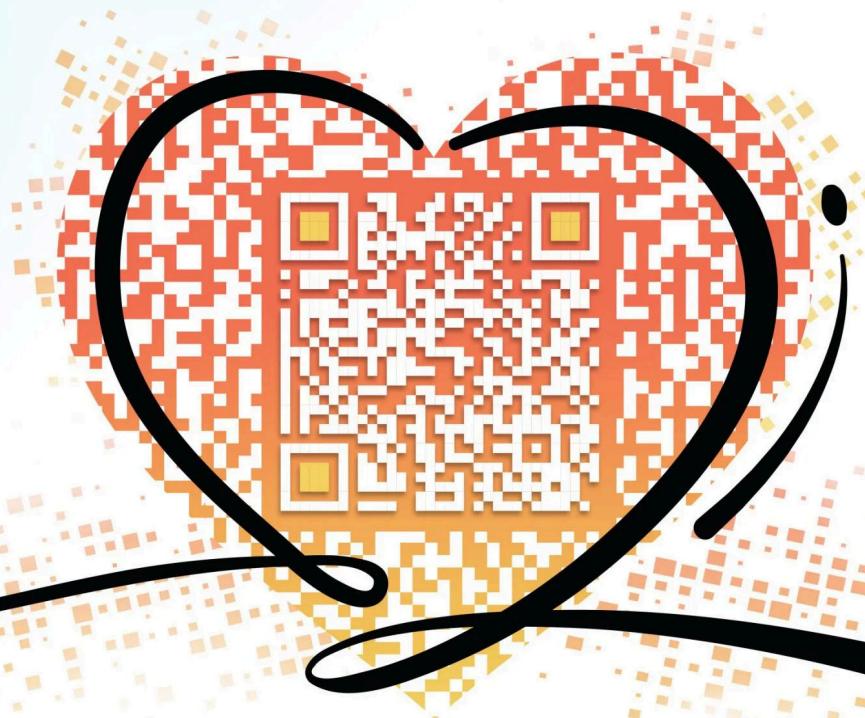




**Suncoast** Credit Union

# 90 Years



**Here for you. Here with you.**



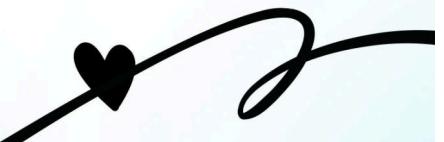
# 90 Years of...

1934

ENHANCING  
MEMBERS' LIVES



COMMUNITY  
FOCUS





A large black stethoscope graphic is positioned at the top of the page, spanning across the width of the map. It has a white circular center and two red heart icons on the right side.

**EMPOWERING  
EMPLOYEES**

**SUSTAINABLE  
DEVELOPMENT**

**2024**



**Suncoast** Credit Union



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# LETTER FROM THE CHAIRMAN & PRESIDENT/CEO

Dear Suncoast Credit Union Members,

Reflecting on 90 years of serving our members fills us with profound gratitude and appreciation. Throughout 2024, we upheld our longstanding tradition of enhancing our members' financial lives and giving back to our communities.

Our members are everything to us. We are here for you, ready to help you achieve your goals and overcome hardships. We are here with you, as dedicated partners determined to strengthen our communities and face any opportunities or challenges that arise.

Suncoast's strong financial standing allows us to pass meaningful savings back to our members. According to the Credit Union National Association, Suncoast members saved an average of \$344 per household last year—thanks to our competitive deposit yields, low fees, and affordable loan rates.

In 2024, we provided affordable loans to almost 200,000 members, generating \$6.2 billion in loan originations. In addition, our high return rates on savings contributed to over \$1.2 billion in deposit growth, and we closed the year in a solid financial position nearing \$18 billion in assets.



**Gary C. Gresham**  
Chairman, Board of Directors



**Kevin Johnson**  
President and CEO



Beyond financial benefits, we are committed to enriching each member's experience through our trusted and caring team. This is reflected in our outstanding member loyalty score of 82.93% and the recognition we received as one of the Best Places to Work in the Tampa Bay Times for 2024.

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“

*At Suncoast, our heart extends beyond our walls.*



Through the Suncoast Credit Union Foundation, we invested \$7.6 million in initiatives that support children and families in our communities. Our employees also demonstrated their unwavering commitment to service, contributing 43,905 volunteer hours throughout our footprint.

On behalf of our board of directors, leadership team, and all of our employees, we are honored to share our 2024 accomplishments in this annual report. Thank you to our members for your unwavering trust in us. We will always be here for you!

**Gary C. Gresham**

Chairman, Board of Directors

**Kevin Johnson**

President and CEO

# SUNCOAST LEADERSHIP

## BOARD OF DIRECTORS



**Gary C. Gresham**  
Chairman, Board of Directors



**Jounice L. Nealy-Brown**  
Vice Chairman



**Andrea L. Falvey**  
Treasurer



**Dr. Robert Jones**  
Secretary



**Zamir Ode**  
Director



**Lorraine Fernandez**  
Director



**Brando Fetzek**  
Director



**Dr. Marc R. Johnson**  
Director



**Manuel G. Lopez**  
Director



**Stephanie Mathews**  
Director



**Dr. Odalys Pritchard**  
Director

## SUPERVISORY COMMITTEE



**Natalie Jones**  
Chair



**Louis Grilli**



**Dr. Odalys Pritchard**

The credit union operates under the laws of the United States of America and is a state chartered financial institution, which is regulated by the Office of Financial Regulation (OFR) for the State of Florida. Deposits are insured by the National Credit Union Administration (NCUA), an agency of the federal government. Examiners of both the OFR and NCUA make periodic examinations to ensure proper operation of the credit union.

The credit union's Board of Directors appoints a Supervisory Committee responsible for safeguarding the credit union's assets and protecting the interests of the members. In this capacity, we are pleased to present the 2024 report.

The committee engaged the certified public accounting firm of Moss Adams LLP to perform an independent

audit. In the opinion of the auditors, the credit union's complete set of financial statements, which are not presented in the report, present fairly, in all material respects, the financial position of the credit union as of December 31, 2024 and the results of its operations and its cash flows for the year ended. Furthermore, the committee meets monthly and reviews the work performed by the Internal Audit Department in financial and operational areas of the credit union.

Based on the above activities, it is the unanimous opinion of the Supervisory Committee that Suncoast Credit Union is financially solid and is being operated safely and soundly.

**Natalie Jones**  
Chair

# SENIOR STAFF

Our future has never been brighter at Suncoast Credit Union. As we prepare for continued growth opportunities, we've harnessed and nurtured the strengths of our greatest asset – the people of Suncoast.



**Kevin Johnson**  
President and Chief Executive Officer



**Darlene Johnson**  
EVP Chief Strategy &  
Transformation Officer



**Ben Lemoine**  
Senior Vice President  
Chief Financial Officer



**Melva McKay-Bass**  
Senior Vice President  
Chief Business Development Officer



**Michael Parks**  
Senior Vice President  
Chief Information Officer



**Jennifer Bolivar**  
Senior Vice President  
Market Development and Lending



**Jackie Gilbert**  
Senior Vice President  
Chief Risk Officer



**Terry Wood**  
Senior Vice President  
Human Resources



**Sheila Cline**  
Senior Vice President  
Finance and Accounting



**Scott Binder**  
Senior Vice President  
Member Experience



**Jana Manley**  
Senior Vice President  
Marketing and Digital Strategy



**Holli Roy**  
Senior Vice President  
Mortgage Lending

# FINANCIALS

## 2024 HAS BEEN ANOTHER EVENTFUL YEAR FOR SUNCOAST CREDIT UNION

In 2024, Suncoast experienced a year marked by both achievements and challenges, yet we remained steadfast in our commitment to our members. Despite a slowdown in loan growth to 4.6%, we proudly assisted nearly 200,000 members, keeping true to our commitment of "people helping people." External pressures, including inflation and fluctuating interest rates, presented challenges, but we demonstrated exceptional resilience, achieving almost \$18 billion in assets, a 2.6% increase from 2023. Our membership grew by 6.7%, adding 80,000 net new members, and we strengthened our reserves by \$234 million. Throughout the year, we remained focused on providing practical solutions for our members, positioning ourselves to benefit from the Federal Reserve's decision to reduce rates by 1% to 4.25%, which helped drive growth in both membership and lending during the latter part of 2024.

