

# *Belong to Something Bigger*

**ESL IN THE COMMUNITY: 2022 REPORT**

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# LETTER FROM THE PRESIDENT & CEO AND BOARD CHAIR

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## ENVISIONING MORE TOGETHER

Greetings!

We're pleased to share the ESL in the Community: 2022 Report with you.

As we wade into 2023, we recognize at ESL that 2022 marked five years since we first stated our Purpose to our employees that we help our community thrive and prosper.

This Purpose is why ESL exists, and it serves as our North Star, guiding our actions for the benefit of our members, our employees and the Greater Rochester community.

We continue to work diligently and enthusiastically to ensure ESL is living up to our Purpose while understanding that this is an evolutionary process. There won't be a day when we say "We're officially living our Purpose. Our work here is done."

On the contrary, living up to our Purpose will be a journey for all of us at ESL. Helping our community thrive and prosper is what we aspire to live up to, and we use this Purpose to guide our decision-making process to ensure our actions are aligned.

Throughout 2022 alone, we continued on this journey of striving for an even better ESL. From our daily collaboration with our colleagues, to our support and guidance provided to our members, to collaborating with our vendor partners and community partners, our Purpose continues to guide us at ESL and ensure we are living up to that statement, our mission and our core values.

Our major actions and initiatives in 2022:

- The ribbon cutting for our new branch on Lake Avenue in the City of Rochester's Edgerton Neighborhood.
- Announced and broke ground on our 24th branch, which will be located on North Goodman Street in the City of Rochester's Beechwood Neighborhood.
- Recognized the one-year anniversary of launching the ESL First-Time Homebuyer Grant for Black and Latino residents throughout Greater Rochester to help build homeownership equity in the community.
- Reinvested almost \$27 million in philanthropic grants to organizations throughout Greater Rochester.
- Held round two of the ESL Equity Grant for Black and Latino organizations to build equity in the nonprofit sector.
- Multiple investments in our employees to improve the employee experience at ESL, which included working in a hybrid environment, pay raises for a vast majority of employees and more.

ESL is able to commit to this level of service and dedication to the Greater Rochester community because of you.

Our work and your relationship with us is so much more than an account or a transaction. It is truly helping fuel something bigger for our community.

Your faith and trust in us allows us to reinvest in our members, our employees and the community. It allows us to fund mortgages for first-time homebuyers, provide loans to businesses big and small, provide grant funds to nonprofits and ultimately provide the exceptional experience our customers expect from us.

We do not, and will not, ever take this trust you bestow on us for granted. Thank you for all you do as our partner in growing Greater Rochester.

With gratitude,

**Faheem Masood**

President & CEO, ESL Federal Credit Union

**Kenneth D. Bell**

Chairman of the Board of Directors, ESL Federal Credit Union

# CORPORATE INFORMATION

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## 2022 HIGHLIGHTS

TOTAL ASSETS

**\$9.1 BILLION**

LOAN ACCOUNTS

**\$3.2 BILLION**

CONSUMER LOANS & MORTGAGES

**\$2.5 BILLION**

BUSINESS LOANS

**\$804.2 MILLION**

MEMBERS' SHARE ACCOUNTS

**\$5.5 BILLION**

WEALTH MANAGEMENT

**\$3 BILLION**

VALUE OF MORTGAGES SERVICED

**\$1.3 BILLION**

PERSONAL MEMBERS

**397,000**

BUSINESSES SERVED

**15,000**

EMPLOYEES

**898**

BRANCHES

**23**

ATMS

**103** ACROSS MORE THAN 40 LOCATIONS

## 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 the Greater Rochester area.

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. senior leadership - senior management

# SENIOR LEADERSHIP - SENIOR MANAGEMENT

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**Faheem Masood**

President & CEO ESL Federal Credit Union

**Julie Ahrens**

Vice President, Director, Organizational Development

**Caytie Bowser**

Vice President, Director, Product Development & Management

**Joseph S. Buscaglia**

Executive 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

**Matthew Davis**

Vice President, Director, Chief Information Security Office

**Nada Debbaghi**

CPA, Vice President, Director, Controller

**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**

Executive Vice President, Director, Marketing & Customer Experience

**Ajamu 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

**Michael Prince**

Vice President, Director, Digital Engagement

**Brian Walsh**

Vice President, Director, Assistant Treasurer

**Richard G. Pulvino**

APR, Vice President, Director, Corporate Communications

**Thomas J. Rogers**

CPA, Executive Vice President, Chief Financial Officer, Director, Marketplace

**Arline L. Santiago**

Executive Vice President, Chief Administrative Officer, General Counsel, Director, Legal

**Steven G. Schmidt**

Vice President, Director, Credit Management & Administration

**Jennifer B. Shoemaker**

Senior Vice President, Director, Corporate Strategy & Analytics

**Maureen R. Wolfe**

Executive Vice President, Director, Human Resources & Community Impact

“OUR PURPOSE IS WHY ESL EXISTS,  
AND IT SERVES AS OUR NORTH STAR,  
GUIDING OUR ACTIONS FOR  
THE BENEFIT OF OUR MEMBERS,  
OUR EMPLOYEES AND THE GREATER  
ROCHESTER COMMUNITY.”

– FAHEEM MASOOD

# SENIOR LEADERSHIP – BOARD OF DIRECTORS

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## THE 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. The distinguished group 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.

# SENIOR LEADERSHIP – ESL SUPERVISORY COMMITTEE

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## THE ESL SUPERVISORY COMMITTEE

The ESL Supervisory Committee consists of three community volunteers and one board member. The committee is responsible for ensuring that 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

**MARY ALICE LIOTTA,**  
Supervisory Committee Member

**DONALD W. REEVE,**  
Board Director, Supervisory Committee Member

“WE CONTINUE TO WORK DILIGENTLY AND ENTHUSIASTICALLY TO ENSURE ESL IS LIVING UP TO OUR PURPOSE WHILE UNDERSTANDING THAT THIS IS AN EVOLUTIONARY PROCESS.”

