



1942-2022

ANNUAL REPORT



COLLECTOR'S EDITION





e find community—or "our people"—in our favorite hobbies, the coffee shops we frequent, the fairs and festivals we attend, or the nonprofits we support. These microcommunities unite us and we become a part of something greater than ourselves.

By trade, SESLOC opens deposit accounts, funds loans, and helps local businesses grow. But in heart, we support one another in the moments that matter—like planning a wedding, starting a family, or celebrating at a local festival. Our people are why we are here. Community is what we do.

Geri LaChance President/CEO



## 2022 ANNUAL REPORT

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**COLLECTOR'S EDITION** 



## Chairman's Message

**2022** was an outstanding year, in which we not only achieved financial growth, but gave back to our loyal members via generous programs and celebrated eight decades of service to the Central Coast.

At the start of the year, the Federal Reserve announced the rate increase for the first time in over three years, delivering six more increases during 2022. We are pleased to have been able to increase dividend rates, resulting in a \$2.1 million dividend award to members, a 26% increase in comparison to 2021.

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The rising rate environment did not slow down member demand for loans. SESLOC funded 7,273 personal and member business loans, a total origination amount of \$325

million. In the third quarter, we quickly responded to fluctuations in the market for residential mortgages by introducing a new home equity loan product, featuring a fixed rate for a 20-year term. As a result, we saw a 523% increase in our second trust deed loan portfolio in comparison to 2021. This solution demonstrates our agility in meeting members' financial needs, so they can renovate homes, fund college tuition, or consolidate debt with an affordable loan offering a consistent monthly payment.

As part of our 5-year strategic plan, SESLOC committed to deepening relationships among current members, which meant rewarding you for your years of loyal membership and increased credit union activity. I am pleased to report that through our **Level Up Member Benefits** program, we awarded more than 1,600 consumer loan rate discounts in 2022, a pricing benefit which is especially helpful during a season of high inflation. In addition, thousands of members have migrated up and maintained a higher status, so that if you apply for a new auto or

personal loan, we are able to reward you with a rate discount, in addition to select fee waivers.

SESLOC remains well capitalized with a net worth ratio of 8.11%, ending the year with \$1.24 billion in assets and a net income of \$5.42 million. We observed a 45% increase in net income over 2021 and were happy to return to a more normal level after the tough pandemic shutdowns in 2020.

In the summer of 2022, we honored a long-term member advocate, SESLOC Board Director, Jacquie Paulsen, as she retired from her 30+ years of service on the Board. We extend our heartfelt thanks for her numerous contributions to growing SESLOC to a \$1.2 billion institution while retaining our hometown, local relationship with members like you. Following Jacquie's retirement, the Board appointed Derek Johnson to serve the remaining term of the vacated seat. Derek is a local business owner with a young family from the south county area. We are happy to have welcomed Derek as our newest Board Director.

# We awarded more than 1,600 consumer loan rate discounts in 2022.

With the ebbs and flows of the global economy that is felt on a local level, rest-assured your credit union remains safe, sound and unwavering in our commitment to providing fair priced and convenient financial services for the Central Coast. Congratulations are in order for the remarkable 80th Anniversary celebrations that championed the heart and spirit of SESLOC, our members and our communities. On behalf of the Board of Directors, I want to thank you for your membership and your confidence in our credit union. I hope our financial solutions empower you for generations to come.

Alden F. Shiers

Dr. Alden Shiers • Chairman of the Board



## **Board of Directors**



Dr. Alden Shiers Chairman



Tom Lebens
Vice Chairman



**Anthony Cangelosi**Board Financial Officer



Barbara Melvir Secretary



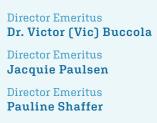
Dr. Gary Hoskins
Director



Derek Johnson
Director



Charlene Rosales
Director



In memoriam: **Jim Park,** Director Served 1982 - 2017



Jacquie Paulsen (left) is recognized at the 79th Annual Meeting of the Members in March of 2022 by Geri LaChance, President & CEO (center), and Dr. Alden Shiers, Board Chair (right).