Key drivers of our loan growth included auto loans, lines of credit, and member business loans, contributing to a total of \$6.2 billion in new loans. In an unpredictable rate environment, we maintained a competitive edge by offering attractive rates that fostered member loyalty. Additionally, our savers capitalized on favorable deposit rates, with certificates of deposit growing by over \$1.4 billion. Although core deposits saw a modest 1.7% decline due to inflation, our overall deposit balance grew by a robust 8.7%.

As we look ahead to the uncertainties of the coming year, Suncoast remains resolute in its mission to support our members' financial well-being. Our dedication to serving local communities and enhancing the financial health of our members is unwavering. The Suncoast Board of Directors, management, and staff remain fully committed to safeguarding our members' financial futures and providing exceptional service in the years to come.



## WHERE WE STAND

\*UNAUDITED & UNCONSOLIDATED

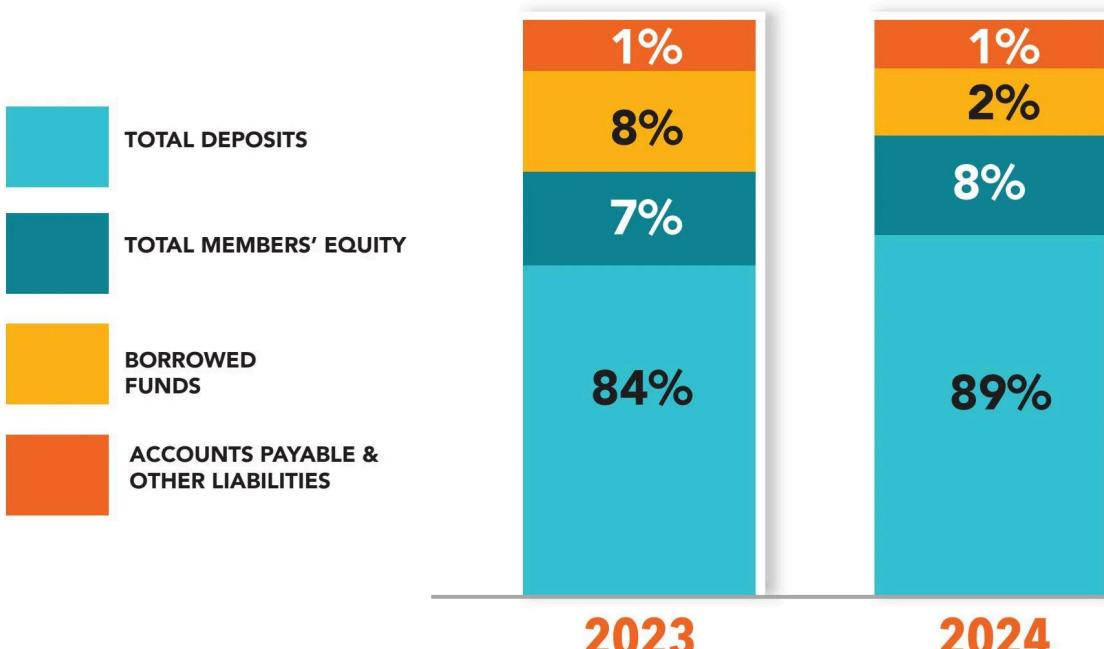
AS OF 12/31/24	2023	2024*
SHARES & DEPOSITS	\$14,657,110,494	\$15,930,463,400
LOANS	\$13,017,885,862	\$13,610,644,345
RESERVES	\$1,489,103,910	\$1,723,034,291
ASSETS	\$17,514,461,902	\$17,961,965,204
MEMBERS	1,191,728	1,272,024

# ASSET ALLOCATION

ASSETS	2023	2024
LOANS TO MEMBERS, NET	73%	74%
INVESTMENTS	12%	14%
CASH & CASH EQUIVALENTS	10%	7%
OTHER ASSETS	3%	3%
NCUA SHARE INSURANCE FUND	1%	1%
PROPERTY & EQUIPMENT, NET	1%	1%



