

PELICAN
STATE
OF MIND



Pelican State
credit union®

Your Financial Family for *Life*™

2021 Annual Report



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MESSAGE FROM THE PRESIDENT/CEO



Jeffrey K. Conrad

Jeffrey K. Conrad
President/CEO

On behalf of our Board of Directors and the entire Pelican family, I am proud to present our 2021 Annual Report. Each year, I am amazed by the results of everyone's efforts. We could not have achieved the level of success that we did in 2021 without the commitment and enthusiasm that Pelican team members exhibit while serving our members and communities.

We grew our asset size from \$527 million to \$599 million, and ended the year with 69,005 members. We're proud to offer our extensive list of products and services to even more members across the state to help guide them on a path to financial wellness.

We continued to grow our relationships with the hundreds of companies that we are partnered with to serve their employees, including our largest partner—Ochsner Health. Despite the challenges COVID-19 continued to bring, we held over 160 events for the employees of our Pelican Partners. We look forward to continuing to enrich the employee benefits packages of countless companies at no cost.

Pelican's Nationally Certified Credit Counselors held 2,648 one-on-one credit counseling sessions in 2021. The compassion they show while helping members take control of their finances and equipping them with tools to meet their financial goals allows our members to experience our commitment to helping guide them on a path to financial freedom.

As we've continued to expand further across Louisiana to provide access to our members wherever they are, we welcomed Firestone Lake Charles Federal Credit Union and White Gold Credit Union to our financial family. The mergers added 1,496 new members, 22 new company partnerships, and one new branch in Sulphur.

Thank you to each and every Pelican team member who works relentlessly to ensure top-quality member service. We could not continue to grow and succeed without every one of you. I am blessed to be surrounded by genuine people who passionately strive to make the world a better place.

To the Board of Directors, I appreciate all of the time and effort you put into the credit union and our members' best interests. All of the time you volunteer out of your busy schedules contributes to the success of the credit union. Your efforts are reflected each day, and I know our team appreciates them.

We would not be Pelican without our wonderful members. On behalf of the entire credit union, thank you for choosing Pelican to be your financial family for life. We look forward to growing personal relationships with each and every one of you. Your loyalty to Pelican allows us to continue growing and impacting communities across the state, showing more residents that it pays to be a member of Pelican.



Since the program started in 2008, we have awarded \$115,500 in scholarships to graduating high school seniors!



Loans to Share Comparison

Pelican: 85.90%

Peers: 72.63%

Return on Assets Comparison

Pelican: 1.81%

Peers: 0.96%

REPORT FROM THE BOARD CHAIRMAN



Gary L. Crockett

Gary Crockett
Chairman

Pelican State Credit Union continued to serve our members and our communities in 2021 with the same dedication, passion, and tenacity that we established in 1956 when we first entered the credit union movement. We're thankful for the positive impact that we have been able to make on our communities throughout our history.

I'm honored to have had the opportunity to serve on Pelican's Board of Directors for the past 31 years. Throughout my years of volunteering in many capacities on Pelican's Board, I'm constantly impressed and proud of the commitment Pelican team members make every single day. The Pelican team is as large and efficient as ever, continuing to make improvements to our services and processes to ensure our members are treated with the utmost attention and personalized service.

As a not-for-profit credit union, all profits generated go directly back to benefit our members. We pride ourselves on the many ways that it pays to be a member of Pelican. From free high reward checking accounts and low loan rates to free financial wellness resources and Team Pelican Scholarships, Pelican is truly committed to investing in our team and our members and showcasing that Pelican Pays!

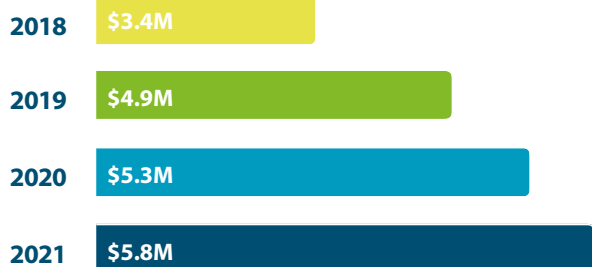
With over 300 team members across the state, including a new branch in Sulphur, Pelican continues to invest in our team to ensure that they can invest in you, our members. Our team has access to first-class trainings, competitive pay, wonderful medical benefits, company-sponsored wellness events, and an impressive 401K plan. With the extreme growth that Pelican continues to see, we ensure that our team members are living up to our core values and taking strides to grow along with the credit union for our members.