– FAHEEM MASOOD

# EMPLOYEE EXPERIENCE

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EMPLOYEES AS OF DECEMBER 31, 2022 **898**

TOTAL PAYROLL AS OF DECEMBER 31, 2022 **\$80,165,272**

**EMPLOYEES**

WOMEN – **65%**      RACIALLY/ETHNICALLY DIVERSE – **23%**

**FRONTLINE**

WOMEN – **79%**      RACIALLY/ETHNICALLY DIVERSE – **35%**

**EARLY CAREER PROFESSIONALS**

WOMEN – **63%**      RACIALLY/ETHNICALLY DIVERSE – **17%**

**MID-LEVEL PROFESSIONALS**

WOMEN – **79%**      RACIALLY/ETHNICALLY DIVERSE – **35%**

**SENIOR-LEVEL PROFESSIONALS/FIRST-LEVEL MANAGERS**

WOMEN – **45%**      RACIALLY/ETHNICALLY DIVERSE – **8%**

**SECOND-LEVEL MANAGERS**

WOMEN – **0%**      RACIALLY/ETHNICALLY DIVERSE – **0%**

**SALES WORKERS**

WOMEN – **33%**      RACIALLY/ETHNICALLY DIVERSE – **14%**

**EXECUTIVES**

WOMEN – **36%**      RACIALLY/ETHNICALLY DIVERSE – **12%**

**BOARD OF DIRECTORS**

WOMEN – **55%**      RACIALLY/ETHNICALLY DIVERSE – **45%**

# EMPLOYEE EXPERIENCE (CONT.)

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The employee experience is critical to our success at ESL, which is why it has been a strategic priority for us every year. We strive to be not only a Great Place to Work® for all, but one where all employees feel welcome, valued and included.

In 2022, ESL was named to three national Great Place to Work® lists for small and medium employers. These lists included:

**BEST WORKPLACES IN FINANCIAL SERVICES AND INSURANCE™ 2022**

**BEST WORKPLACES FOR MILLENNIALS™ 2022**

**BEST WORKPLACES NEW YORK™ 2022**

These awards are based on the results of the annual Great Place to Work® Index Survey we conduct. Every ESL employee, full-time or part-time, can participate in the survey. Participating is completely optional, but employees enthusiastically take part because they know the feedback is critical to implementing further changes and improvements at ESL.

In the results from our 2022 Great Place to Work® survey, ESL employees:

- 91%** SAID ESL FEDERAL CREDIT UNION IS A GREAT PLACE TO WORK
- 97%** SAID WHEN YOU JOIN THE COMPANY, YOU ARE MADE TO FEEL WELCOME
- 96%** SAID OUR CUSTOMERS WOULD RATE THE SERVICE WE DELIVER AS EXCELLENT
- 95%** SAID THEY FEEL GOOD ABOUT THE WAYS WE CONTRIBUTE TO THE COMMUNITY
- 95%** SAID WHEN PEOPLE CHANGE JOBS OR WORK UNITS, THEY ARE MADE TO FEEL RIGHT AT HOME
- 94%** SAID OUR FACILITIES CONTRIBUTE TO A GOOD WORKING ENVIRONMENT

That is what the Great Place to Work® survey and our other annual employee survey, the ESL Pulse Survey, are all about — feedback and data that can help make ESL an even greater place to work. It is the results from these surveys that allow us to implement changes like our flexible work environment that allows many positions at ESL to work remote up to 40% of their time and pay increases to salary grades that resulted in more than 70% of employees receiving a raise in addition to our annual merit process.

## **VOLUNCARE**

The ESL VolunCare Program is routinely cited as one of our employees' favorite benefits about working at ESL. The program allows employees to use up to eight work hours per year to volunteer with a nonprofit of their choosing.

For many ESL employees, this provides time to volunteer with their child's school, house of worship or an organization they're passionate about. It also provides opportunities for teams to participate in group volunteer outings, such as with Foodlink or Greater Rochester Habitat for Humanity.

Whatever the employees' interests and passions may be, the enthusiasm for the program picked back up in 2022. More than 350 ESL employees volunteered 2,080 hours with 145 organizations throughout Greater Rochester. A true testament that ESL employees love to give back to the communities they serve.



# EMPLOYEE EXPERIENCE (CONT.)

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## **DIVERSITY, EQUITY AND INCLUSION (DEI)**

Our DEI efforts are focused on building a workforce that not only mirrors the Greater Rochester community, but does so throughout the entire organization in a way that ensures every employee feels included and has the opportunities to enhance and grow their careers at ESL. While we certainly have made strides over the past few years, we know that this is a continuous journey where we'll evolve, learn and make changes in accordance with feedback we receive from our employees.

### **DEI ACTIVITIES IN 2022 INCLUDED:**

- Celebration of Diversity Week March 28-April 1, with various activities for departments and branches throughout ESL
- Published quarterly DEI Digest newsletters
- Launched DEI Drop-In event series for employees to listen to important initiatives taking place at ESL that focus on a DEI topic
- Employee Resource Groups are launched and active; Resource Groups at ESL include African American Women, LGBTQ+, People with Disabilities, Young Professionals
- Senior management continues work in Equitable & Inclusive Leadership Academy sessions, with plans to roll the sessions out to managers
- Sponsorship of diversity-related events included the RBJ DEI Summit and Interrupt Racism with the Urban League of Rochester

# OWNERS' DIVIDEND

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## **TOTAL AMOUNT PAID TO MEMBERS SINCE OWNERS' DIVIDEND WAS CREATED IN 1996: \$265 MILLION**

The ESL Owners' Dividend continues to be a substantial differentiator for ESL and a value-add for our members. We do not have shareholders but member owners, whose activities directly impact the level at which we are able to share our financial success with them each year. We have been able to do this year after year, because our members have a deep trust in us to manage and support the most important aspects of their financial lives. Whether it's mortgages for homes, loans to help businesses grow, savings accounts with competitive rates, growing wealth relationships, or the latest credit and debit card technologies to help make payments as easy as possible, all of these activities add up and contribute to what we are able to return to our members each year.

Additionally, the Owners' Dividend is an ever-evolving benefit that we are consistently evaluating.