# LIABILITIES & MEMBERS' EQUITY ALLOCATION



# ASSETS

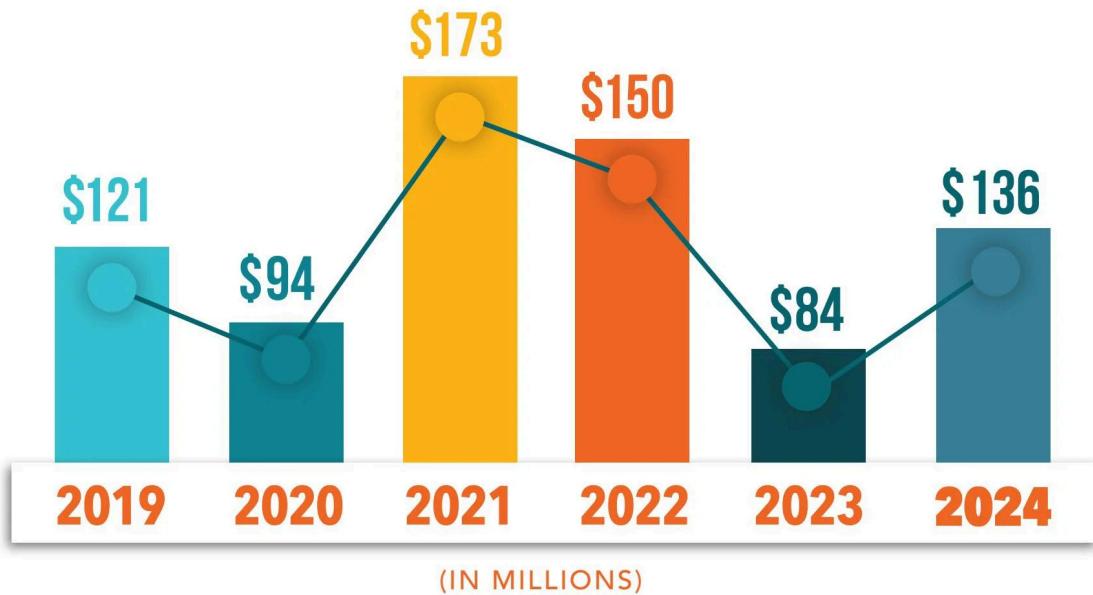


# LIABILITIES & MEMBERS' EQUITY

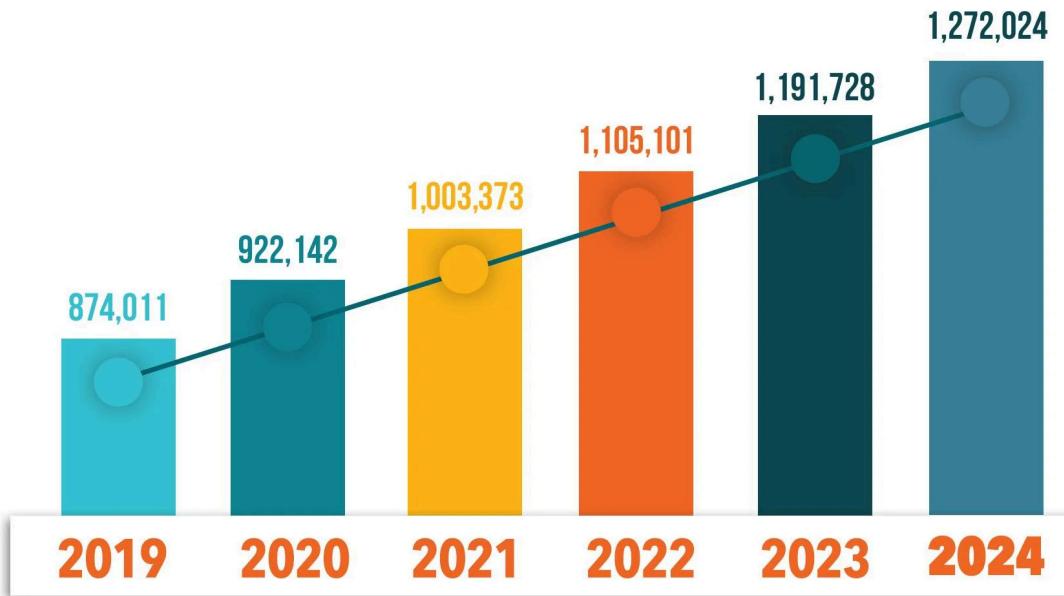




## TRANSFER TO RESERVES



## MEMBER GROWTH



# STATEMENT OF OPERATIONS

<b>INTEREST INCOME</b>	<b>2023</b>	<b>2024</b>
Interest on Loans	\$619,688,953	\$757,587,988
Interest on Investments	93,011,742	172,458,872
<b>TOTAL INTEREST INCOME</b>	<b>\$712,700,696</b>	<b>\$930,046,860</b>
<hr/>		
<b>INTEREST EXPENSE</b>		
Dividends to Members	\$(188,216,245)	\$(316,797,557)
Cost of Borrowed Funds	(29,168,152)	(50,205,555)
<b>TOTAL INTEREST EXPENSE</b>	<b>\$(217,384,397)</b>	<b>\$(367,003,111)</b>
<hr/>		
<b>NET INTEREST INCOME</b>		
Net Interest Income	<b>\$495,316,299</b>	<b>\$563,043,748</b>
Provision for Loan Losses	(145,000,000)	(193,500,000)
<b>Net Interest Income after Provision for Loan Losses</b>	<b>\$350,316,299</b>	<b>\$369,543,748</b>
<b>TOTAL SERVICE INCOME</b>	<b>\$150,206,617</b>	<b>\$159,927,129</b>
<hr/>		
<b>NET NON INTEREST EXPENSE</b>		
<b>TOTAL OPERATING EXPENSE</b>	<b>\$(375,416,730)</b>	<b>\$(405,712,450)</b>
<b>INCOME FROM OPERATIONS</b>	<b>\$125,106,186</b>	<b>\$123,758,427</b>
<hr/>		
<b>NON OPERATING</b>		
Non-Operating Gains (Losses)	\$9,481,631	\$12,293,122
<b>TRANSFERS TO RESERVES</b>	<b>\$134,587,818</b>	<b>\$136,051,549</b>

# COMPARATIVE BALANCE SHEET

<b>ASSETS</b>	<b>12/31/23</b>	<b>12/31/24</b>
Cash & Cash Equivalents	\$1,795,264,258	\$1,288,530,059
Investments	2,096,796,544	2,507,583,095
Loans to Members	13,017,885,862	13,610,644,345
Allowance for Loan Losses	(205,595,146)	(252,277,646)
Loans to Members, Net	12,812,290,716	13,358,366,699
Property & Equipment, Net	178,331,916	179,739,275
Accrued Income	47,189,111	61,242,654
NCUA Share Insurance Fund	139,243,719	147,774,319
Other Assets	445,345,637	418,729,102
<b>TOTAL ASSETS</b>	<b>\$17,514,461,902</b>	<b>\$17,961,965,204</b>
<b>LIABILITIES</b>		
Total Deposits	\$14,657,110,494	\$15,930,463,400
Borrowed Funds	1,337,979,502	376,580,544
Accounts Payable & Other Liabilities	235,863,142	185,561,716
<b>TOTAL LIABILITIES</b>	<b>\$16,230,953,138</b>	<b>\$16,492,605,660</b>
<b>MEMBERS' EQUITY</b>		
Accumulated Other Comprehensive Income	\$(202,829,300)	\$(153,030,069)
Regular Reserve & Undivided Earnings	1,486,338,064	1,622,389,613
<b>TOTAL MEMBERS' EQUITY</b>	<b>\$1,283,508,764</b>	<b>\$1,469,359,544</b>
<b>TOTAL LIABILITIES &amp; MEMBERS' EQUITY</b>	<b>\$17,514,461,902</b>	<b>\$17,961,965,204</b>

# 90 YEARS OF IMPROVING MEMBERS' LIVES

Suncoast is driven by the needs of our members. Our services are designed to make lives easier and elevate our members' finances.

## STRONG FINANCIAL FUTURES WITH SUNCOAST

Saving money is the key to a strong, stable financial future. Our members did an incredible job making deposits in 2024 that will help them reach their personal financial goals.

A solid financial future starts with strategic savings. The significant deposits our members made in 2024 will go a long way toward helping reach their goals.



**Suncoast** Credit Union





# FUNDS TO HELP DREAMS COME TRUE

Our members have big aspirations, like buying a car, owning a home, or starting a business. Our suite of lending services finance dreams and make them come true.



**\$4,498,279,000**  
**MORTGAGE LOANS**



**\$6,694,579,000**  
**INSTALLMENT LOANS**



**\$458,559,000**  
**BUSINESS LOANS**





## HURRICANE ASSISTANCE

One of the most challenging parts of 2024 was the intensity of hurricane season. Many Suncoast members and employees were affected by Hurricane Helene and Hurricane Milton. During difficult times, it is more important than ever to come together and provide the support that's needed.

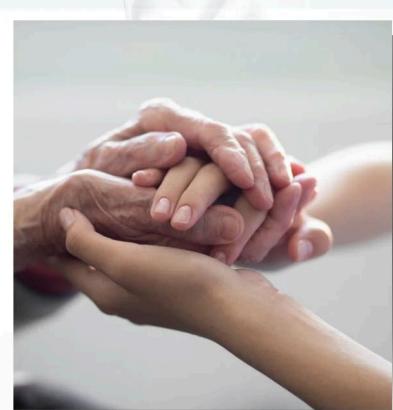
Suncoast provided lifeline loans, and employees offered their full support to members in their time of need.



### EDNA'S STORY



Edna has been a member of Suncoast Credit Union for over 30 years and has her personal as well as her business accounts with Suncoast. She always has a smile on her face and is pleasant to do business with. When she came in after Hurricane Helene, she was in tears. Assistant Branch Manager at the Brandon Service Center, Amy Dwyer, assisted Edna walking her and her husband, Quinton, into her office. Edna looked at Amy and said, "We've lost everything!" They have lived in the same house for over 43 years and have never had any flooding. But this time, the storm flooded their home and destroyed all their furniture, appliances, and personal belongings. Amy gave Edna her personal cell phone number and told her to call if she needed help with anything such as cleaning up or removing their damaged furniture. Edna is 81 years old, and her husband is 90. Edna did call Amy when she learned that Hurricane Milton was heading straight for Tampa. She asked if Amy could help haul off the damaged household belongings that were on her front lawn. Amy and her husband John did not think twice, hooked up John's dump trailer, and went to her house. They loaded up as much as they could ahead of Milton and took it to the dump station. Amy living local knew exactly what threat Edna and Quinton were facing and she didn't hesitate to help a neighbor in need during a stressful time for everyone.



