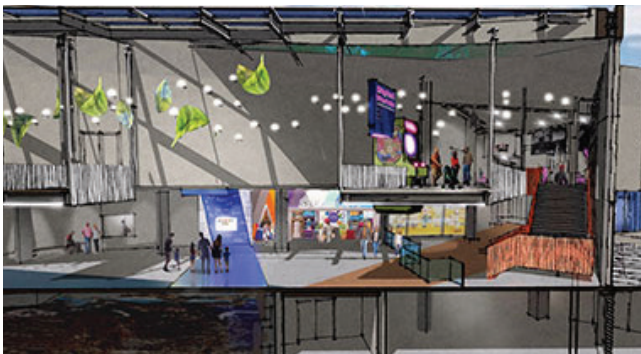
ORGANIZATIONS
SUPPORTED

At ESL, we approach our sponsorships as a desire to partner and financially support community-minded organizations. Be it iconic institutions like The Strong National Museum of Play, the George Eastman Museum, the Rochester Red Wings and Amerks, or Geva Theatre Center — or community events such as those put on by Action for a Better Community, Urban League of Rochester, Rochester Women’s Network or the Rochester Business Journal, we believe these organizations and events all help make Greater Rochester a better place to live, work, play and grow.

SPONSORSHIP HIGHLIGHTS

THE STRONG — DIGITAL WORLDS NAMING RIGHTS

What The Strong is creating within the soon-to-be ESL Federal Credit Union Digital Worlds and its exhibits, High Score and Level Up, is a testament to fulfilling its mission of embracing learning, creativity and discovery — a mission we support and align with at ESL. We also acknowledge and applaud The Strong for its focus on bringing to the forefront the important contributions of women, people of color and the LGBTQIA+ community in the development of videogaming. Such additions to an already iconic institution in our community are why our museums must be supported.

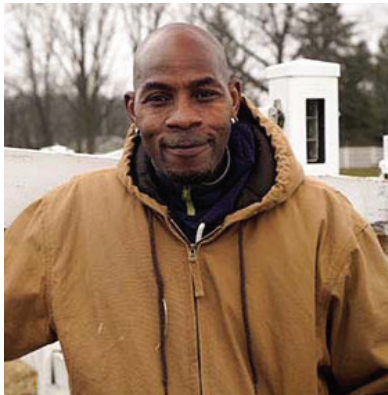
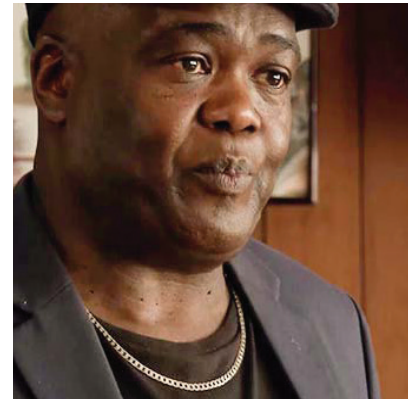


The Strong National Museum of Play, ESL Federal Credit Union Digital Worlds Exhibits

SCHOLARSHIPS

ESL JEFFERSON AWARDS

ESL has proudly sponsored the Jefferson Awards with News 10 NBC for many years, honoring five individuals each year who demonstrate exceptional acts of volunteerism in our community.



Clockwise from top left: Bijaya Khadka, Clay Harris Sr., Shawn Ritchie, Matthew Doward, Lynne Stiefeler

ESL IS ALSO PROUD TO SUPPORT THE FOLLOWING ORGANIZATIONS, ALONG WITH MANY OTHERS THROUGHOUT THE COMMUNITY:

- Rochester Red Wings
- Rochester Amerks
- Geva Theatre Center
- Pathstone Provoking Thought! Speaker Series
- Rochester Business Journal Diversity, Equity & Inclusion Summit
- Rochester Women's Network's Women Rise Series
- Greater Rochester Chamber of Commerce Top 100 Fastest-Growing Companies
- Urban League of Rochester's Interrupt Racism Summit
- Puerto Rican Festival of Rochester

SCHOLARSHIPS

ESL is committed to the success and growth of our community. A major part of that growth is continuing education. With the cost of college education continuously on the rise, ESL is passionate about providing opportunities for individuals to pursue their dreams by helping alleviate the burden.