New this year, ESL evolved our payout criteria, providing \$10 to eligible members to ensure all our members share the same starting point for earning an Owners' Dividend. This \$10 starter payout elevates the Owners' Dividend payout for a significant portion of our members and supplements our 2020 criteria changes that added debit and credit card transaction volumes — as well as Wealth Management relationships — to the payout formula.

### **OWNERS' DIVIDEND STORIES**

#### **ANNA NICOLE PROUTY, ESL PERSONAL AND BUSINESS BANKING MEMBER, OWNER, GEEK CHIC FLORAL BOUTIQUE**

##### **SINCE RECEIVING YOUR FIRST PAYOUT, HOW HAVE YOU USED THOSE FUNDS YEAR OVER YEAR?**

Through the years, it became something I could put toward savings, which has been really helpful, as you never know when you're going to have to tap into savings.

During the pandemic and even now, as we're still coming out of the pandemic, it was great to have. My husband lost his job, which was tough, and as a small business owner, I was closed down for a long time. All of the negative cash flow plus inflation created payments that we're still catching up on. This year, I was blown away by my Owners' Dividend, even just through my personal account, so when we received our last payout, we were able to put it toward our credit cards, which was definitely very helpful.

It's a really great benefit for being a part of ESL. One of my friends posted on Facebook when they received their Owners' Dividend this year and I swear around 100 people commented saying that it was the "best day!"

#### **BOW MORSE, ESL BUSINESS BANKING MEMBER, SALES MANAGER, WM. B. MORSE LUMBER CO.**

##### **WHAT IS IT ABOUT THE OWNERS' DIVIDEND THAT YOU AND YOUR TEAM APPRECIATE?**

We appreciate the Owners' Dividend — and reinvest it back into our company and people — but the dollars aren't even what's most important. It's what it represents: ESL is running a profitable company, and they're able to share what it's like when you're running on all cylinders. For us, it's the respect, honesty and integrity of the company that we appreciate the most. It shows me ESL is a good company run by good people.

# COMMUNITY IMPACT

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**\$26.9 MILLION**

COMMITTED TO GREATER ROCHESTER ORGANIZATIONS IN 2022

EXPANDING INDIVIDUAL OPPORTUNITY (EDUCATION, EMPLOYMENT AND INCOME)

**\$12.3 MILLION**

BUILDING STRONG NEIGHBORHOODS  
(AFFORDABLE HOUSING AND CONNECTED NEIGHBORHOODS)

**\$7.7 MILLION**

STRENGTHENING ORGANIZATIONS AND SYSTEMS (CAPACITY BUILDING)

**\$3.1 MILLION**

COMMUNITY BASIC NEEDS (ARTS AND CULTURE, FOOD SECURITY, HEALTH)

**\$3.8 MILLION**

TOTAL NUMBER OF GRANTS IN 2022:

**476**

One of the most significant ways ESL lives up to its Purpose is by reinvesting in the community through philanthropic grants to nonprofit organizations. The ESL Community Impact framework seeks to build a healthy, resilient and equitable Greater Rochester for all, and to achieve that by reinvesting in the following areas:

## 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 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.

“ESL IS SENSITIVE TO THE BARRIERS  
FACED BY CERTAIN SECTORS OF OUR COMMUNITY  
AND IS INTENTIONAL IN IDENTIFYING AND  
PARTNERING WITH ORGANIZATIONS THAT HAVE  
A TRACK RECORD OF PROVIDING DIRECT AND  
IMPACTFUL SUPPORT TO DIVERSE POPULATIONS.”

– ROCHESTER JAMAICAN ORGANIZATION

# COMMUNITY IMPACT GRANT RECIPIENTS

As we learn from, collaborate and partner with nonprofits in the community, we have also enhanced our level of giving commitments so we can approve multi-year grants for organizations. Providing these multi-year commitments to support organizations and programs helps solidify budgets and improve efficiencies so organizations do not have to resubmit for funding.

## SELECTION OF GRANTS PROVIDED IN 2022

FOCUS AREA	ORGANIZATION	PROGRAM	GRANT AMOUNT
Employment/Income	Young Adult Manufacturing Training Employment Program Inc.	Support costs to continue program and projected growth	\$800,000 over two years
Employment/Income	Child Care Council Inc.	Child care workforce grants	\$475,060 over two years
Employment/Income	Wayne County Action Program (Wayne CAP)	STEADY Work Program for Wayne County Youth	\$375,000 over two years
Education	Monroe Community College Foundation	Be a Healthy Hero Summer Camp	\$717,000 over three years
Education	The Center for Youth Services	Bridge to Peace	\$200,000 over three years
Education	Young Women's College Prep Foundation	Rochester Regional "Grow Your Own" teacher pipeline initiative	\$180,000 over two years
Education	Rochester City School District	RCSD Fathers Initiating Restorative Engagement (F.I.R.E.)	\$46,475
Housing	Rochester Management Inc.	First Genesis single-family homes project	\$500,000
Housing	Housing Advantage Inc.	Tailor Square	\$400,000
Housing	Rochester Housing Development Fund Corporation	HOME Rochester & Make Monroe Home	\$400,000
Housing	YWCA of Rochester and Monroe County	Collaborative Rapid Re-Housing for Homeless Individuals	\$338,174 over three years
Connected Neighborhoods	REACH Advocacy Inc.	Edgerton Meadows: A REACH Advocacy Community	\$355,000
Connected Neighborhoods	Reconnect Rochester Inc.	Investing in Community Mobility to Build Strong Neighborhoods/ Reconnect Rochester strategic plan implementation	\$201,125 over two years
Connected Neighborhoods	Rochester Community TV Inc.	Repositioning Rochester Community Media (RCTV)	\$167,000 over two years