# Honoring Board Director Jacquie Paulsen

After 35 years of dedicated service to the members and employees of SESLOC, Jacquie Paulsen announced her retirement from the SESLOC Board of Directors in 2022.

Jacquie has had the longest tenure as a credit union volunteer. She was a champion for members like you in keeping fees affordable, served and chaired many board committees, and was part of the visionary Board in the purchase of the Broad Street property, where the new SESLOC Headquarters and San Luis Obispo branch facilities were built.



## President's Message

t the start of the year, we were still enduring trying times for our health and well-being. Fortunately, we saw improved health conditions by springtime which allowed more opportunity to participate in-person at community events once again. This transition came just in time for our 80<sup>th</sup> Anniversary celebrations, which commenced with last year's Annual Meeting of Members in March.

80 years ago, ten educators met in the San Luis Obispo High School library to begin the journey of chartering a credit union for school employees, which they finally did in 1942. The initial collected deposits to start the credit union was modest—the grand amount totaling \$500 in assets.

80 years later, SESLOC has assets of \$1.24 billion, but with the very same focus of providing affordable financial services to all. To honor the legacy of that initial \$500 foundation deposit, SESLOC gave \$500 each to **80 local nonprofits** along the Central Coast, with the specific intent to use these funds as a way to thank the staff members of each nonprofit, whether lunch, dinner or

our headquarters on a monthly basis. Be sure to read the following pages in this commemorative, 80<sup>th</sup> Anniversary Collector's Edition annual report to see the festive activities from the year.

Our roots in academics became the catalyst for the introduction of an Education Grant program in 2013, which expands classroom resources for K-12 school-teachers in amounts up to \$500. I am pleased to report that we have surpassed another milestone, now topping \$150,000 in grants awarded over the last decade. In addition, SESLOC continues to be the only financial institution in the region to provide a **Financial Scholars** benefit to local high school students, which is an educational curriculum for topics such as budgeting, credit scores and taxes. In 2022, more than 970 students participated across seven high schools, completing nearly 2,500 hours of instructional modules.

To stay adaptive to change, it's essential that we foster a spirit of diversity and inclusion across our organization. In 2022, SESLOC re-examined our local communities to better understand our *People & Place*, and pledged to

To honor the legacy of that initial \$500 foundation deposit, SESLOC gave \$500 each to 80 local nonprofits along the Central Coast.

some other fun activity. We want to thank these stars for their work in making us the compassionate community that we are.

To celebrate with you, we offered *Member Appreciation* surprise pop-up days in branches and online, raffling off prizes such as highly coveted paper shredders, local restaurant gift certificates and gift cards for gas. In addition, we committed to completing *80 Acts of Sustainability*, demonstrating a new core value of helping to preserve our communities. In particular, digitizing our mortgage documents and other forms has resulted in a reduction in paper, with fewer reams being delivered to

take one step further to do *what is right*. We invested significant resources to provide financial services and education for all—*para todos*—which includes serving young adults at Cal Poly and community colleges, an emphasis on expanding Spanish language service for the Hispanic population, and providing more options for consumers who are underbanked and rely on check-cashing establishments. We welcomed five talented Cal Poly interns to our ranks during a 12-week summer program, who brought a fresh and lively spirit to our day-to-day activities. We launched a state-of-the-art website with optimized accessibility for disabled individuals.

Many of you may have seen the bilingual messages in our branches and literature to better welcome Spanish speakers, and we offered our first Spanish webinar with material from Greenpath, our partner in financial wellness. While we have plenty of work to do, in the last nearly five million reward points. Seeing the crosspromotion of SESLOC signage in local storefronts and mentions of the businesses in our newsletters, website and branch lobby is a beautiful demonstration of working together for a brighter, tighter community.

# We invested significant resources to provide financial services and education for all—para todos.

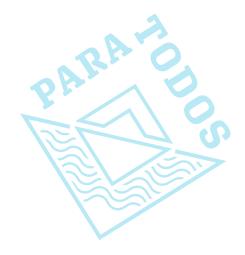
year we were able to lay the foundation for a continual evolution of more equitable and welcoming member experiences.

