

# 2024

HONORING OUR JOURNEY,  
EMPOWERING OUR FUTURE



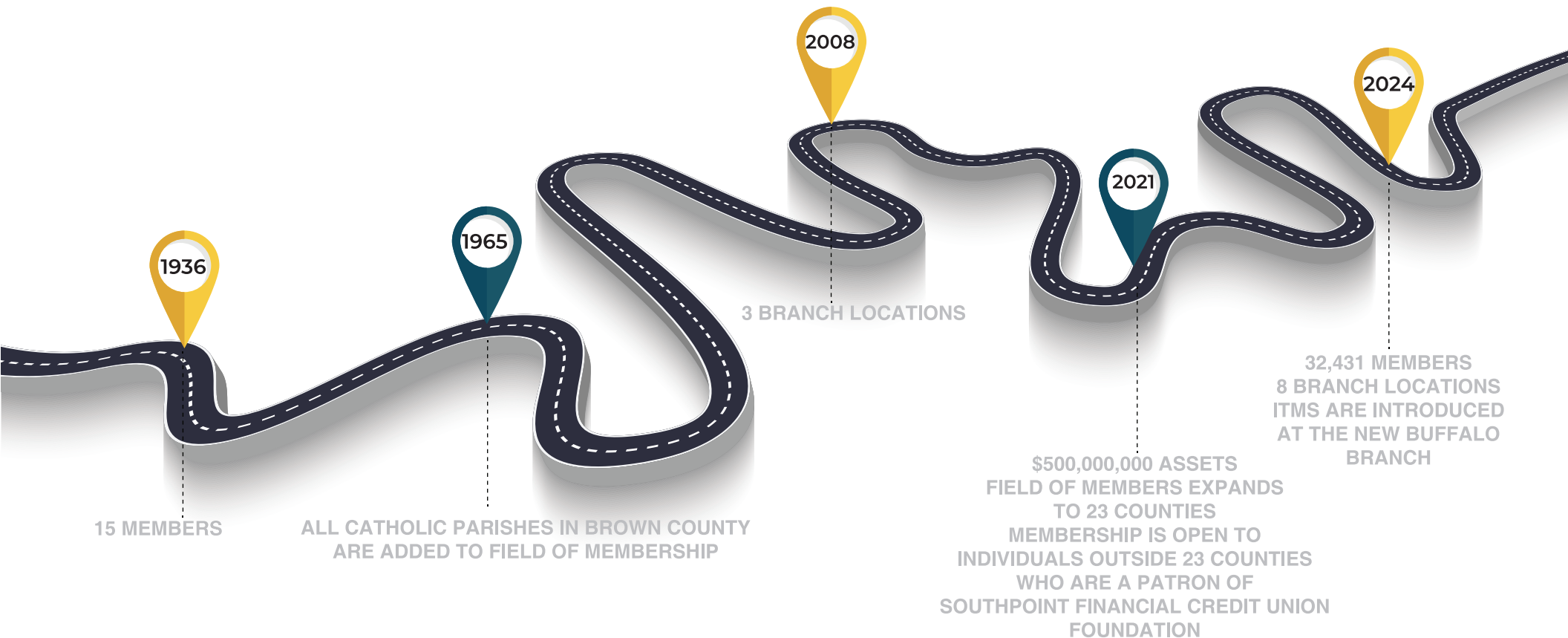


# HONORING OUR JOURNEY: CELEBRATING OUR GROWTH

Since our founding, we have remained steadfast in our mission: empowering people to enhance lives. This commitment has guided us through every milestone, every innovation, and every service we offer. What started as a small financial institution with a vision to support our members has grown into a trusted partner for thousands, helping individuals, families, and businesses achieve their financial goals. As we reflect on our journey, we celebrate not just the numbers but the meaningful impact we've made in the lives of those we serve.

Growth is more than expansion—it's about creating opportunities, fostering financial confidence, and ensuring that every member has the tools they need to succeed. Whether through new products, improved services, or deeper community involvement, our progress is measured by the success of our members. This report highlights the achievements we've made together and reaffirms our commitment to continuous improvement.

Looking ahead, we remain dedicated to innovation, accessibility, and strengthening the communities we serve. As financial needs evolve, we will continue to adapt and lead with purpose, ensuring that every member has the resources and support to build a brighter future. Our journey is far from over, and together, we will continue to grow, empower, and enhance lives.



# A LEGACY OF STRENGTH, A FUTURE OF POSSIBILITIES

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As we reflect on the past year, we are filled with immense pride and gratitude for the remarkable achievements and milestones SouthPoint Financial Credit Union has accomplished in 2024. This year has been a testament to our unwavering commitment to serving our members and communities with excellence, innovation, and integrity.