<b>FOCUS AREA</b>	<b>ORGANIZATION</b>	<b>PROGRAM</b>	<b>GRANT AMOUNT</b>
Collaboration	United Way of Greater Rochester and the Finger Lakes	TogetherNow (formerly known as the Systems Integration Project): Early Adoption	\$429,000
Collaboration	Ibero-American Action League	Strengthening organizations and systems	\$50,000
Collaboration	19th Ward Community Association of Rochester, New York Inc.	Strategic planning	\$15,000
Human Capital	Empire Justice Center	Capacity building	\$50,000
Human Capital	Breakthrough Leadership Consulting (Fiduciary: Community Resource Collaborative)	Capacity building for leaders of color in the public sector	\$43,200
Human Capital	540WMain	Antiracism Facilitator Fellowship residency	\$37,424
Data	Heritage Christian Services	Employee Resource Network (ERN): Rochester	\$60,000
Data	RochesterWorks Inc.	Workforce development system resources map	\$30,000

“WE REACHED OUT TO ESL FOR HELP TO FIND RESOURCES TO SUPPORT YOUNG PEOPLE WHO WERE NAVIGATING CHRONIC POVERTY AND ACUTE TRAUMA DURING THE MIDDLE OF THE GLOBAL PANDEMIC. PROGRAM STAFF SET ASIDE TIME WITH US TO ENCOURAGE OUR VISION AND HELP US DEVELOP OUR PLAN. WE ARE HELPING DOZENS MORE YOUNG PEOPLE NOW FIND EMPLOYMENT AND SELF-EFFICACY BECAUSE ESL ENCOURAGED US TO IMAGINE WHAT COULD BE DONE. IT IS OUR JOB TO BELIEVE IN YOUNG PEOPLE AND SUPPORT THEM THROUGH THEIR CHALLENGES; ESL BELIEVED IN US. ESL TOOK TIME TO VISIT OUR SITES AND RECOGNIZE HOW PARTNERS LIKE FINGER LAKES COMMUNITY ACTION AND SODUS CENTRAL SCHOOL DISTRICT AND GOVERNMENT OFFICES OF WAYNE COUNTY ARE COMING TOGETHER TO GIVE HOPE. ESL TOOK TIME TO LISTEN TO OUR VISION, HELP US ARTICULATE THAT VISION AND PROVIDE RESOURCES FOR OUR PLANS SO WE CAN HELP MORE YOUNG PEOPLE THAN EVER BEFORE.”

– JAY ROSCUP, COMMUNITY SCHOOLS DIRECTOR, WAYNE COUNTY COMMUNITY SCHOOLS,  
STEADY WORK PROGRAM

# COMMUNITY IMPACT

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## **ADDITIONAL GIVING COMMITMENTS IN 2022 INCLUDED:**

### **SECOND ROUND OF ESL EQUITY GRANTS**

The nonprofit sector has been hit particularly hard throughout the pandemic, with Black and Latino-led organizations facing funding challenges at a higher rate. The ESL Equity Grants ensure that these community organizations can provide effective, quality programs to the people they serve. 2022 marked the second round of Equity Grants distributed by ESL to Black and Latino-led nonprofits throughout Greater Rochester. These grants of up to \$50,000 help build equity in the nonprofit community by providing organizations with funding support for operations, capital, supplies and equipment, and enhancing or launching programming that supports those they serve. Applications for the second round were accepted through September 30, 2022. While we are still in the process of reviewing and approving grant requests, applications in 2022 surpassed the first round in 2021. In 2022, we received 220 requests totaling just under \$10 million, while in 2021 we received 134 requests totaling \$5.1 million.

### **INFLATIONARY SUPPORT**

Inflation in 2022 added financial stress to nonprofits already experiencing economic hardships throughout the pandemic, mainly in terms of funding and hiring. To help alleviate some of the cost increases tied to inflation, ESL offered nonprofits who received a grant from us in 2022 the opportunity to apply for "Inflationary Support for Strategically Aligned Grantees." This additional grant would be 10% of the amount of the original grant provided by ESL, up to \$29,500. In total, ESL provided 58 of these hardship grants to nonprofits, totaling approximately \$715,000 to help offset inflation costs.

## **COMMITMENT FROM ESL TO PROVIDE GRANT SUPPORT FOR OUR PUBLIC PARTNERS:**

### **MONROE COUNTY**

Monroe County was a recipient of \$144 million in ARPA funds and solicited feedback from county residents on how the funds should be spent. With numerous projects in the pipeline that will receive funding from the county, ESL is collaborating with other local funders to offset costs for projects that align with our Community Impact framework. These grant dollars for ARPA-funded projects will help offset costs and allow the county to invest in more projects. It is this kind of collaboration between public and private sectors that can help make our community stronger by positively impacting people and neighborhoods throughout Monroe County.

### **CITY OF ROCHESTER**

ESL has agreed to join other foundations in support of the New York State Regional Revitalization Partnership. Rochester is one of three cities, along with Buffalo and Niagara Falls, that will receive funding from Empire State Development to support key community initiatives. \$80 million in funding will be available in Rochester, with philanthropic and corporate partners, including ESL, collectively donating \$25 million over the multi-year endeavor. The investments in Rochester will focus on commercial corridors, small business development, waterfront/placemaking and workforce development.

# NEW BRANCHES

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## 2022 WAS A YEAR OF GROWTH AND CELEBRATION FOR THE ESL BRANCH NETWORK:

### LAKE AVENUE BRANCH

In February 2022, we celebrated the ribbon cutting on the first of three new branch builds in the City of Rochester — our new Lake Avenue office in the Edgerton Neighborhood. This celebration included attendance from local dignitaries and a state proclamation from New York State Senator Jeremy Cooney recognizing the positive impact this branch will have on the surrounding community.

It its first year, the Lake Avenue branch has flourished — welcoming new personal and business members, new Wealth Management relationships, and providing easy access to financial products and services for neighborhood residents.

Open for a little over a year, Lake Avenue saw the following, making it one of the fastest-growing branches at ESL:

- 1,197 new Personal Banking members
- 121 new Business Banking members
- \$4.6 million new personal share deposits
- \$2.9 million new business share deposits
- \$3.2 million in lending

### N. GOODMAN STREET BRANCH

In July 2022, we announced our second new branch build in the City of Rochester, which will be located at 786 N. Goodman Street in the Beechwood Neighborhood.