In 2021, we provided **ESL COLLEGE SCHOLARSHIP** awards of \$2,000 to 10 high school seniors in the Greater Rochester area who are planning to attend college. Awards are determined by the students' academic performance, volunteerism, and how they live our Purpose of "Helping our community thrive and prosper." The 2021 recipients were:

- Tyler Williams, Webster Thomas High School
- Destiny Ford, Joseph C. Wilson Magnet High School
- Harrison Cross, Pittsford Sutherland High School
- Sierra Stevens, School of the Arts
- Nick Johnson, Brockport High School
- Mckayla Streber, Victor Senior High School
- Leo Cassetta-Unrath, World of Inquiry School No. 58
- John Rodriguez, Pittsford Sutherland High School
- Kumari Lamgade, East High School
- Raisa Velez-Gonzalez, Wilson Commencement High School

\$20,000

10 ESL
SCHOLARSHIPS

\$10,000

2 ESL/MCC
SCHOLARS

\$10,000

4 URBAN LEAGUE
BLACK SCHOLARS

3

NYCUA
SPONSORSHIPS

ESL is also a supporter and sponsor of Ibero Scholars through the Ibero-American Action League. The organization's Hispanic Scholarship Program provides merit-based college scholarships to local high school seniors in Genesee, Livingston, Monroe, Ontario, Wayne or Yates county. Each year, the program supports more than 90 Latino scholars in the Greater Rochester area. The scholarships are merit-based and provide financial support in the range from \$500 to \$2,000.

In November 2021, ESL provided a \$1.1 million grant to the Brockport Foundation to fund the Fannie Barrier Williams Scholars program. The program will offer four-year scholarships to 30 high-potential students from low-income families in Monroe, Orleans, Genesee, Livingston, Ontario and Wayne counties. Eligible students include accepted incoming freshman students enrolled in a degree program at the college and identified as low-income and not receiving a traditional merit/academic scholarship from the institution. These students also should be considered most at risk of not persisting to graduation. Priority will be given to students of color. Named after the first woman of color to graduate from the Brockport Normal & Training School (SUNY Brockport's predecessor) in 1870, Williams was a public speaker and a reform and labor activist who kept company with other prominent leaders, such as Booker T. Washington, Susan B. Anthony, Elizabeth Cady Stanton, Mary Church Terrell, Ida B. Wells, and Frederick Douglass.



SCHOLARSHIPS

The **ESL/MCC SCHOLARS PROGRAM** was launched in 2017 and provides a unique “earn and learn” opportunity for students at Monroe Community College. Each of the two recipients in the 2022 cohort receives a \$2,000 scholarship, as well as the opportunity to work part-time at ESL while they earn their associate degree. This workforce development program provides exposure to careers in the banking industry, professional development and mentoring, while promoting academic success and degree completion. Since starting this program, 12 of our

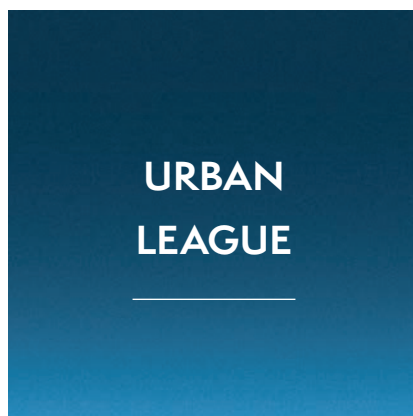
scholars have joined ESL as employees. Named in December 2021, the 2022 cohort is:

- Zachary Johnson
- Eric Shahid



ESL Personal Banking Member
Jared Smith

SCHOLARSHIPS



The **URBAN LEAGUE BLACK SCHOLARS OF ROCHESTER** identifies Black Scholars from school districts in Genesee, Livingston, Monroe, Ontario, Orleans and Wayne counties. Workshops are held every fall and spring to prepare college-bound students and their parents for college selection, admissions testing, applications, financial aid and navigating college. ESL provided four \$3,500 scholarships to the following Black Scholars in 2021:

- Justin Anderson, Edison Career & Technology
- Drianna Butler, Irondequoit High School
- Larissa Calvin, Churchville-Chili Senior High School
- Davyeone Whitcomb, University Preparatory Charter School

OWNERS' DIVIDEND

With a \$40 million payout for 2021, this marks our single largest Owners' Dividend payout ever to our members — a true testament to the positive impact our members have on the success and stability of ESL.

Since 1996, ESL has paid out 27 consecutive Owners' Dividends to our members, totaling more than \$240 million. A key component of our mission at ESL is that "We share our financial success with our members." The Owners' Dividend is the main tool we use to execute on this portion of our mission.

The inclusion of new criteria a couple years ago (the volume of card transactions a member makes in a year and having a relationship with our Wealth Management line of business) allowed the Owners' Dividend to pay out funds more accurately in accordance with how our members contribute to ESL's financial success. Without your loyalty and trust in us, these consecutive payouts would not be possible.



OWNERS' DIVIDEND
PAYOUT FOR 2021
\$40 MILLION

ESL Personal Banking Member
Jared Smith

OWNERS' DIVIDEND

When we make more than what we need to run ESL at our standards of operational excellence, we give those profits back to our members, who in turn use the money in our local community. Whether that involves spending it on goods and services or saving it for a future need, the Owners' Dividend is our way of sharing our collective success with our members.

The Owners' Dividend will continue to be an ever-evolving benefit of your relationship with ESL. We are always listening to feedback and exploring potential new ways to ensure we're effectively executing on sharing our financial success with our members in the most accurate and authentic ways possible.

STORIES FROM ESL MEMBERS:

JARED SMITH, ESL PERSONAL BANKING MEMBER FOR 18 YEARS

WHAT WAS YOUR REACTION TO YOUR FIRST OWNERS' DIVIDEND PAYOUT?

One of the thoughts running through my head was, "Am I sure this is my money and where did it come from?" When I did learn that it was mine, I talked to my father about it and he was able to help me understand and appreciate what I could do with it, and I was able to save some of that money. Then, each time it came, I was able to save more and more of it, and it's put me in a better position to do what I'm doing today, which is purchasing a home.

I'm a first-time homebuyer and am in the underwriting process of closing on a home in September. I don't think it will feel real until I have the key in my hand, but the ESL team has been great to work with. They answer all of my questions, and because it was my first time, I had a lot of questions!

SUE & BOB ONDERDONK, ESL PERSONAL BANKING MEMBERS SINCE 1981

WHAT WAS YOUR REACTION TO YOUR FIRST OWNERS' DIVIDEND PAYOUT?

Sue: It was like hitting the lottery!

Bob: It came as a surprise. We said to ourselves, "What's this deposit for?" when we first received it. It was something we weren't expecting, but we're savers and every little bit helps. Last year, when the early Owners' Dividend payout was issued, we were very thankful. At the time, those checks meant a lot to many people, and by thinking ahead and giving members their dividend payouts early versus waiting another six months, it really helped a lot of people. It speaks for itself that they're worried more about people than they are about the bottom line.

Sue: Bob is an essential worker, so he was working throughout the pandemic, but I had to shut down my business for three months. I'm a massage therapist and I work out of our home. Although we were able to still pay the bills, I was very nervous about the future. When I eventually reopened my business in the spring, I didn't know if I was going to have to shut down again and I had incurred several expenses to comply with the new safety guidelines in order to reopen. Having those additional expenses, coupled with a lot of unknown, we put the money away in our account right away, hoping we didn't have to touch it because we just didn't know what to expect, like everyone else.