**LIFELINE  
LOANS**

**2,809** MEMBERS RECEIVED  
LIFELINE LOANS IN 2024

**\$8.2 MILLION** LOANED TO  
MEMBERS TO  
HELP THEM IN THEIR RECOVERY EFFORTS

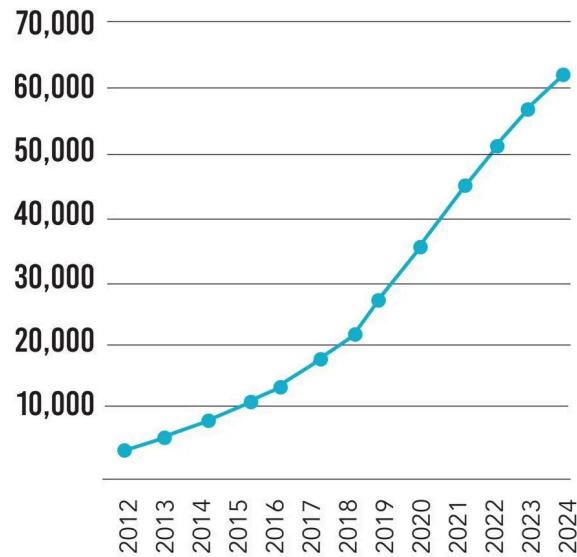


# A LEGACY OF EMPOWERING ENTERPRISES

For 90 years, Suncoast has been a steadfast pillar in the community. Our commitment extends beyond just our members – we are proud to help businesses and organizations, large and small, in our communities achieve organizational growth and foster financial well-being for their employees.

Through partnerships with local businesses and organizations, we actively support the growth of enterprises in our area. By working together, we foster a stronger, more vibrant environment where businesses and individuals thrive.

## SUNCOAST BUSINESS MEMBER GROWTH 2012- 2024



# EMPOWERING COMMUNITIES THROUGH ENTREPRENEURSHIP

Our commitment extends beyond just offering products; we provide valuable advice and personalized support to help build long-term, resilient, and stable businesses in our communities. We are proud to offer resources such as SBA Loans and Microloans with non-traditional business lending requirements, like lower credit scores and a shorter length of time in business.

## OUR MICRO-ENTERPRISE

**DEVELOPMENT PROGRAM** focuses on three principles - Service, Products, and Partnership. Whether our members are thinking about starting a business, ready to apply for the microloan product or have already received a microloan, they can all benefit from the knowledge provided by our community partners or directly by Suncoast Credit Union.



Our Microenterprise Development Team engages with an average of 75 local entrepreneurs and business owners each month through community development initiatives or referrals from our Suncoast service centers. They also regularly host individual consultations, providing business owners with access to essential resources, skills training and networking opportunities.



## FUELING GROWTH WITH INTEGRATED COMMERCIAL & TREASURY SERVICES

Our Suncoast team operates from the perspective that the best commercial banking services aren't just about transactions, they're about relationships. And to achieve this we focus on understanding the needs of our business members and bring forward-looking solutions to help fuel their growth. In 2024 our business members benefited from nearly \$460 million in business and commercial loans to take their companies to the next level.



# SUNCOAST CELEBRATES MILESTONE WITH ONE MILLIONTH CHECKING ACCOUNT MEMBER

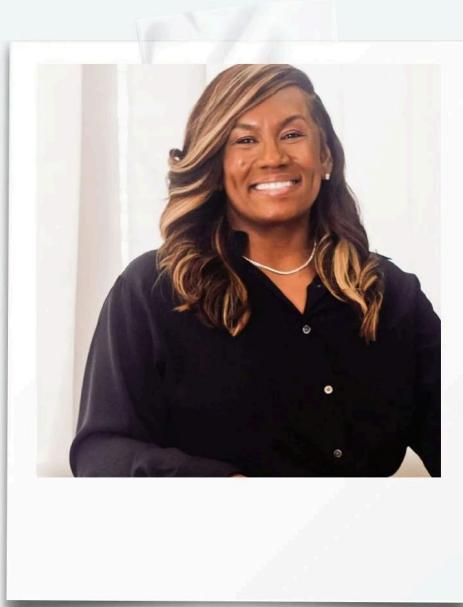
This year Suncoast celebrated its one millionth checking account with a local food truck owner, Yofre Flores Gonzalez, helping him pursue his dream of starting his own business.

**WATCH YOFRE'S MEMBER STORY**



“

## LATONIA'S STORY



Our relationship with Latonia Boykins began more than 20 years ago when we helped her with her first home loan. Today, Latonia is a Suncoast business member who runs two growing businesses, Annie's Assisted Living Facility and Top 2 Bottom Builders. She started Annie's Assisted Living in honor of her grandmother who raised her after her mother passed away. It was under her wing that Latonia learned firsthand that women could maintain, teach, and persevere even in the toughest of times. What a beautiful legacy!

*"I love Suncoast Credit Union. When everyone else said no Suncoast said yes," Latonia said. "They gave me an opportunity to break generational curses and change the trajectory of my family. Everyone deserves an opportunity to build a family legacy, and I was fortunate that Suncoast provided the resources."*



# HELPING OVER 143 ORGANIZATIONS SUPPORT THEIR WORKFORCE

Suncoast knows the impact of fostering a supportive work environment, especially when it comes to financial health. Our unique **Workplace Banking and Educators Choice** programs serve to help companies and organizations expand the benefits they offer to their employees by bringing convenient and personalized banking services to their workplace. These programs also aim to alleviate financial stress among workers and promote wellness through free financial support, education, and counseling.



In 2024, nearly **436** on-site programs were held at our partner organizations, and their employees benefited from in-person and virtual personal banking experiences.



These programs further amplify Suncoast's community impact in helping our members achieve financial wellness. **Nearly 50% of the loan products opened by members through the Workplace Banking channel were opened for debt consolidation or refinancing of high interest loans at other institutions.**

# 90 YEARS OF GOING BEYOND THE EVERYDAY IN BANKING

Suncoast takes pride in being a partner for all of our members' financial needs, striving to be there for any life event our members may come across, both planned and unplanned.



## INSURANCE OPTIONS TO BOOST FINANCIAL WELLNESS

Through **Members Insurance Center, LLC (MIC)**, we assist our members with personal and commercial insurance products, ranging from home and auto insurance to commercial property and liability. MIC provides access to comprehensive and supplemental health insurance options, offering flexible solutions that meet members' needs and buffer against high medical costs. By offering affordable insurance options, our members can enjoy greater peace of mind and reduced financial stress when unforeseen circumstances like illness, accidents, or property damage arise.

## ALL YOUR HOME NEEDS UNDER ONE ROOF

As a complement to our mortgage products and services, **Suncoast Realty Solutions, LLC (SRS)** and **Members Title Agency, LLC (MTA)** provide end-to-end solutions for buying or selling property. Our expert teams focus on members throughout the real estate process, ensuring seamless and secure transactions—often at lower costs and higher value than typical Florida agencies. MTA offers member savings on title insurance fees and closing costs, averaging \$1,000 to \$1,200 compared to other Florida title agencies. In 2024, 155 members who bought or sold a home with SRS received an average rebate of \$1,769 on the commission when they combined the services of MTA, SCU Mortgage, or Members Insurance Center.

## EMPOWERING FINANCIAL FUTURES

Financial confidence isn't just about how much is in your bank account; it's about feeling confident in your financial decisions and knowing what steps to take next. Suncoast's wealth management services connect members with a wide range of guidance and support, from savings tools like IRAs and HSAs to professionally managed and digital investing accounts. Whether members are planning for retirement, a major purchase, or pursuing a personal financial goal, they have access to tailored options that align with their unique goals and risk preferences, especially when it comes to long-term savings and retirement planning.