To celebrate this new branch, ESL held a beam signing ceremony at the construction site in August 2022. Joined by community members from the Beechwood Neighborhood Coalition, Connected Communities, Ibero-American Action League and local dignitaries, attendees were all able to sign the construction beam to recognize the many voices who contributed to making the project possible. The beam will be built into the new branch as a symbol of how a community works together to support one another. This branch is expected to open in early summer 2023.

# MORTGAGE SOLUTIONS

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2022 MORTGAGE TOTALS **\$161.1 MILLION - 985 LOANS**

2022 HOMEBUYER DREAM GRANT PARTICIPANTS **70**

ESL FIRST-TIME HOMEBUYER GRANT PARTICIPANTS **165** SINCE THE PROGRAM LAUNCHED IN AUGUST 2021

We are pleased to stand as one of Greater Rochester's largest mortgage lenders in 2022.

Our quest at ESL is to help members of our community achieve their dream of homeownership. We strive to do this through a range of affordable mortgage solutions for the area's homebuyers. In 2022, there were a number of ways in which we lent our support to Greater Rochester homebuyers.



In 2021, ESL announced a First-Time Homebuyer Grant to address disparities among homeownership rates for Black and Latino homebuyers. The program provides up to \$10,500 toward down payment and closing costs. June 2022 marked a major milestone in addressing housing equity in our community, as we distributed the first of what we expect to be many ESL First-Time Homebuyer Grants. ESL member James was the first to complete the ESL First-Time Homebuyer Grant Program and purchase his new home.

**“It is a great feeling. I recommend the program to anyone. No complaints. Everything was explained to me. [The grant] really helped me, and everyone at ESL was helpful along the way.”** — James, first-time homebuyer, ESL First-Time Homebuyer Grant recipient, Rochester

**“I’m so happy how everything turned out and was so happy working with everyone at ESL. Everyone was nice and had good communication. They were considerate anytime I was stressed or waiting for things to process. They were hospitable throughout process. Buying a home is stressful but the team at ESL was able to work with me and gave me a lot of reassurance.”** — Jonathan, first-time homebuyer, ESL First-Time Homebuyer Grant recipient, Irondequoit

The Homebuyer Dream Program also helped a number of individuals realize their homeownership wishes. This year, we featured the story of Ray, who rented a home in Chili for nearly a decade with his family and was confronted with a dilemma when the property owner sought to sell the property. Ray and his wife took action and reached out to the ESL Business Development Mortgage Originations team to discuss options to purchase the home. ESL guided Ray and his family throughout the process, and they’re now able to make even more memories together at their home in the years to come.

**“There were four different individuals I worked with throughout the process, as they each handled a different piece. Every time I would call, everyone was so helpful and patient with me. It was clear that each and every person I spoke with cared and wanted to help me.”**  
— Ray, first-time homebuyer, Homebuyer Dream Program grant recipient, Chili

Additional mortgage products ESL launched in 2022 to provide more affordable homebuying options for members:

## **CASH GUARANTEE**

ESL launched a Cash Guarantee Program in response to low housing inventory, heavy buyer demand, elevated home prices and an abundance of cash offers. The Cash Guarantee option removed a common purchase contingency to assist buyers and elevate their offer on a prospective home in a competitive environment.

## **CONSTRUCTION LOAN**

This past year, ESL further strengthened mortgage offerings by adding Single-Close Construction Loan options for homebuilders. This allows a future homeowner to finance both the construction phase and the permanent financing phase of a residential property in one transaction. Not only does this provide a more convenient process for borrowers, it also allows for increased affordability.

## **STATE OF NEW YORK MORTGAGE AGENCY (SONYMA)**

In late 2022, ESL began the onboarding process to offer SONYMA mortgage options to first-time homebuyers. SONYMA will soon become another solution in our toolkit to assist potential homeowners with some of the financial hurdles of obtaining a mortgage, including funding for their down payment and closing costs. Stay tuned for more SONYMA updates in 2023.

# BUSINESS BANKING

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TOTAL BUSINESS BANKING ASSETS **\$1.3 BILLION**  
BUSINESS BANKING LOANS **\$804.2 MILLION**  
BUSINESS BANKING SHARE ACCOUNTS **\$527.7 MILLION**  
SBA LOANS **47**  
SBA 7(A) LOANS FOR GRANTS PROVIDED **\$6 MILLION**  
BUSINESS CUSTOMERS THROUGHOUT GREATER ROCHESTER **15,000**  
NEW BUSINESS LOANS **\$185 MILLION, 877 LOANS**  
NEW COMMERCIAL REAL ESTATE LENDING **\$123.3 MILLION**  
NEW BUSINESS TERM LOANS & BUSINESS CREDIT CARDS **\$61.7 MILLION**  
NEW BUSINESS SHARES **\$58.7 MILLION**

In 2022, Business Banking at ESL saw a year that was much more similar to pre-pandemic activity than 2020-2021.

As the final Paycheck Protection Program (PPP) loans are forgiven, activity for the Small Business Administration's (SBA) 7(a) loans picked up in 2022. ESL provided 47 of these loans to small businesses, totaling approximately \$6 million. The importance of these loans cannot be overstated, as the funding provides critical capital to small businesses that allows them to expand capacity by hiring employees, expanding or moving facilities, and purchasing equipment or inventory. SBA loans equate to growth for the business community in Greater Rochester, and it's thanks to SBA solutions that institutions like ESL and other local lenders can provide these funds to growing businesses.

In addition to SBA 7(a) loans, the ESL Business Banking team was busy supporting our approximately 15,000 customers to meet their business needs and goals.

The support, guidance and local decision-making we provide to our customers is key to why we have seen such impressive Business Banking growth since launching in 2010.