\$26 MILLION

TOTAL 2021 GRANTS

358

GRANTS SUPPORTING
241 ORGANIZATIONS

COMMUNITY IMPACT

When you “Belong to Something Bigger” at ESL, you’re supporting ESL’s reinvestment in Greater Rochester to bring about a stronger, more resilient and more equitable community. And when we say “ESL’s reinvestment,” that includes all who make this possible — our employees and you, our members.

If we’re to be a prosperous and thriving community, we must ensure that prosperity includes everyone. We reinvest in the community in addition to sharing our financial success with our members because we believe we have a responsibility to deliberately and methodically give back to those who have supported ESL and made us the organization we are today — our members and the Greater Rochester community.

In 2020, ESL donated approximately \$20 million through its Community Impact activities, \$10 million of which was specifically dedicated to helping nonprofits combat the effects of the pandemic. In 2021, ESL donated more than \$26 million to more than 240 organizations throughout Greater Rochester.

The Community Impact Team at ESL is dedicated to

executing our Community Impact Framework, which is broken into four major objectives:

1. EXPANDING INDIVIDUAL

OPPORTUNITY: We support programs and efforts to expand professional and educational opportunity for all residents of Greater Rochester.

- Education prepares students for college and careers.
- Employment is attainable and assures self-sufficiency.

2. BUILDING STRONG

NEIGHBORHOODS: We invest in neighborhoods across Greater Rochester to ensure they are prosperous, well-connected and inclusive.

- Housing is affordable.
- Connected neighborhoods are prosperous, engaged and linked.

3. STRENGTHENING ORGANIZATIONS

& SYSTEMS: Rochester has multiple organizations and initiatives already working together to create a healthy and resilient community. We support these organizations and



Greater Rochester Housing Project (GRHP) home renovation



COMMUNITY IMPACT

initiatives by investing in the necessary yet less visible systems, capacities and policies that ensure they are successful.

- Collaboration between organizations is strong and effective.
- Data is accessible and shared.
- Human capital in the local nonprofit sector is world-class.

4. STORIES THAT LIFT US UP: We share and learn from our work to continually improve our practices and celebrate successes in the Rochester region to inspire further action.

We approach this work with a focus on learning, understanding and using data to inform our funding decisions. We understand that we're a financial institution and respect our role in working with our community partners. We are not and do not pretend to be experts on the issues our community faces. We work closely with our partners to understand their needs and how our funding can best support their missions and programming for those they serve.

EXAMPLES OF PROGRAMS ESL SUPPORTED THROUGH GRANTS IN 2021

EMPLOYMENT/INCOME:

- United Way of Greater Rochester: \$3,000,000, Project Uplift.
- Rochester General Hospital (Fiduciary: Rochester Regional Health Foundation): \$1,500,000, healthcare education that enhances the workforce and lifts people out of poverty.

- Monroe Community College Foundation: \$423,710, accelerated workforce development training programs at MCC.

EDUCATION:

- SUNY Brockport Foundation: \$1,107,000, Fannie Barrier Williams Scholars Program.
- Action for a Better Community: \$100,000, ABC Adult Education Services.
- YMCA of Greater Rochester: \$220,000, Center for Equity.

HOUSING & CONNECTED NEIGHBORHOODS:

- Connected Communities: \$450,000, Neighborhood Focus Systems Change.
- Wayne County Action Program Inc.: \$416,100, Housing Rehabilitation Assistance Program.
- Urban League of Rochester Economic Development Corporation: \$400,000, Lease-to-Payment (L2P) Westside Project.
- City Roots Community Land Trust: \$250,000, Development Without Displacement: Transforming Derelict Properties into Community-Controlled Assets.