# SUNCOAST BUSINESS SPOTLIGHT



“

## MUCHACHAS & EMPAMAMAS

"I've been a member of Suncoast since I was born. I believe my parents got me a savings account right after I came out of her belly. When I started Empamamas, I really needed a financial partner I could trust and Suncoast has been there every step of the way. The customer service is always great, the staff is very knowledgeable, and somebody always has the right answer for you."

-Stephanie, Owner of Empamamas and Muchachas

## WICKED OAKS

"I've been a member of Suncoast since I was 13. I remember going to the Brandon location and my grandmother opening me an account. When we opened up our businesses, I didn't look or inquire anywhere else, I went straight to Suncoast."

-Bubba, Wicked Oak BBQ owner

”

# 2024 ACCOLADES

Every recognition we receive reflects our dedication to offering nothing but the best to our members. These commendations are a testament to the hard work of our team in 2024.



**Forbes  
Best in State Credit Union**

**Tampa Bay Times  
Top Workplaces in Tampa**

**Newsweek Best Regional Banks  
& Credit Unions**

**Greater Brandon Chamber of  
Commerce Business of the Year**

**Temple Terrace Chamber  
Business Partner of the Year**

**Better Together Business  
Partner of the Year**

**Charlotte County  
Best Credit Union 2024**

“

## RACHEL'S STORY



Our Senior Member Advocate at the Brooksville Service Center, Christina Schnorrenberg, has worked with Rachel, a Suncoast member, for many years.

Seven years ago, Rachel had the hardest time getting a dependable vehicle as she is on a fixed income. Originally Rachel was declined for a loan when she tried to purchase a vehicle seven years ago and Christina advocated for her and worked with the dealership to get her into something affordable and dependable. This year, on April 1st, Rachel was able to pay off her vehicle! To celebrate this great accomplishment, Christina purchased her flowers and wrote her a handwritten note. The member was so happy she burst into tears. Our members are more than just customers, they're family.



“

## MEMBER'S STORY



A member was inquiring about what will happen to her Suncoast Credit Union account if she files for bankruptcy. Our Senior Member Advocate at the Countryside Service Center, Gracie Burke, took an immediate interest in the member inquiry and asked why she was considering this option. The member shared her nephew was unexpectedly left in her care. This resulted in several expenses, putting her in a predicament where she had to consider bankruptcy. Gracie asked the member if she had considered a consolidation loan, which she had not. At this time, the member's debt was over 50% of her income and her need exceeded \$80K. Gracie then inquired about the member's home and the possibility of a Home Equity Line of Credit. With much care and attention, Gracie was able to help the member secure a new loan that actually saved her over \$1,400 per month reducing her debt to 30% of her income. Gracie took full ownership of the member's experience and found a solution to help her financial wellness.

We are here for our members not just on their good days, but also during their toughest times.





# GROWTH THROUGH PRICE AND FINANCIAL WELLNESS



## DIA DEL BIENESTAR FINANCIERO

In October, the Santa Barbara Service Center hosted the Dia del Bienestar Financiero, a finance wellness workshop tailored for our Hispanic members. The event was led by Brandon Martinez and Maria Medina, who provided valuable insights and guidance in Spanish, ensuring accessibility and understanding for all attendees.

The event had 16 attendees, successfully opened 12 new accounts and processed 2 auto loans, demonstrating the immediate positive impact of the event in the community.



## HAITIAN COMMUNITY – FINANCIAL LITERACY PRESENTATION

Our South Naples Service Center team was invited to host a financial literacy presentation to the Haitian Community of St. Peter's the Apostle. This presentation ignited growth in both our Naples Horseshoe and South Naples locations and even led to a sponsorship at the 37th Anniversary at a Haitian Community event and ended up opening 12 memberships, 1 share certificate, and 1 credit card.



## ARCADIA BACK TO SCHOOL COMMUNITY EVENT

The Arcadia Branch team hosted a Candyland Back-To-School Fun Fair, attracting over 700 attendees and distributing 316 backpacks to local children. They opened 42 new memberships and provided 6 new loans. During the event they had a local barber come to give the students free haircuts, businesses provided live music, food, backpacks, and even bicycles to raffle. This event highlighted how the entire community can come together to provide a fun and impactful experience for the local children.

# CELEBRATING 90 YEARS WITH YOU

## GIVING BACK

90 years is a long time. Since 1934, we've made it a priority to give back to the communities we're so lucky to serve. From Big Bend all the way to Naples and Orlando, we'll continue to stand by your side, even when the going gets tough.



### SUNCOAST CREDIT UNION FOUNDATION BY THE NUMBERS



**\$7,625,312**

TOTAL DONATIONS  
IN 2024



**2,777,522**

TOTAL NUMBER OF  
CHILDREN AND  
STUDENTS IMPACTED  
IN 2024



**\$607,000**

TOTAL IN COLLEGE  
SCHOLARSHIPS  
IN 2024

Our commitment to you has lasted nine decades—and we're just getting started! That's why we created the Suncoast Credit Union Foundation in 1990—to strengthen our connection with the communities we serve. Through the Foundation, we're able to support those in need and drive meaningful change, which remains one of our greatest honors.



**TOTAL FUNDS DONATED:  
OVER \$60,000**



## A HOMERUN FOR THE COMMUNITY

In 2024, we were proud to continue our partnership with the Tampa Bay Rays to provide financial support for local nonprofits. The program, called Every Hit is a Win, is something we look forward to every year – it's a fun and exciting way to engage with our community and benefit local nonprofits in the process. Talk about a win-win!

Each month during baseball season, we hand-picked two local nonprofit organizations with missions aligned with our core values to participate. Each time the Rays scored a hit, Suncoast added \$90 to a donation pot (to represent our 90th anniversary).

The nonprofits each had one month to rack up votes on Suncoast's Facebook poll. At the end of the month, the funds were divided between the two organizations based on the percentage of votes they received, so no organization walked away empty-handed. Every hit truly was a win!

### OUR 2024 NONPROFITS

#### ★ APRIL

- Humane Society of Tampa Bay
- ZooTampa at Lowry Park

#### ★ MAY

- Golisano Children's Museum of Naples
- Feeding Tampa Bay

#### ★ JUNE

- United Way of Central Florida
- YMCA of the Suncoast

#### ★ JULY

- Celebrate Birthdays
- The Guadalupe Center

#### ★ AUGUST

- Advantage Village Academy
- Hardee Help Center

#### ★ SEPTEMBER

- Dawning Family Services
- Pinellas County Sheriff's Police Athletic League

# SCHOLARSHIPS FOR FIRST-GEN COLLEGE STUDENTS

Our students are the future of our communities, and we do everything we can to help them thrive. In 2024, Suncoast donated \$26,000 in scholarships, split between 12 students at Florida Gulf Coast University (FGCU), to support tuition costs and other college expenses.

We were thrilled to hear back from some of our scholarship recipients on how their scholarships have helped advance their academic lives!



This scholarship has impacted my life by allowing me to pay for necessities such as books and school materials. It has also lessened some of the financial burden, and in turn, the mental load of putting myself through college. I work full-time to support myself financially, and it can be difficult to focus on school work when feeling financially overwhelmed and burnt out. I am extremely thankful to the scholarship donors and sponsors for providing me with the opportunity to be able to focus more on my studies and excel academically through this scholarship.