## Community Engagement and Expansion

One of the highlights of 2024 was the grand opening of our new Buffalo Branch on December 2nd. The excitement and enthusiasm from the Buffalo community has been overwhelming, and we are thrilled to have been welcomed with open arms. Our Buffalo team has already made significant strides in serving our members, with impressive statistics from our pop-up events and opening week.

In addition to expanding our physical presence, we have also deepened our community involvement through various outreach programs, contributions, and events. From Arbor Day tree planting to Halloween Trunk or Treats, over \$18,000 in donations to Credit Unions for Kids benefiting Children's Miracle Network Hospitals, our Foundation's support with 11 scholarships and \$18,000 in additional community grants, Meals on Wheels, Junior Achievement, and to local parades, our commitment to making a positive impact in our communities remains steadfast. SouthPoint will continue to do our part to better the lives of those in need.

## Technological Advancements and Innovation

2024 has been a year of significant technological advancements for SouthPoint. We successfully implemented our first fleet of Interactive Teller Machines (ITMs) at the Buffalo branch, enhancing the member experience and paving the way for future technological integrations across our branches. Our focus on innovation also led to the deployment of Robotic Process Automation (RPA) processes, improving efficiency and service quality.

## Financial Performance and Stability

Our financial performance in 2024 has been robust, reflecting our strategic focus on growth and sustainability. We achieved net earnings of \$1.72 million, a testament to our prudent financial management and dedication to providing value to our members. Our total assets grew to \$572.17 million, and we saw significant growth in our loan and deposit portfolios.

We also made substantial progress in optimizing our operations, reducing IT department capital costs by 44% while enhancing performance, security, and operational efficiency. Our efforts in cost optimization and performance improvements have positioned us well for continued success in the coming years.

## Commitment to Member Education and Support

At SouthPoint, we believe in empowering our members with the knowledge and tools they need to achieve financial success. This year, we continued to expand our financial education programs, offering workshops and seminars on a wide range of topics,

including credit, home buying, fraud prevention, and personal money management. Our SouthPoint Budget City program has been particularly successful, with 13 schools signed up for the 2024/2025 school year.

## Looking Ahead

As we look towards 2025 and beyond, we are excited about the opportunities that lie ahead. Our strategic initiatives, including continued branch expansion planning and technological advancements to digitally transform, will further strengthen our position as a leading financial institution.

We extend our heartfelt gratitude to our dedicated staff, volunteers, strategic leaders, and most importantly, our 32,000+ members. Your trust and support in being a member of the SouthPoint Financial Credit Union family inspires us to strive for excellence every day. Together, we will continue to build a brighter future for SouthPoint Financial Credit Union and the communities we serve.