And of course, we added more member benefits. Last April, we introduced **Local Rewards**, where eligible debit and credit cardholders earn bonus SESLOC Rewards points on purchases at participating local businesses. By year end, we onboarded 118 business locations to the program, including retailers, grocers, and restaurants from all corners of the Central Coast. The intrinsic value from shopping locally with this program proved to be a win-win for these businesses, who collectively grossed over \$6.2 million, and for our cardholders, who collectively earned

With roughly 1 in 8 residents as SESLOC member-owners, you represent one of the largest "communities within our community"—a bond that ties us in not only reveling in affordable financial services, but in supporting your neighbors' most cherished moments, such as purchasing a first car or home. We know that our success and longevity for eight decades would not have been possible without your loyalty and trust. On behalf of our staff, I'd like to say how much we enjoyed meeting many of you at countless community events and Shred Days throughout the year and serving you through our branches, Contact Center and digital channels. Thank you for the opportunity to support you and your families.



Geri LaChance • President & CEO



#### **SESLOC SENIOR MANAGEMENT**

Geri LaChance, President & CEO Mike Quamma, EVP/CFO Kelli Briggs, EVP/COO Ken Long, SVP/CIO

Holly Brown, SVP, Digital Experience
Manuel Cervantes, SVP, Consumer & Mortgage Loans
Devon Goetz, SVP, Human Resources & Talent Development

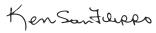
Liz Summer, SVP, Business Services

## **Supervisory Committee Report**

ESLOC Federal Credit Union's Supervisory Committee is appointed by the Board of Directors. We ensure the safety and soundness of credit union operations, and their compliance with federal and state regulations and our own bylaws. Through our oversight of the credit union's audit function, we assure the credit union's financial statements are fair and accurate, that member deposits are adequately protected, and the credit union's risk mitigating policies and procedures are effective.

The results of the 2022 annual audit performed by Doeren Mayhew, a third-party external CPA firm specializing in auditing credit unions, shows that SESLOC is well-managed and continued to perform appropriately to sustain a safe and secure future. The assistance and cooperation of staff, management and the Board of Directors in the performance of their duties is much appreciated, as well as the time and effort of our current Committee member volunteers.

We would like to congratulate SESLOC for eight decades of service to the Central Coast and appreciate the 80<sup>th</sup> Anniversary activities that were organized to celebrate with members, staff and our community throughout the past year.



Ken San Filippo • Chairman



Ken San Filippo Chairman



Leslie Coe



Dan DeGroot



Jason Francia



Barry VanderKelen

## **FINANCIAL SUMMARY**

ACCETC	2021	2022
ASSETS	¢ (0( 022 007	¢ 024.062.274
Loans to Members  Allowance for Loan Losses	\$ 696,923,887 (4,530,000)	\$ 824,962,274
Cash on Hand		(5,360,000)
Cash & Investments	9,208,825 466,972,422	9,543,328
Fixed Assets		352,061,801 23,119,138
NCUSIF Share Insurance Fund	18,247,338	10,113,545
Other Assets	9,349,151	
	5,955,624	8,069,430
Total Assets	\$ 1,202,127,247	\$ 1,222,509,516
LIABILITIES AND MEMBERS EQUITY		
Accounts Payable & Other Liabilities	\$ 12,108,241	\$ 19,178,650
Borrowed Funds	-	30,000,000
Shares of Members	1,097,556,716	1,094,263,058
Undivided Earnings	93,679,046	99,101,848
Unrealized Gain/Loss	(1,216,756)	(20,034,040)
Total Liabilities & Equity	\$1,202,127,247	\$1,222,509,516
INCOME AND EXPENSES	2021	2022
INCOME		
Interest on Member Loans	\$ 27,267,439	\$ 30,350,964
Income from Cash & Investments	1,884,425	5,232,596
Fees & Charges	7,642,838	8,084,962
Other Income	654,598	673,456
Total Income	37,449,300	44,341,978
EXPENSES		
Dividends on Members' Shares	1,706,434	2,143,482
Compensation & Benefits	18,442,640	19,583,897
Operations	11,323,453	13,180,612
Occupancy	2,000,444	2,202,529
Interest On Borrowed Funds	2,000,444	216,150
Provision for Loan Losses	227,380	1,592,506
	33,700,351	38,919,176
Total Expenses	33,700,331	30,919,170
Net Income	\$ 3,748,949	\$ 5,422,802