## HEAR FROM OUR OWN CUSTOMERS ABOUT HOW BANKING WITH ESL HAS POSITIVELY IMPACTED THEIR ORGANIZATIONS:

"The ESL Business Banking team has been a wonderful partner to VOC. They are knowledgeable and have provided us with solutions to make banking easier." — **Joan Brandenburg, Director of Advancement, Veterans Outreach Center**

"Hochstein is fortunate to have received regular support from the ESL Charitable Foundation for our tuition assistance program. This program helps us increase access to arts education and arts therapy services for students of all ages, abilities and levels of experience. It's such a key aspect of our school's mission, and we're grateful for this support ... ESL has also been a valued partner in sustaining our non-profit business operations by providing two important resources: a line of credit and access to financing options for capital projects. The recognition from ESL of our service to the community and their interest in and support of our programs, capital needs and financing resources has been outstanding. It's a pleasure to work with such a professional team at ESL." — **Peggy Quackenbush, President and Executive Director, Hochstein School of Music**

"Our team goes out and deals with people who need something or want something, and we listen and try to provide this the best way possible. Instead of being a statistic, there are people who come to meetings and sit

down with you and hear what's going well and what's not going well. This is exactly what ESL has done with us. I've always respected and admired ESL. They care about us, our mission and the people who work here." — **Bow Morse, Sales Manager, Wm. B. Morse Lumber Co.**

"The best banking experience ever. Since I started doing business with ESL, the approach of the Business Banking team has always been very professional and attentive to my banking needs. When we first began our partnership at the start of the pandemic, ESL was essential in my success in obtaining stimulus money so we could survive the pandemic. After the pandemic, we have continued to work together, which is helping Torrado Dental continue to grow." — **Dr. Eduardo Torrado, owner, Torrado Dental**

"Having a reliable bank that is a great partner to do business with is a huge priority. When we want to take out a construction loan, put on an addition, buy three brand new flatbeds, it is so important to be in good standings with our bank and get what we need to make sure our business is successful."  
— **Anthony Ardillo Jr., owner, Gates Towing Inc.**

# WEALTH MANAGEMENT

## ESL INVESTMENT SERVICES **\$773 MILLION**

### ASSETS UNDER MANAGEMENT AS OF DECEMBER 31, 2022

Since the founding of ESL Investment Services in 1997, the team of financial professionals has grown to more than 50 to oversee more than \$773 million assets under management. At ESL Investment Services, we work closely with clients to help them work toward their financial goals and dreams. We understand everyone's path is different, and our focus is to build a plan for where you are now and where you'd like to go.

## ESL INVESTMENT SERVICES **\$831 MILLION**

### BROKERAGE ASSETS SERVICED AS OF DECEMBER 31, 2022

ESL Investment Services is pleased to report enhanced service offerings this year within the retirement plan consultant space. Through our team of wealth management professionals, ESL investment Services offers employee education, fiduciary governance support, and retirement plan education services to individuals and businesses. These services are all the more necessary because New York State recently mandated businesses must soon offer a retirement plan option for their employees (any business with 10 or more employees and in business more than two years).

## ESL TRUST SERVICES, LLC **\$340.8 MILLION**

### ASSETS UNDER MANAGEMENT AS OF DECEMBER 31, 2022

Safeguarding your family, your life's work and your beneficiaries' future requires the highest level of care and expertise. At ESL Trust Services, LLC, our experienced team provides a comprehensive line of trust planning solutions to help clients and organizations meet their goals. Services include corporate trustee and executive offerings, estate planning services, and financial and investment support for foundations and non-profits.

This year, the team at ESL Trust Services was instrumental in helping 37-year-old Philippe "Flip" Polizzi-Rivera — an individual living with cerebral palsy — purchase, rehab and move into his first home in 2022. Flip previously spent 15 years living in a long-term care facility. After finally finding a space that provided the independence he had been dreaming of, Flip says, "I am the man of my own house. I have a voice ... This hasn't been easy, but this big step has been huge for my emotional health. I no longer feel trapped. I am finally free."

## COOPER/HAIMS ADVISORS, LLC **\$875.8 MILLION**

### ASSETS UNDER MANAGEMENT AS OF DECEMBER 31, 2022

In October 2019, Cooper/Haims Advisors, LLC joined the wealth management line of business as a subsidiary of ESL Investment Services. Cooper/Haims further expands wealth management services, providing fee-based services, including tax planning guidance and personalized financial advice to individuals with more complex needs. The Cooper/Haims team of 12 supports \$875.8 million in assets under management.

"I AM THE MAN OF MY OWN HOUSE. I HAVE A VOICE ... THIS HASN'T BEEN EASY, BUT THIS BIG STEP HAS BEEN HUGE FOR MY EMOTIONAL HEALTH. I NO LONGER FEEL TRAPPED. I AM FINALLY FREE."

— ESL PERSONAL BANKING AND TRUST SERVICES MEMBER PHILIPPE "FLIP" POLIZZI-RIVERA

**\*\*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:

<b>NOT INSURED BY NCUA OR ANY OTHER GOVERNMENT AGENCY</b>	<b>NOT CREDIT UNION GUARANTEED</b>	<b>NOT CREDIT UNION DEPOSITS OR OBLIGATIONS</b>	<b>MAY LOSE VALUE</b>
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# FINANCIAL WELLNESS

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We believe everyone deserves to live a healthy financial life that aligns with their goals and needs.

**AT ESL, WE LOOK AT FINANCIAL WELLNESS BY BREAKING IT DOWN INTO FOUR KEY AREAS:**

## **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, for a college education or for 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.

One way in which we help our members stay financially healthy is by providing educational materials, most notably in our Financial Education Center on [esl.org](http://esl.org). This site contains interactive modules participants can use to inform themselves on a variety of topics, from preparing for retirement to buying a home to financial caregiving to small business essentials.

In 2022, the Financial Education Center saw the following clear indications that this is content people want and find to be useful in managing their financial well-being:

- 8,911 program users
- 7,744 activities started

# FINANCIAL WELLNESS

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Additionally, to help ensure our customers are working toward and meeting their financial goals, we partner with multiple financial counseling agencies that provide complementary services that go along with our financial solutions.