*Adam Seifert*  
Chairperson of the Board



*Jay Gostonczik*  
President/CEO

## HONORING OUR JOURNEY – 2024 ACCOMPLISHMENTS

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2,000+

ITEMS DONATED BY  
MEMBERS AND BUSINESSES  
FOR AREA HOMELESS SHELTERS

300+

BLESSING BAGS DONATED  
TO LOCAL SHELTERS

125

TIE BLANKETS DONATED  
TO LOCAL CHARITIES

1,193

ARBOR DAY TREES DONATED  
TO LOCAL 4TH GRADERS

SOUTHPOINT INVESTED

\$52,950

WITHIN THE LOCAL COMMUNITIES IN 2024

SOUTHPOINT FOUNDATION AWARDED

\$24,600

IN SCHOLARSHIPS AND GRANTS  
IN 2024

SOUTHPOINT BUDGET CITY

12

SESSIONS IN 2024

771

STUDENTS ATTENDED

# CELEBRATING 100 YEARS OF MINNESOTA CREDIT UNIONS

## MINNESOTA CREDIT UNION'S STATS



**86**  
**MINNESOTA**  
**CREDIT UNION**



**2.2 MILLION**  
**MEMBER OWNERS**



**\$42 BILLION**  
**IN ASSETS**



**399**  
**CREDIT UNION**  
**BRANCHES**



**\$915**  
**CREDIT UNION**  
**MEMBERS HAVE**  
**SAVED ON**  
**ANNUAL MEDICARE**  
**PREMIUMS**



**\$950.2 MILLION**  
**DIRECT FINANCIAL**  
**BENEFITS**



**20,823**  
**MINNESOTA**  
**GREAT ADVOCATES**



**18,885 HOURS**  
**VOLUNTEERING**  
**FOR**  
**CU FORWARD**

# FINANCIAL STATEMENT

Balance Sheet	2023	2024
<b>Assets</b>		
Loans, Net	\$395,088,110	\$412,988,136
Cash and Cash Equivalents	\$21,679,090	\$62,108,176
Investments	\$64,126,255	\$48,495,471
Premises and Equipment, Net	\$15,777,381	\$19,883,739
Other Assets	\$27,381,069	\$28,693,352
<b>Total Assets</b>	<b>\$524,051,905</b>	<b>\$572,168,874</b>
<b>Liabilities &amp; Members' Equity</b>		
Members' Shares and Savings Accounts	\$451,979,752	\$482,671,235
Borrowed Funds	\$10,000,000	\$25,000,000
Accrued Expenses and Other Liabilities	\$5,774,564	\$4,955,683
Members' Equity	\$56,297,589	\$59,541,956
<b>Total Liabilities &amp; Members' Equity</b>	<b>\$524,051,905</b>	<b>\$572,168,874</b>
<b>Income Statement</b>		
Interest on Loans	\$18,877,414	\$21,948,673
Interest on Inv., Cash, & Cash Equiv.	\$1,414,686	\$2,601,500
Non-Interest Income	\$5,850,790	\$6,138,718
<b>Total Gross Income</b>	<b>\$26,142,890</b>	<b>\$30,688,891</b>
Interest Expense	\$7,396,838	\$11,067,674
Non-Interest Expense	\$16,797,265	\$17,572,885
Provision for Loan Losses	\$528,962	\$330,510
<b>Total Expense</b>	<b>\$24,723,065</b>	<b>\$28,971,069</b>
<b>NET INCOME</b>	<b>\$1,419,825</b>	<b>\$1,717,822</b>

Please Note: Due to changing auditing firms in 2024, various Income Statement and Balance Sheet line item classifications have changed from previous years.

# SUPERVISORY COMMITTEE REPORT

In November of 2024, SouthPoint Financial Credit Union’s Board of Directors made the decision to increase our Supervisory Committee membership from three to five committee members. Current members are Jennifer Asmus – Chair, Jordyn Keranen – Secretary, Paul David - Member, Jody Wills – Member, and Rebecca Bolls - Member. The members of the committee are appointed by our Board of Directors annually. They meet monthly and as needed when the credit union has their financial audits, regulatory exams performed, or other ad hoc meetings.

The main purpose of a Supervisory Committee is to safeguard members’ assets by ensuring the credit union is operating properly. To do this, our committee reviews several different audits and risk assessments performed throughout the year, Board of Director minutes and policy changes and approvals, and a series of monthly reports that identify areas of potential risk within the credit union. At their monthly meetings, credit union staff with expertise in their area are asked to attend to discuss these reports and share what SouthPoint is doing to mitigate risk and to be available for any questions the committee may have.

One of the primary duties this committee holds is to secure a Certified Public Accounting firm to perform the annual Financial Audit. The responsibility of this firm is to ensure that the financial statements of the credit union are being presented fairly, in all material respects, and in conformity with Generally Accepted Accounting Principles (GAAP). This year, the auditing firm of Doeren Mayhew performed the audit, as well as member account confirmations. Doeren Mayhew presented the audit to the committee, board of directors and executive team and reported: “Doeren Mayhew has issued an unmodified opinion on the financial statements of the credit union.”

Based on the Financial Audit, as well as the other audits and reports provided to them, it is of the committee’s opinion that SouthPoint Financial Credit Union, its Board of Directors, Management and staff are conducting its affairs in a fiscally safe manner and the financial statements are presented fairly and in accordance with GAAP, as of December 31, 2024.

SOUTHPOINT BOARD OF DIRECTORS			SUPERVISORY COMMITTEE	
Adam Seifert - Chairperson	Mark Bruggeman	Tammy Helget	Jennifer Asmus - Chair	Jordyn Keranen
Matt Lux - Vice Chairperson	Jerry Forster	Scott Surprenant	Rebecca Boll	Jody Wills
Charlie Gravelle - Secretary	Ashok Goyal	Bob Weiss	Paul David	
SOUTHPOINT LEADERSHIP			COMMUNITY ADVISORY COMMITTEE	
Jay Gostonczik - President/CEO	Patti Gohl - Chief Operations Officer		Jacob Sanken	Lynn Waterbury
Troy Diedrich - Executive Vice President	Al Peterson - Chief Financial Officer		Joe Schotzko	
Bob Schmid - Chief Lending Officer				



## SouthPoint Locations

### **Sleepy Eye**

920 East Main Street  
Sleepy Eye, MN 56085

### **Springfield**

975 West Central St  
Springfield, MN 56087

### **New Ulm**

706 North German St  
New Ulm, MN 56073

### **St. Peter**

105 South Third Street  
Suite #100  
St. Peter, MN 56082

### **North Mankato**

1800 Commerce Drive  
North Mankato,  
MN 56003

### **Hutchinson**

1250 Hwy 15 South  
Hutchinson, MN 55350

### **Waconia**

502 Cherry Drive  
Waconia, MN 55387

### **Buffalo**

715 Crossroads Campus  
Drive  
Buffalo, MN 55313