# Celebrating 80 Years of

# AWESOME

Activities and commitments include charitable giving, member appreciation and community preservation.

when 10 school employees came together with a vision of building a credit union—a financial institution based on people helping people.

In 2022, we celebrated our 80th anniversary with our 57,000+ members as the longest-established, locally headquartered financial institution on the Central Coast. While a lot has changed over the last eight decades, our commitment to our community and members hasn't.



# OUR 80 YEAR HISTORY

#### 1942

Charter granted with assets of \$500

#### 1949

Name changed to School Employees of San Luis Obispo County Federal Credit Union, and the acronym SESLOC is adopted

#### 1955

Cal Poly joins field of membership

#### 1955-1960

SESLOC is run from the office drawer of an employee at the Cal Poly Campus

#### 1960

First phone at our first official office at Cal Poly

#### 1963

Assets top \$1 million and future CEO, Bertha Foxford joins organization

#### 1971

First branch built on Peach Street in SLO

#### 1982

Hit 10,000 member milestone

### **1987**New headquarters on Los Osos Valley Road

1988

#### First in-house computer system

1990

#### A satellite branch opens at Cal Poly

4005

## Opens a branch in Paso Robles 1997

Opens a branch Arroyo Grande

#### 1998

First website and online banking system

#### 5001

Charter changed to include all who live, work or go to school in SLO county

#### 200

Opens a branch in Atascadero

#### 2009

A larger Arroyo Grande branch is opened

#### 2011

New President & CEO, Geri LaChance replaces former CEO Bertha Foxford, after 48 years of service

#### 2014

New headquarters and SLO branch

#### 2015

Charter expands to Northern Santa Barbara County

#### 2016

Opens a branch in Santa Maria

#### 2020

Assets top \$1 billion

#### 2021

SESLOC returns to Cal Poly with a new branch

# 80th | Charitable Giving

**SESLOC** was formed in 1942 with just \$500 in assets. Because of the support from our members and community, we have grown to more than a billion in assets. To honor this achievement, we gave \$500 to 80 local nonprofits nominated by our staff to help support their programs, or to simply offer a little treat for all of the hard-working staff and volunteers.

# Our picks for nonprofits making the Central Coast the best place to live:

- 1. 17 Strong
- 2. 5cities Homeless Coalition
- 3. Achievement House, Inc.
- 4. Along Comes Hope
- 5. Angel's Foster Care
- 6. Assistance League of SLO County
- 7. Big Brothers Big Sisters of SLO County
- 8. Boys & Girls Club of the Mid Central Coast
- 9. C.A.R.E.4Paws
- 10. Cal Poly K-9 Unit
- 11. Casa of Hope
- 12. CASA of Santa Barbara County
- 13. CASA of SLO County
- 14. Central Coast Literacy Council
- 15. Central Coast Vets Helping Vets
- 16. Community Foundation of SLO County | Grizzly Youth Academy
- 17. Community Partners in Caring
- 18. Companion Animal Placement Assistance
- 19. ECHO Group
- 20. Ecologistics, Inc.
- 21. El Camino Homeless Organization
- 22. Family Service Agency
- 23. Feline Network of the Central Coast
- 24. Fighting Back Santa Maria Valley
- 25. Food Bank of Santa Barbara County
- 26. Friends of the Elephant Seal
- 27. Good Samaritan Shelter