In addition to the continued effects of the COVID-19 pandemic, we know Hurricane Ida impacted many of our members across south Louisiana in August 2021. We knew that many of our members were going to need easy, quick access to their accounts and additional resources to get through this difficult time. Pelican provided disaster relief loans, waived ATM fees, and increased ATM and card limits for members who had been directly impacted by this historic natural disaster.

The Pelican team also gave away \$7,000 in free gas to the Houma community and coordinated supply donations to other local credit unions who were working diligently to support their members while simultaneously dealing with their own losses.

Pelican will always work to make the best decisions and contributions for our members. Our members remain our greatest asset, and we will always work to do what is right by them. We thank you for your loyal membership and for choosing Pelican to be your financial family through every stage of your life.

Dividends Paid to Members





2021 BOARD OF DIRECTORS

Gary Crockett Chair

Janelle Folse Vice Chair

David Gill 2nd Vice Chair

Linda Lochbrunner Treasurer

Tawana Carmouche Director

David Colvin Director

Samuel McDaniel Director

William Mullinnix Director

Shannon Thorne Director

SUPERVISORY COMMITTEE

Jonathan Phillips Committee Chair

Brad Colwell

Sue Tolbert

STATEMENT OF INCOME

For the 12 months ended December 31,

	2020	2021
INTEREST INCOME:		
Loans to Members	\$28,251,995	\$30,578,943
Investments	199,193	171,370
Total Interest Income	28,451,188	30,750,314
INTEREST EXPENSE:		
Members' Share and Savings Accounts	5,254,372	4,269,823
Net Interest Income	23,196,815	26,480,491
PROVISION FOR LOAN LOSSES:		
Provision for Loan Losses	4,389,014	1,915,742
Net Interest Income After Provision for Loan Losses	18,807,801	24,564,748
NON-INTEREST INCOME:		
Fees, Charges, and Other Miscellaneous Income	26,700,382	31,154,980
NON-INTEREST EXPENSE:		
Compensation and Employee Benefits	21,546,803	22,754,780
Operating Costs	8,722,601	9,914,678
Occupancy Costs	2,233,063	3,198,550
Other Costs	1,642,471	2,394,102
Loan Servicing Costs	2,094,338	2,529,405
Professional and Outside Services	1,547,085	2,794,136
Gain/Loss on Investments/Assets	47,363	1,954,958
Total Non-Interest Expense	37,833,728	45,540,612
NET INCOME:	\$7,674,455	\$10,179,116

In our opinion, the financial statements referred to above present fairly, in all material aspects, the financial position of Pelican State Credit Union as of December 31, 2021, in conformity with accounting principles generally accepted in the United States of America.

STATEMENT OF CONDITION

	As of December 31,	
	2020	2021
ASSETS:		
Cash	\$41,846,679	\$81,583,251
Investments:		
Available for Sale	602,143	4,393,571
Other	7,274,510	6,415,091
Loans to Members, Net of Allowance for Loan Loss	418,166,831	452,054,791
Accrued Interest Receivable:		
Investments	3,119,32	14,066
Loans	2,208,599	2,192,051
Prepaid and Other Assets	17,271,998	13,358,644
Property and Equipment	35,889,159	34,278,792
NCUSIF Deposit	4,531,443	5,086,804
TOTAL ASSETS:	\$527,794,485	\$599,377,065

	As of December 31,	
	2020	2021
LIABILITIES:		
Members' Share and Savings Accounts	\$471,654,448	\$529,806,677
Interest Payable	579,168	510,859
Accounts Payable and Other Liabilities	3,666,894	6,016,337
Total Liabilities	475,900,511	536,333,874
Commitments and Contingent Liabilities		
MEMBERS' EQUITY:		
Regular Reserves	4,701,161	4,701,161
Undivided Earnings	47,160,891	58,392,097
Unrealized Gain/Loss Investments	31,921	-50,068
Total Members' Equity	51,893,874	63,043,190
TOTAL LIABILITIES AND MEMBERS' EQUITY:	\$527,794,485	\$599,377,065

SHOWING MEMBERS PELICAN PAYS

In 2021, Pelican deepened our commitment to member value. From free community events to low loan rates, high reward checking accounts, and dollars for A's, we are proud to provide an experience our members can be proud of. It truly pays to be a Pelican member! See how we gave back to all of our Pelican members in 2021:



\$4,269,823

in Dividends Distributed



\$7,158

in Dollars for A's Distributed



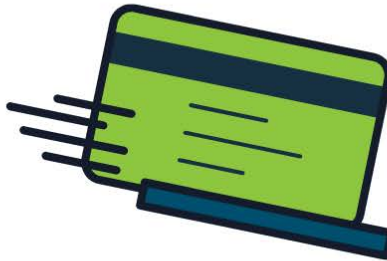
\$63,951

in Community Sponsorships



\$16,000

in Team Pelican Scholarships



\$306,803

in Pelican Points Cashed In



\$1,011,935

in Fees Reimbursed



\$855

in School Pride Funds
Awarded to Local Schools



\$3,000

in Pelican Pays Local
Restaurant Giveaways

SPREADING FINANCIAL WELLNESS ACROSS THE STATE

Pelican and its team of Nationally Certified Credit Counselors remain committed to helping our members across Louisiana achieve financial wellness with our 100% free services. From debt consolidation to budgeting and improving credit scores, our team of experts are ready to help our members flourish financially!