Thank you! -Nina Skubala, senior

This scholarship will cure the anxiety that ails me and many other first-generation students. I have possessed a job since I was 16 and therefore have been aware of both my own and my family's financial situation for a very long time. Growing up with a haunting awareness of my family's low finances, I did not think college was possible for me. But scholarships like this give people like me a chance. This will cover my books, housing, and possibly even my meal plan. It strengthens my drive to complete my schooling knowing there are people out there who have enough faith in me to support me in college.

-Anastasia Cusmano, freshman

This scholarship has helped me tremendously with wanting to further my education beyond just a bachelor's degree. Throughout my time at FGCU I have realized that there are many activities that I want to do but some I am not able to because of lack of funds. FGCU scholarships have helped me throughout my time already because I have the option to look outside of a bachelor's degree and think of higher education.

-Osiris Madero-Rojas, sophomore

# COMMUNITY: OUR LONGEST-STANDING RELATIONSHIP

Since 1934, the Suncoast team has traveled across Florida, working to create a lasting, positive impact in the communities we serve. There's nothing we love more than seeing your faces, forming emotional connections, and doing everything we can to help you thrive.

## COMMUNITY IMPACT: BY THE NUMBERS



**43,905**

TOTAL VOLUNTEER  
HOURS



**2,763**

TOTAL NUMBER OF  
EMPLOYEE VOLUNTEERS



**\$1,470,378**

VALUE OF  
VOLUNTEER TIME

## AWARENESS & OUTREACH

**721**

TOTAL NUMBER OF INITIATIVES SPONSORED

**\$2,082,538**

PROVIDED TO SUPPORT COMMUNITY PROGRAMS,  
SERVICES, & FUNDRAISING EFFORTS

**\$850,000**

DONATED TO HURRICANE RELIEF

## FINANCIAL EDUCATION

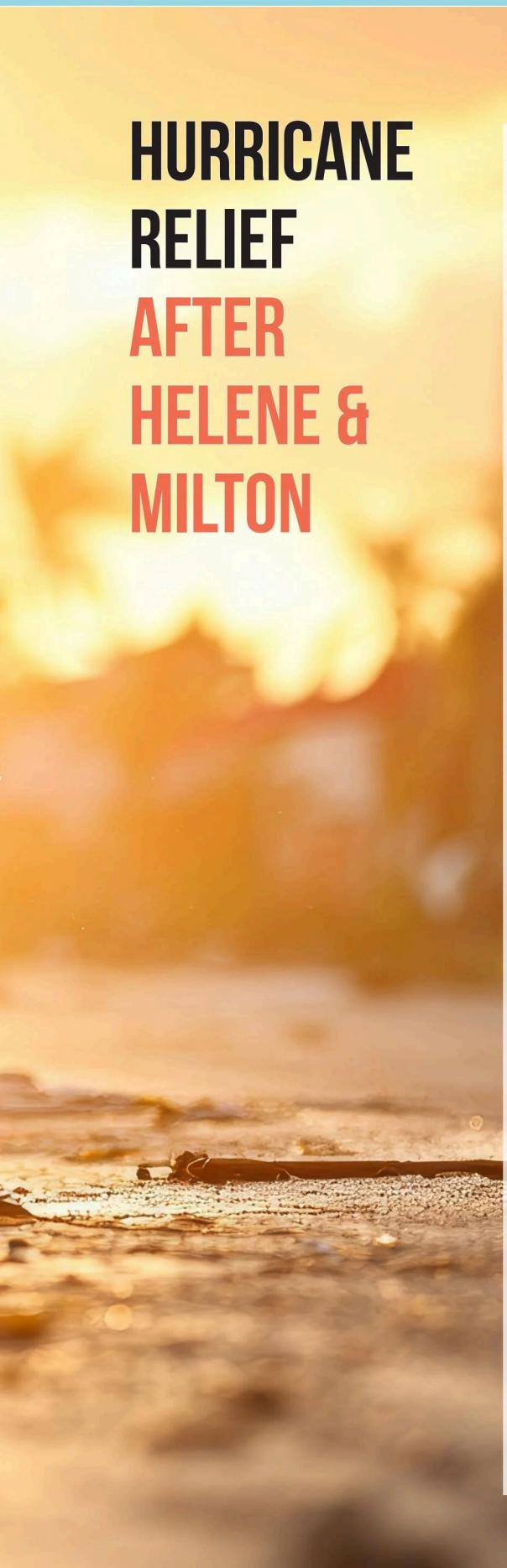
**462**

FINANCIAL EDUCATION PRESENTATIONS

**28,385**

TOTAL LEARNERS

# HURRICANE RELIEF AFTER HELENE & MILTON



2024 was rough on our community, with back-to-back monster hurricanes leaving entire areas devastated. Hurricanes Helene and Milton took the homes, belongings, businesses, and livelihoods of so many Floridians, and we knew it was our responsibility to help them recover.

As Florida began rebuilding in the aftermath of the hurricanes, Suncoast pledged \$850,000 in donations to support recovery efforts across the state. The funds were distributed across 13 nonprofit organizations to provide crisis management, hunger relief, and educational support in the areas left most vulnerable by the storms.

Here are the organizations we donated to:

- **AMERICAN RED CROSS**
- **TRI-COUNTY RESOURCE CENTER**
- **UNITED WAY SUNCOAST**
- **FEEDING TAMPA BAY**
- **HILLSBOROUGH EDUCATION FOUNDATION**
- **CHARLOTTE EDUCATION FOUNDATION**
- **EDUCATION FOUNDATION OF MANATEE COUNTY**
- **PASCO EDUCATION FOUNDATION**
- **EDUCATION FOUNDATION OF SARASOTA COUNTY**
- **DIXIE BOARD OF PUBLIC INSTRUCTION**
- **GILCHRIST EDUCATION FOUNDATION**
- **LEVY EDUCATION FOUNDATION**

We spoke with some of the nonprofits we're supporting about how Suncoast's funding will help advance their hurricane recovery efforts. Here's what they had to say:

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In the aftermath of Hurricanes Helene and Milton, many families in our region have been left struggling to access food and basic necessities. This \$75,000 contribution will allow us to provide immediate food assistance through emergency distributions, mobile pantries, and meal kits for those hardest hit by the storms. With Suncoast's support, we can ensure that thousands of individuals and families receive the nourishment they need as they begin to rebuild their lives.

- Feeding Tampa Bay President and CEO Thomas Mantz

We are deeply thankful for Suncoast Credit Union's \$250,000 contribution toward our hurricane relief efforts. This vital support allows us to provide immediate assistance to those impacted by Hurricanes Helene and Milton, offering food, shelter, relief supplies, and critical services like emotional and spiritual care. Suncoast's generosity will also help sustain the vehicles, warehouses, and dedicated teams that make our work possible. Any funds remaining after emergency needs are met will be directed toward long-term recovery, ensuring that affected communities can rebuild stronger and more resilient.

- American Red Cross of Central Florida CEO Michael D. Brown

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As the only full-service social services provider in Dixie, Levy, and Gilchrist counties, we serve as a critical lifeline for families impacted by Hurricanes Helene and Milton. Suncoast's generous support of \$100,000 will help us provide emergency housing, food, and essential bill pay assistance, as well as meet unique needs like replacing medical equipment. This funding ensures we can continue to respond quickly and effectively to our community's most urgent needs.

- Tri-County Resource Center Manager Beverly Goodman

This \$75,000 in funding enables us to activate our collective impact model by providing immediate assistance to those in need, while also helping the nonprofit organizations we partner with navigate resources like insurance, FEMA, and other emergency relief options. Suncoast's support will make a significant difference in the mid-to long-term recovery for countless individuals and families, ensuring they receive the grants, supplies, and financial assistance necessary to rebuild and move forward.