STRENGTHEN ORGANIZATIONS & SYSTEMS:

- Rochester Monroe Anti-Poverty Initiative (RMAPI): \$350,000, RMAPI Backbone Operations.
- Catholic Family Center: \$308,045, care coordination through the 360 Collaborative Network.
- Ibero-American Action League: \$150,000, strengthen systems.



Laura Gustin

Executive Director, Systems Integration Project

Beatriz LeBron

Community Voice Network



Jessica Lewis

GRHP Participant



Elizabeth McDade

Program Director for RENEW

COMMUNITY IMPACT

- Causewave Community Partners: \$100,000, strengthening the nonprofit sector through organizational capacity building

COMMUNITY BASIC NEEDS:

- New York State Arc GLOW (Genesee, Livingston, Orleans, Wyoming): \$161,400, technology update
- Bivona Child Advocacy Center: \$200,000, prevention education in schools
- United Way of Greater Rochester and the Finger Lakes: \$100,000, vaccine incentives
- Hub585, Inc.: \$75,000, The Hub585's Hope Center

EQUITY GRANTS

In 2021, ESL developed a racial-equity grants program for Black and Latino-led community groups to increase equity within each respective community. Approximately 50 grants have been provided as of December 31, 2021, totaling more than \$1.9 million to these organizations.

LIFTING UP STORIES

ESL launched its series of uplifting community stories in 2020, featuring the organizations and people doing inspiring work and creating a positive impact on the Greater Rochester community. The stories produced in 2021 included:

GRADUATION RATES RISE IN ROCHESTER CITY SCHOOL DISTRICT (RCSD): RCSD high school graduation rates continued to climb, rising to 68% in 2020 compared to 63% the year prior and 47% in 2012.

ROCHESTER ENERGY EFFICIENCY &

WEATHERIZATION (RENEW): RENEW began in 2015 as the Rochester Safe & Efficient Homes Initiative, seeded with \$1 million in settlement money from the New York State Attorney General. Since 2019, work has continued under the RENEW name thanks to the support of individual donors and funders, such as ESL. RENEW funds weatherization, energy efficiency, health and safety interventions, or the removal of barriers that render a homeowner ineligible for weatherization work, including sewer line or electrical panel replacement, mold remediation, etc.

THE HOUSING COUNCIL AT PATHSTONE

CELEBRATES 50TH ANNIVERSARY: The Housing Council at PathStone, certified by the Department of Housing and Urban Development (HUD), and PathStone's HUD intermediary program have provided housing-related services since 1971, serving more than 8,000 households annually. As a part of the NeighborWorks organization's network across the U.S., PathStone Corp. and the Housing Council, as its largest housing services component, currently ranks as the following among nearly 250 NeighborWorks organizations:

#2 in the country in counseling and education customers/**#1** in the Northeast region

#3 in the country in total individuals or families assisted with affordable housing and counseling/**#1** in the Northeast region

#7 in the country in homeownership preservation/**#3** in the Northeast region

#3 in the Northeast region in homeownership promotion/**22nd** overall

#4 in the Northeast region in total investment/**26th** overall

COMMUNITY IMPACT

GREATER ROCHESTER HOUSING PARTNERSHIP (GRHP)/ROCHESTER HOUSING DEVELOPMENT FUND CORPORATION'S HOME ROCHESTER PROGRAM:

GRHP is a not-for-profit lender that works to rehabilitate vacant homes, revitalize neighborhoods and provide quality affordable homeownership opportunities. What started as a standalone nonprofit nearly 30 years ago is now a great collaborator with public, private and nonprofit organizations, including the City of Rochester and Rochester Land Bank Corporation, among numerous others. GRHP has lent more than \$85 million in construction financing to borrowers, which has created 1,300 affordable apartments and financed more than 1,000 single-family homes.