This year, Pelican created even more access to underserved communities by nurturing their entrepreneurial spirit and offering Small Business Start Up Loans. These loans include one-on-one financial coaching and business creation assistance to help entrepreneurs start their own business!

Pelican also created new paths to home ownership with our Home Sweet Home Loan offering first time home buyers 100% financing even if their credit score and income is lower than needed for a government-backed loan such as FHA and RD.



In 2021, Pelican made a tremendous impact in the state of Louisiana with our financial wellness efforts.

24

members joined
the Financial
Wellness Program.



36

members
graduated the
Financial Wellness Program.



2,648

individual counseling
sessions were held
with members.



342 loans totaling
\$2,450,063

were provided to members who previously
didn't qualify before joining
our Financial Wellness Program.



6 real-life budgeting
simulations were hosted for
193 middle, high school, and
university students
at Louisiana schools.



114 community and organizational
workshops were held for **2,266**
members and non-members. **11**



virtual workshops were held
with **11,490** views.

14 videos and blog posts
published about financial topics
were launched, amassing
655,962 views.



HURRICANE IDA RELIEF EFFORTS

In September of 2021, major cities throughout south Louisiana were decimated by Hurricane Ida. This Category 4 hurricane destroyed much of what was in her path—including many of the communities our team members, Pelican Partners, and members call home.

After the storm, the Pelican team initiated our outreach responses to provide assistance to our employees, community members, and fellow credit unions across south Louisiana.

We knew our members would also need access to additional financial resources, so we launched our Member Assistance Plan—providing fee refunds, Disaster Relief Loans, Visa credit card limit increases, and more to ease the financial stress during this difficult time.



Pelican raised \$3,285 for our team members, assisted 96 of our employees in receiving a total of \$27,500 in Quick Cash Grants from the Louisiana Credit Union League, purchased and pumped \$7,000 worth of gas at J & N Truck Stop in Houma, deployed a mobile Pelican ATM to Houma to increase cash access to the Terrebonne Parish community, and provided over \$2,500 in hard-to-find supplies to Louisiana Federal Credit Union in LaPlace, New Orleans Fireman's FCU in Metairie, and La Terre FCU in Houma.



INVESTING IN LOUISIANA'S FUTURE

Pelican's School Pride Debit Card Program displays our commitment to education and supporting local schools in our communities with free fundraising resources!

This is a FREE way for local schools to raise funds for their facilities—when a School Pride Debit card is linked to an existing Pelican checking account, the cardholder can earn up to 10 cents for their school with each transaction. We are grateful for the four schools (and counting) that are taking advantage of this program!



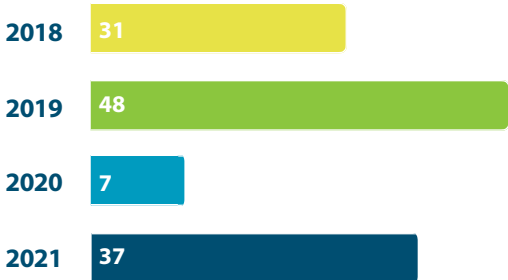
In 2021, two St. Landry Parish schools opened their first-ever school credit union branches in partnership with Pelican—Magnet Academy for Cultural Arts (MACA) and Beau Chene High School. Pelican hosted a school year kick-off to celebrate their new branches, providing snacks, prizes, and games for the students as they came by to do their first transactions of the year. We attended football games, pep rallies, and school performances for both schools throughout the school year to show additional support to their students!



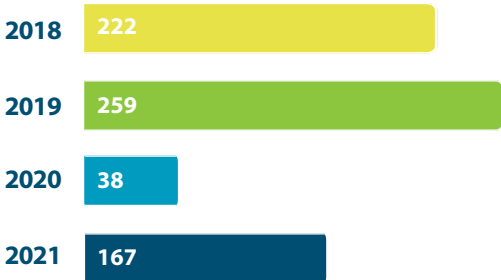
GROWING OUR PARTNERS AND COMMUNITIES

When your business partners with Pelican, your employees experience all of the ways that it pays to be a member—gaining credit union eligibility and access to impressive products and services to accommodate our members wherever they are on their financial journey. From free on-site or virtual Financial Wellness Workshops, attendance at benefit fairs, and employee appreciation events, Pelican truly serves as a valuable resource to our Pelican Partners!