- United Way of Suncoast CEO Jessica Muroff

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# BREAKING BARRIERS OF POVERTY



When we asked Beverly Goodman, the Executive Director of Tri-County Resource Center, about their most pressing needs, we learned it's the little things. Suncoast's funding helped more than 40 clients struggling to pay for various up-front costs required to re-enter the workforce.

- A single mother paid for and successfully completed a CNA Prep Course to secure a new job at a major healthcare facility. Thriving in her new role, she said she was happier than ever and truly loves her job, marking a significant milestone in her journey toward stability and fulfillment.
- A single mother who left an abusive relationship to relocate to Florida paid for fees to transfer her real estate license, which helped her find a second job working with a local realtor. With the increased income, she is able to support her family and her children are thriving.

Suncoast's support has provided a lifeline via Tri-County Resource Center to those who've hit financial roadblocks, providing resources like:

- A bicycle to get to and from work
- Nursing scrubs and nonskid shoes to reenter the workforce
- Replacement photo ID to accept job offer
- Steel-toe boots
- Teaching certificate fee

It's a privilege to be able to stand hand-in-hand with organizations like Tri-County Resource Center to help change the trajectory of people's lives for the better.

# FINANCIAL EDUCATION CHANGES LIVES:

“

## DR. ARTHUR BOYER FOUNDATION INC.



In 2024 and beyond, we're on a mission to make financial education accessible to everyone. After Suncoast received a request in Creole from Dr. Arthur Boyer Foundation, Inc., we realized that we still had work to do.



Located in Immokalee, Dr. Arthur Boyer Foundation, Inc. is a 501(c)(3) nonprofit on a mission to inspire and strengthen community development through a transformational sharing culture. Prior to their request, Suncoast didn't have any educational content in Creole. Instead of turning the organization away, we went into problem-solving mode.

Our team contacted the Immokalee branch. Jeff Mendes, a Member Advocate at the branch, selflessly offered to translate two presentations and present both of them in Creole! Jeff's initiative helped 65 Creole-speaking students receive financial education from Suncoast and prompted amazing feedback and a special thank-you from Dr. Boyer:

*"I thank you very much for two great presentations. That was very informative. The decision to have it in Creole was instrumental. Presenter was phenomenal. As one student who attended both sessions claimed, the presentation has changed her life. They are all so grateful for that opportunity."*

We believe that each and every student deserves valuable financial education, regardless of their native language. We owe it to Jeff Mendes for going above and beyond to help us prove it.

# COMMUNITY IMPACT AWARD WINNERS

Each year, Suncoast celebrates employees who go above and beyond to drive our mission of improving the lives of our members. The 2024 Community Impact Awards recognized its winners for their outstanding commitment to our community the previous year.

## CAROLYN PARSLOW LEGACY AWARD

Named after a former Suncoast employee who brought her heart to work every day during her almost 50 years at Suncoast, this award is our greatest honor.

**WINNER:** *Ashley Straka*



## EXCELLENCE IN FINANCIAL EDUCATION AWARD

This award went to two employees who used their time and talent to empower and encourage audiences to improve their financial habits.

**WINNERS:** (from left to right)  
*Brianna Devegnee, Cindy Munoz*

## PEER CHOICE AWARD

Five winners were selected by their peers at Suncoast, each from a different area of Suncoast's footprint. These Peer Choice Award winners showcased exemplary acts of service, meaningful impact in the community, and a remarkable level of commitment.

**WINNERS:**



*Chelsea Stepp*



*Rosa Martinez*



*Gaby Castro-Rivera*



*Jennifer Myers*



*Alexandra Siuda*

# YOUTH OUTREACH

## EMPOWERING THE NEXT GENERATION

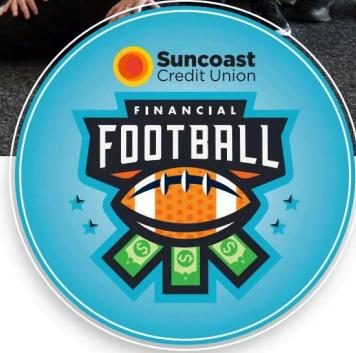
### YOUTH OUTREACH: BY THE NUMBERS



**23,868**  
**STUDENTS (K-12)  
& YOUNG ADULTS  
IMPACTED**



**85**  
**SCHOOLS IMPACTED**



## FINANCIAL FOOTBALL 2024

At Suncoast, we believe in the power of financial education, and it's never too early to start learning. That's why we host Financial Football, an annual high school program that provides financial education to students through interactive gameplay.

How it works: students are divided into teams and asked to answer financial questions. For each correct answer, teams earn points and a chance to win cash prizes totaling over \$3,000, plus their school's name on the coveted Financial Football trophy.

On February 6th, 2024, we hosted our 14th annual Financial Football Tournament. Teamwork makes the dream work, and this year, the students came to win!

### HIGH SCHOOL WINNERS



**H.B. PLANT HIGH SCHOOL**



**GAITHER HIGH SCHOOL**



**KING HIGH SCHOOL**

# STUDENT RUN BRANCHES

Immersive experience is the best teacher. Suncoast's Student Run Branches (SRBs) allow students to gain valuable skills by taking on roles like Branch Manager, Marketing Manager, and Teller, accepting applications and deposits from students and staff members alike.

Suncoast staff works with the student branch staff to spread awareness of the credit union difference through campaigns and seminars, which are all led by the students! SRBs affect students by challenging them with new experiences and allowing them to gain technical and interpersonal skills that will enhance their résumés and give them a competitive edge when applying for jobs and college.



This year, Suncoast added 3 new SRBs to our program, making for a total of 19 managed SRBs in 2024. The new schools were Deep Creek Elementary School, Immokalee High School, and Sallie Jones Elementary School. During Sallie Jones' Grand Opening, we opened a record-breaking 70 accounts!



# 90 YEARS OF CREATING MEANINGFUL CAREERS

At Suncoast, we don't just work together... we grow together! Our culture is rooted in creating the best versions of ourselves so we can provide the best service to our members.

We seek out new talent and continuously nurture opportunities for our existing team to achieve alignment, support, and professional growth all around.

## CAREER DEVELOPMENT AND GROWTH

We know that when our employees receive the training and professional development they need, they'll be better prepared to serve our members.

Suncoast had 56,028 job applicants in 2024 and we hired 324 new team members. By the end of the year, we had more than 2,500 employees working to improve the financial lives of our members.

In 2024, 61% of all non-entry level roles were filled by an internal candidate. We love to provide opportunities for our team to grow!





# OPPORTUNITIES FOR PROFESSIONAL DEVELOPMENT

**Suncoast** believes that growth and learning are the keys to success. That's why we offer continuous professional development opportunities so our team can refine their skills and strengthen their abilities.



Employees have constant access to **professional development courses** so they can learn about topics that can enrich their careers, like problem solving skills and instructional design.



Suncoast team members can also learn from one another by shadowing another department in the credit union in our **CU360 program**.



We empower our management team with a series of workshops called the Manager Development Journey and mold tomorrow's leaders in our year-long **Leadership Excellence Achievement Program (LEAP)**.





## PROUD TO BE A TOP PLACE TO WORK IN TAMPA

We were thrilled to be named a **Top Place to Work in Tampa** once again in 2024. This honor reflects our commitment towards nurturing potential. When our employees thrive, we thrive too!