- **Consumer Credit Counseling Services (CCCS) of Greater Rochester**
- **The Housing Council at PathStone**
- **NeighborWorks of Greater Rochester**
- **SCORE of Greater Rochester**
- **PathStone Enterprise Center**

THE IMPACT OF REFERRING CUSTOMERS TO THESE AGENCIES HAS BEEN TANGIBLE. SINCE PARTNERING WITH CCCS IN 2015, ESL HAS REFERRED 3,571 CUSTOMERS WHO USE SERVICES LIKE CREDIT COUNSELING AND BUDGETING, HOUSING COUNSELING AND DEBT MANAGEMENT. OF THOSE CUSTOMERS, 644 HAVE GONE THROUGH CCCS'S DEBT MANAGEMENT PROGRAM AND RESULTS WERE INSPIRING. CUSTOMERS PARTICIPATING IN THE PROGRAM SAW:

## **DEBT MANAGEMENT PROGRAM RESULTS: 2015-2022**

**\$7.1 MILLION** IN TOTAL DEBT REPAYED

**\$1.2 MILLION** TOTAL SAVINGS IN INTEREST

**74** AVERAGE CREDIT SCORE POINT IMPROVEMENT

**16.5%** AVERAGE INTEREST RATE REDUCTION

# SCHOLARSHIPS

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

In 2022, we provided \$2,000 ESL College Scholarship awards 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 2022 recipients were: **Refia Bilgic, Geneseo High School, Emma Guthrie, Ruben A. Cirillo High School, Janet Jaramillo, Marion Jr. Sr. High School, Tehj McDonald, Edison Career and Technology High School, Tre Reese, Pittsford Sutherland High School, Mansa Brown-Tonge, Allendale Columbia School, Lennon Hare, Hilton High School, Zaynab Kahn, Pittsford Mendon High School, Mshingelwa Mfaume, East High School, Noelia Ventura, Batavia High School**

## **ESL/MCC SCHOLARS PROGRAM**

The ESL/MCC Scholars Program was launched in 2017 and allows a unique "earn and learn" opportunity for students at Monroe Community College. Each of the five recipients in the 2023 cohort receive 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 2022, the 2023 cohort is: **Ranses Beltre-Romero, Andrew Friden, Emily Goossen, My Phan, Benazir Reza.**

### **URBAN LEAGUE BLACK SCHOLARS OF ROCHESTER**

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 \$2,500 scholarships to the following Black Scholars in 2022: **Eriel Young, Myles James, Makaylah Brooks, Jasmine White, Kadejah Watson.**

### **IBERO SCHOLARS**

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 and Yates counties. 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 of \$500 to \$2,000. The Ibero Scholars are: **Janet Jaramillo, Aiden Marquez, Miguel Villaman Torres, Natalia Biehl-Narvaez, Xavier Jose Orlando Zayas, Elena Fuentes Solano, Evelyn Rebert, Tania Cortes Gutierrez, Silvia Postigo-Marcos, Keuka Miranda Wiltberger, Carmen**

**Ponce, Angelina Dominica Rose Sanchez, Leilah Rosario, Raina Evans, Gabriel Englerth, Isabella Rose Padilla, Olivia Martinez, Madison Martinez.**

### **FANNIE BARRIER WILLIAMS SCHOLARS**

ESL provided a \$1.1 million grant to the Brockport Foundation to fund the Fannie Barrier Williams Scholars program. The program offers 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 is 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 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.

### **INSPIRING START AND FINISH STRONG SCHOLARSHIPS**

Through a five-year \$4 million grant to the MCC Foundation (\$800,000 per year), ESL helped fund the Inspiring Start and Finish Strong scholarship programs. The Finish Strong scholarship will help students with fewer than 15 credits to complete who have exhausted their financial aid. The Finish Strong scholarship will complement MCC's new Return to Complete program and will support up to 13 students per year.

# SPONSORSHIPS

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**TOTAL 2022 SPONSORSHIPS \$3.5 MILLION**

**TOTAL 2022 SPONSORSHIPS 127**

**ORGANIZATIONS SUPPORTED 115**

At ESL, we approach our sponsorships as a desire to partner with and financially support community-minded organizations.

Be it iconic institutions like RIT, the George Eastman Museum, the Rochester Red Wings and Amerks, Geva Theatre Center, or community events like those put on by Lifespan, Urban League of Rochester 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.

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

**2022 JEFFERSON AWARD WINNERS** London Booker, Anne Tischer, Santii Patel, Steve Ball, DaTwan Dixon

## SPONSORSHIP HIGHLIGHTS

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### **ESL GLOBAL CYBERSECURITY INSTITUTE AT RIT**

ESL made a \$3 million commitment to help RIT address the importance of cybersecurity as a discipline and profession, and how it affects people and organizations around the world. The ESL GCI was created to help meet the demand for computing security and artificial intelligence professionals, while also developing the future technologies, protocols and human understanding needed to address the global cybersecurity crisis. The institute helps educate and train cybersecurity professionals through its Cybersecurity Bootcamp, a 15-week professional training program designed to help just about anyone start an entry-level career in cybersecurity. ESL was one of the first supporters of the bootcamp, helping create scholarships for its participants. The institute is also connecting its cybersecurity expertise with businesses and the community by offering incident response and cybersecurity awareness training for professionals.

**ESL FEDERAL CREDIT UNION ROC PRIDE FEST AND ROC PRIDE PARADE** We were thrilled to be the title sponsor of the ROC Pride Festival and ROC Pride Parade. The return of the festival and parade in 2022 marked an important celebration for the LGBTQ+ community, as we honor each other's individuality and recognize that love is love. ESL was honored to partner with ROC Pride Collective to join in on the festivities.

**CORN HILL ARTS FESTIVAL** ESL was once again the presenting sponsor for this iconic local festival that has been part of the Corn Hill Neighborhood for more than 50 years. 2022 marked the first time the Corn Hill Neighbors Association was able to hold the festival since 2019 and our employees were thrilled to once again staff the hospitality tent as the ESL Kindness Crew to surprise and delight festivalgoers.

**LIFESPAN'S CELEBRATION OF AGING** ESL was the presenting sponsor of Lifespan's 25th annual Celebration of Aging event. Lifespan has dutifully served our community for more than 50 years and this special event helps ensure the organization can fulfill its mission to serve and advocate for thousands of older adults and caregivers every year.