New Partnerships by Year



Partner Events by Year



We held 57 membership drives in 2021. Bringing the credit union to our Pelican Partners makes it more convenient for their employees to take advantage of all of our membership benefits and learn more about Pelican!

With access to our partners returning to normal in 2021, Pelican's Business Development team attended 391 community events, chamber meetings, and ribbon cuttings to support our communities.

SHOWING LOVE TO OCHSNER HEALTH



In 2021, 201 Ochsner team members became a part of the Pelican family, and we could not be more excited to provide our membership benefits to their 26,000 employees across the state of Louisiana. Due to continued COVID-19 restrictions in all Ochsner Health locations throughout 2021, our Business Development team got creative with how we were spreading awareness about Pelican membership to Ochsner team members.



Pelican hosted various events for the Ochsner Health team throughout 2021, including Financial Wellness Workshops for Ochsner employees and pop-up Pelican branches at 15 Ochsner locations across Louisiana and southern Mississippi.

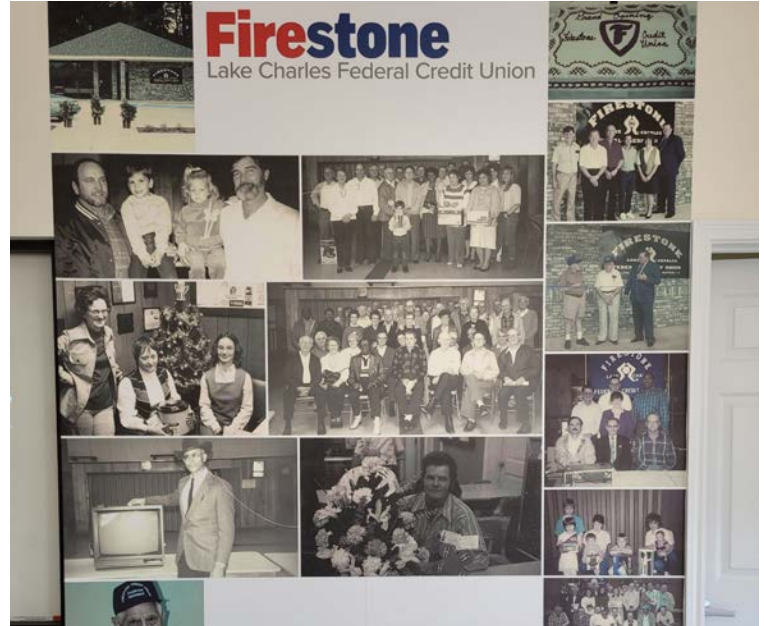
We brought local coffee trucks to treat their team to a specialty coffee or tea while they met with our team to learn about our products and services.

During employee appreciation week and in the aftermath of Hurricane Ida, our team delivered snacks and treats to healthcare workers at Ochsner locations across the state of Louisiana.



MERGING WITH FIRESTONE AND WHITE GOLD

Firestone Lake Charles Federal Credit Union and White Gold Credit Union merged with Pelican in 2021. We were excited to welcome their members to our financial family and to add a new branch in Sulphur to provide members with more account access in Calcasieu Parish.



The merger with Firestone Lake Charles Federal Credit Union and White Gold Credit Union resulted in 1,496 new members! We appreciate our new members for putting their trust in our products and services and for supporting us as we expand statewide.

In Sulphur, we have welcomed 17 new partner companies, providing even greater access to our products and services in southwest Louisiana. To jumpstart our commitment to the Sulphur community, we hosted an in-person Financial Wellness Workshop in June to share how to manage your finances during a disaster.



DISPLAYING OUR HEART FOR SERVICE

Serving each other and our members is an important part of our culture at Pelican. One of the best representations of this is our internal fundraising committee, Beak Squad. This committee strives to give back to our local communities through volunteer efforts and raise money for Pelican's annual charity of the year.



In 2021, the Pelican family nominated The Butterfly Society as the Charity of the Year. This organization provides support and advocates for domestic violence survivors in the Greater Baton Rouge area. The team was able to raise \$3,875.63 for The Butterfly Society this year and plans to remain active with their organization in a volunteer capacity.

Since 2018, Beak Squad has raised

\$33,187

for Louisiana charities, and in 2021,
our team had a combined total of

454
volunteer hours!



PELICAN FAMILY IN ACTION



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