# BRANCH LOCATIONS

## CORPORATE HEADQUARTERS MAIN OFFICES

6801 East Hillsborough Avenue | Tampa, FL 33610  
6536 East Hillsborough Avenue | Tampa, FL 33610  
4315 Metro Parkway | Fort Myers, FL 33903

## BUSINESS SERVICES

950 West Fletcher Avenue | Tampa, FL 33612

## CHARLOTTE COUNTY

### Charlotte Harbor

23141 Harbor View Road | Port Charlotte, FL 33980

### Port Charlotte

19501 Cochran Boulevard | Port Charlotte, FL 33948

### Punta Gorda

2310 Tamiami Trail, Unit 2129 | Punta Gorda, FL 33950

## CITRUS COUNTY

### Crystal River

1039 NE 5th Street | Crystal River, FL 34429

### Inverness

2367 East Gulf to Lake Highway | Inverness, FL 34453

## COLLIER COUNTY

### Berkshire Commons

7211 Radio Road | Naples, FL 34104

### Golden Gate

7465 Vanderbilt Beach Road | Naples, FL 34119

### Immokalee

1243 North 15th Street | Immokalee, FL 34142

### Naples Horseshoe

2728 Horseshoe Drive North | Naples, FL 34104

### North Naples

1035 Crosspointe Drive | Naples, FL 34110



ROOSEVELT SERVICE CENTER

## PINE RIDGE

3655 Pine Ridge Road | Naples, FL 34109

## SOUTH NAPLES

8797 Tamiami Trail East | Naples, FL 34113

## DESOTO COUNTY

### Arcadia

1328 E Oak Street | Arcadia, FL 34266

## HARDEE COUNTY

### Wauchula

1451 U.S. Highway 17 North | Wauchula, FL 33873

## HENDRY COUNTY

### LaBelle

231 East Hickpochee Avenue | LaBelle, FL 33935

## HERNANDO COUNTY

### Brooksville

18915 Cortez Boulevard | Brooksville, FL 34601

### Spring Hill

4176 Mariner Boulevard | Spring Hill, FL 34609

### West Hernando

2140 Commercial Way U.S. 19 | Spring Hill, FL 34606 42

## HIGHLANDS COUNTY

### **Sebring**

6505 U.S. Highway 27 North | Sebring, FL 38870

## HILLSBOROUGH COUNTY

### **Belmont**

14391 South U.S. Highway 301 | Wimauma, FL 33598

### **Brandon**

1370 Oakfield Drive | Brandon, FL 33511

### **Citrus Park**

8017 Citrus Park Drive | Tampa, FL 33625

### **East Tampa Community**

1920 East Hillsborough Avenue | Tampa, FL 33610

### **Fletcher**

950 West Fletcher Avenue | Tampa, FL 33612

### **Galleria**

4340 West Hillsborough Avenue | Tampa, FL 33614

### **Hillsborough Avenue**

6804 East Hillsborough Avenue | Tampa, FL 33610

### **New Tampa**

17505 North Palms Village Place | Tampa, FL 33647

### **Plant City**

1905 South Alexander Street | Plant City, FL 33566

### **Riverview**

10405 Gibsonton Drive | Riverview, FL 33578

### **Ruskin**

150 Teco Road | Ruskin, FL 33570

### **Seffner**

901 West Dr. Martin Luther King Jr. Boulevard | Seffner, FL 33584

### **South Tampa**

2502 South Manhattan Avenue | Tampa, FL 33629

### **Town 'n' Country**

8201 West Waters Avenue | Tampa, FL 33615

### **Valrico**

3234 South Miller Road | Valrico, FL 33596

### **West Tampa**

3300 North Armenia Avenue | Tampa, FL 33607

## LEE COUNTY

### **Bonita Springs**

25183 Chamber of Commerce Drive | Bonita Springs, FL 34135

### **Cape Coral Del Prado**

5 Del Prado Boulevard South | Cape Coral, FL 33990

### **Cape Coral Santa Barbara**

2325 Santa Barbara Boulevard | Cape Coral, FL 33991

### **Cape Coral Southwest**

1730 Cape Coral Parkway West | Cape Coral, 33914

### **College Parkway**

9131 College Parkway, Suite 135 | Fort Myers, FL 33919

### **Daniels Parkway**

13465 Daniels Commerce Boulevard | Fort Myers, FL 33966

### **East Fort Myers**

4491 Underwood Drive | Fort Myers, FL 33905

### **Estero**

19750 South Tamiami Trail | Fort Myers, FL 33908

### **Fort Myers - Matthew Drive**

1533 Matthew Drive | Fort Myers, FL 33907

### **Lee Boulevard**

5705 Lee Boulevard, Suite 7 | Lehigh Acres, FL 33971

### **Lehigh Acres**

226 Beth Stacey Boulevard | Lehigh Acres, FL 33936

### **North Fort Myers**

565 Pine Island Road | Fort Myers, FL 33903

### **Riverdale**

14201 Palm Beach Boulevard | Fort Myers, FL 33905

### **Treeline**

10580 Colonial Boulevard, Unit 108 | Fort Myers, FL 33913

## LEVY COUNTY

### **Chiefland**

2153 Northwest 11th Drive | Chiefland, FL 32626



## MANATEE COUNTY

### Bradenton Main

6001 26th Street West | Bradenton, FL 34207

### East Bradenton

8700 East State Road 70 | Bradenton, FL 34202

### Ellenton

7204 US-301 Ellenton | FL 34222

### Lakewood Ranch

11021 East State Road 64, Suite 102 | Bradenton, FL 34212

### West Bradenton

6367 Manatee Avenue West | Bradenton, FL 34209

## ORANGE COUNTY

### Aloma

1870 Aloma Avenue, Suite 100 | Winter Park, FL 32789

### South Orange Blossom

12402 South Orange Blossom Trail, Suite 9 | Orlando, FL 33980

### South Semoran

4530 South Semoran Boulevard | Orlando, FL 32822

## OSCEOLA COUNTY

### West Osceola

1221 West Osceola Parkway | Kissimmee, FL 34741

## PASCO COUNTY

### Dade City

12510 South Highway 301 | Dade City, FL 33525

### Holiday

3422 U.S. Highway 19 | Holiday, FL 34691

### Land O' Lakes

1837 Collier Parkway | Lutz, FL 33549

### Port Richey

7225 Ridge Road | Port Richey, FL 34668

### Trinity

11370 State Road 54 | New Port Richey, FL 34655

### Wiregrass

27213 State Road 56 | Wesley Chapel, FL 33544

### Zephyrhills

32745 Eiland Boulevard | Zephyrhills, FL 33545

## PINELLAS COUNTY

### Countryside

1875 North Belcher Road, Suite 100 | Clearwater, FL 33765

### Downtown St. Petersburg

1022 Central Avenue | St. Petersburg, FL 33705

### South St. Petersburg

2120 34th Street South | St. Petersburg, FL 33711

### St. Pete Roosevelt

12450 Roosevelt Blvd North | St. Petersburg, FL 33716

## POLK COUNTY

### Lakeland

919 Lakeland Park Center Drive, Unit 360 | Lakeland, FL 33809

### South Lakeland

6405 South Florida Avenue | Lakeland, FL 33813

## SARASOTA COUNTY

### Bee Ridge

4402 Bee Ridge Road | Sarasota, FL 34233

### Fruitville

5851 Fruitville Road | Sarasota, FL 34232

### North Port

4451 Aidan Lane, Suite 100 | North Port, FL 34287

### East Bradenton

8700 East State Road 70 | Bradenton, FL 34202

### South Venice

1729 South Tamiami Trail | Venice, FL 34293

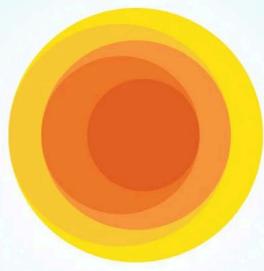
## SUMTER COUNTY

### Bushnell

217 West Belt Avenue | Bushnell, FL 33513

### Wildwood

5625 Seven Mile Drive, Suite 102 | Wildwood, FL 34785



# Suncoast Credit Union

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