SYSTEMS INTEGRATION PROJECT (SIP):

Through SIP, the Greater Rochester community is working across a diverse network of committed providers and community members to put people at the center of care in an interconnected system of education, health and human services. By coming together as a community, we'll improve the health and economic well-being of individuals and families in Monroe County, especially those who are vulnerable and/or impacted by poverty. SIP began its work in 2017 as a community-wide approach to create lasting change. Upon the completion of this work, we'll see strengthened person-centered community programs and an integrated data system that empowers individuals and their care teams to provide better and more holistic care.



ESL Business Banking Member Bow Morse,
Outside Sales, Wm. B. Morse Lumber Co.



ESL Personal Banking Member
Simone Boone and son

THIS IS MORE THAN PROSPERITY. THIS IS PROMISE.

As the pandemic continues into 2022, we'll continue to do our part to serve Greater Rochester's people, businesses and nonprofits to help us stay on the path to resiliency and progress.

We are committed to the following activities in 2022:

NEW BRANCHES IN THE CITY OF ROCHESTER

Our State Street branch was relocated to a standalone location at 250 Lake Ave. in December 2021 — our first new build in the City of Rochester since 2010.

With two additional branch builds planned in the city, we expect to announce the next one in 2022.

EXPANDING OUR DIGITAL BANKING AND PAYMENT CAPABILITIES

We will continue to evaluate and add/adjust capabilities to ensure we're meeting our members where and how they want to bank.

Person-to-person transfers via Zelle are coming to ESL members in 2022.

ADVOCATING FOR AND BUILDING EQUITY THROUGHOUT GREATER ROCHESTER

We will continue to push forward in our plan to build equity internally at ESL, as well as in our business practices that impact our members and the wider community.

WE WILL SUPPORT AND ADVOCATE FOR INVESTMENT AND DEVELOPMENT IN NEIGHBORHOODS IN THE CITY OF ROCHESTER THAT SUPPORT THE PROSPERITY OF THE INDIVIDUALS, FAMILIES AND BUSINESSES WHO LIVE THERE.

In an effort to ensure neighborhoods are well-connected and prosperous, ESL will conduct targeted reinvestment in communities within the City of Rochester, with a focus on establishing stability for homeowners, renters and businesses in those neighborhoods.

WE COMMIT TO CONTINUING TO REINVEST IN THE COMMUNITY AND SHARE OUR FINANCIAL SUCCESS WITH OUR MEMBERS.

2021 saw us reinvesting approximately \$26 million back into the community and paying out \$40 million to our members through the Owners' Dividend.

ALONG WITH THESE INITIATIVES, WE WILL CONTINUE OUR FOCUS ON PROVIDING THE FINANCIAL GUIDANCE AND SOLUTIONS MORE THAN 400,000 PERSONAL AND BUSINESS MEMBERS THROUGHOUT OUR COMMUNITY DEPEND ON TO LIVE FINANCIALLY HEALTHY LIVES.

OUR SINCEREST THANKS FOR YOUR TRUST AND LOYALTY IN US.

Thanks to you, we are all part of this bigger, collective effort to help Greater Rochester thrive and prosper.

YOU'RE OUR PARTNER
IN GROWING GREATER
ROCHESTER.



¹ESL Federal Credit Union and its subsidiaries encourage diversity in the workplace; we are an Equal Opportunity Employer. Minority/Female/Disability/Veteran. We affirm the right of every person to participate in all aspects of employment without regard to race, religion, color, national origin, citizenship, sex, sexual orientation, gender identity, age, veteran status, disability, genetic information or any other protected characteristic. ²Payment of a Dividend is not guaranteed. Qualification for the Owners' Dividend is subject to eligibility requirements. The maximum Owners' Dividend payout is \$3,000. ESL IOLA Checking accounts excluded. Membership subject to eligibility. ESL is a registered service mark of ESL Federal Credit Union. Equal Housing Lender. Federally insured by the NCUA.