**ROCHESTER RED WINGS**

**ROCHESTER AMERKS**



GEVA THEATRE CENTER

ROCHESTER BUSINESS JOURNAL DIVERSITY, EQUITY & INCLUSION SUMMIT

GREATER ROCHESTER ASSOCIATION OF REALTORS

GREATER ROCHESTER CHAMBER OF COMMERCE TOP 100 FASTEST-GROWING COMPANIES

URBAN LEAGUE OF ROCHESTER'S INTERRUPT RACISM SUMMIT

## EQUITY PLAN UPDATE

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ESL announced its Equity Plan in 2021 to ensure we were embedding equity into all aspects of our business. This led to the creation of a seven-point Equity Plan focused on the following areas:

1. Workforce Development & Employee Engagement
2. Market Strategy
3. Philanthropy
4. Marketing, Advertising, Public Relations & External Communications
5. Advocacy & Partner Selection
6. Capital & Investments
7. Lending

While our 2021 report included the initial action items for each area, the updated action items in 2022 included:

### **WORKFORCE DEVELOPMENT & EMPLOYEE ENGAGEMENT**

- DEI Digest newsletters published quarterly
- DEI section added to ESLtoday employee intranet
- Internal events and meetings focused on explaining DEI initiatives at ESL
- Active Employee Resource Groups (ERG)
  - African American Women
  - LGBTQ+ Pride
  - People with Disabilities
  - Young Professionals

### **MARKET STRATEGY**

- 148 enrollees in ESL First-Time Homebuyer Grant for Black and Latino residents; 84 have completed the savings program and 16 have purchased houses.
- Bank On Rochester participation to ensure the integration of Bank On into existing programs and community-based organizations to increase use of Bank On certified accounts.
- Incorporation of equity data into design and decision-making for overdraft redesign project.

## **PHILANTHROPY**

- Second round of Equity Grants launched August 1- September 30: While we are still in the process of reviewing and approving grant requests, applications in 2022 surpassed the first round in 2021. In 2022, we received 220 requests totaling just under \$10 million, while in 2021 we received 134 requests totaling \$5.1 million.
- 8,441 individuals served through Equity Grant funding.

## **MARKETING, ADVERTISING, PUBLIC RELATIONS & EXTERNAL COMMUNICATIONS**

- Conducted our first diversity panel reviewing ESL communications and implementing changes from findings.
- Updated esl.org to proactively share where ESL has Spanish-speaking representatives.
- Updated esl.org to add clarity around hearing-impaired services.
- New process ensures ASL interpreter will be at all events (in person and virtual).
- Implement language user guide.
- Specific public relations materials distributed in both English and Spanish.

## **ADVOCACY & PARTNER SELECTION**

- Identify ongoing sustainable activities to further our supplier-related DEI objectives.

## **CAPITAL & INVESTMENTS**

- Research ways to use accumulated capital to our Purpose and Mission.
- Embedding equity into the ESL Owners' Dividend for payout distribution among account balances and transactions.

## **LENDING**

- Business Banking
  - Collaboration with Community Impact for lending to nonprofit agencies specifically targeting underserved communities and individuals.
  - Relationship Manager Development Training Program to improve diversity in Business Banking team.

## **MORTGAGE**

- State of New York Mortgage Agency (SONYMA) implementation enhances first-time homebuyer financing options.
- Launched Mortgage Origination Development Program to diversify pool of candidates.
- Collaborate with Community Impact team on affordable housing efforts.

## **CREDIT MANAGEMENT & ADMINISTRATION**

- Diversify consumer lending underwriting staffing.
- Support Financial Wellness opportunities, education and solution development for where borrowing gaps exist.

# MOVING FORWARD IN 2023

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## WE CONTINUE TO PROGRESS TOGETHER

As we progress throughout 2023, we commit to continuing our endeavor to live up to our Purpose of helping our community thrive and prosper. We envision a healthy, resilient and equitable Greater Rochester where all residents have access to the services and opportunities to bolster their financial well-being.

Our focus includes:

### OPENING OUR NEW BRANCH ON N. GOODMAN STREET IN ROCHESTER

We expect this branch to open in early summer 2023 and are continuing a search for our third new branch build in the City of Rochester.

### CONTINUING OUR REINVESTMENT IN GREATER ROCHESTER THROUGH PHILANTHROPIC GRANTS AND SHARING OUR FINANCIAL SUCCESS WITH OUR MEMBERS

These are key tenets of our mission at ESL. We will continue to partner with organizations throughout the community, reinvest in the programs that expand individual opportunity, build strong neighborhoods, strengthen organizations and systems, and share stories that lift us up. As ESL succeeds, so too will our members as we work to share our financial success with them through a multitude of ways, the most visible being our Owners' Dividend.

### EXPANDING HOMEOWNERSHIP OPPORTUNITIES TO RESIDENTS THROUGHOUT GREATER ROCHESTER

First-Time Homebuyer Grant for Black and Latino residents and Homebuyer Dream Program participation will continue as ESL brings in more opportunities, such as SONYMA, to our first-time homebuyer products and services.

### ENHANCING DIGITAL AND PAYMENT OFFERINGS

This is a perpetual evolution for us at ESL. We will continue to evaluate and add/adjust capabilities to ensure we are meeting our members where and how they want to bank.

### WITH MORE THAN 400,000 MEMBERS, WE ARE AND WILL REMAIN COMMITTED TO PROVIDING THE SUPERIOR EXPERIENCES YOU KNOW US FOR, DELIVERING THE FINANCIAL GUIDANCE AND SOLUTIONS THAT HELP OUR MEMBERS ACHIEVE THEIR GOALS AND LIVE THEIR BEST LIVES.

FOR THE UNWAVERING TRUST AND LOYALTY YOU GIVE TO US,  
WE GIVE YOU OUR SINCEREST, HEARTFELT THANKS.

Thank you for being our partners in building a stronger, healthier Greater Rochester for all.



<sup>1</sup>ESL 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. <sup>2</sup>Payment 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 and VA Loans excluded. Membership subject to eligibility. ESL is a registered service mark of ESL Federal Credit Union. Equal Housing Lender. Federally insured by the NCUA.