- 28. Guadalupe-Nipomo Dunes Center
- 29. Habitat for Humanity SLO County
- 30. Hearst Cancer Resource Center
- 31. Homeless Animal Rescue Team (H.A.R.T.)
- 32. Honor Flight Central Coast California
- 33. Hope's Village of SLO
- 34. Hospice of SLO County
- 35. Jack's Helping Hand
- 36. Lompoc Theater Project
- 37. Los Amigos de Guadalupe
- 38. Lumina Alliance
- 39. Mission Hope Cancer Center
- 40. Morning Star Youth Ranch
- 41. Morro Coast Audubon Society
- 42. New Life K9s (Son Care Foundation)
- 43. Nipomo Food Basket
- 44. OASIS Senior Center
- 45. Operation Surf
- 46. Orcutt Children's Arts Foundation
- 47. Orcutt Kids Bike Club
- 48. Pacific Wildlife Care
- 49. Paso Robles Youth Arts Foundation
- 50. PCPA Foundation
- 51. People for Leisure and Youth (PLAY)
- 52. Restorative Partners
- 53. Rita's Rainbows
- 54. San Luis Obispo Symphony
- 55. Santa Maria California Women for Agriculture



- 56. Santa Maria Police Council
- 57. Senior Volunteer Services
- 58. Serve Santa Maria
- 59. Shoes for Students
- 60. Sleep in Heavenly Peace
- 61. SLO Children's Museum
- 62. SLO Food Bank
- 63. SLO Legal Assistance Fund
- 64. SLO Museum of Art
- 65. SLO Noor Foundation
- 66. SmartShare Housing Solutions
- 67. South SLO County Womenade
- 68. Special Olympics SLO County
- 69. The Land Conservancy of SLO
- 70. The Natural History Museum of Santa Maria
- 71. Tolosa Children's Dental Center
- 72. Transitions Mental Health Association
- 73. United Cerebral Palsy of San Luis Obispo County (UCP-SLO)
- 74. United Way of Northern Santa Barbara County
- 75. VTC Enterprises
- 76. Wilshire Hospice
- 77. Women's Business Center
  | Mission Community Services
  | Corporation
- 78. Woods Humane Society
- 79. ytt Northern Chumash Nonprofit
- 80. Zozu Project





# 80th | Member Appreciation

ach month from February to December, we hosted pop-up **Member Appreciation** days at our branches and online to celebrate our wonderful members in honor of our 80<sup>th</sup> anniversary.

Surprises included Cowboy Cookies in each branch, online giveaways for gift cards to local businesses, personal shredders to help our members keep their information secure, and more.





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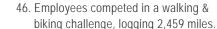
# 80th | Preserving Our Community

In 2022, we committed to completing **80 local acts of sustainability** to celebrate and preserve the Central Coast. We focused on digitizing forms to reduce paper use, upgrading our digital services so you can skip a trip to the branch, championed alternative commuting methods, and more.

- 1. Gleaned the orange trees at SESLOC HQ for donation to a nonprofit.
- Participated in RideShare's
   #LoveYourCommute Challenge, saving
   3,247 lbs of CO2 from entering our air.
- 3. Introduced a "green brochure" option that uses a QR code for community events.
- 4. Promoted the environmental benefits of using eStatements.
- 5. Offered a "No Receipt" option at ATMs.
- 6. Offered online webinars.
- 7. Improved the online loan application process.
- 8. Reduced our carbon footprint with virtual meetings.
- Participated in SLO RideShare's March alternative commute contest, saving 4,239 lbs of CO2.
- Offered "green" parking spaces for carpooling & fuel-efficient vehicles at our HQ.
- 11. Supplied bike racks at our HQ to support alternative commuting.
- 12. Provided tips on reducing food waste.
- 13. Provided tips to go green and save money
- 14. Promoted the impact of online billing to reducing our carbon footprint.
- 15. Docusign helped more remote banking.
- 16. EasyPay helped members save a trip to the branch.

- 17. Shred Day at our Atascadero branch securely destroyed 4.02 tons of member's documents in a green way.
- 18. Participated in RideShare's April alternative commute contest, saving 4,239 lbs of CO2.
- 19. Participated in RideShare's Bike Month
- 20. Live Chat assisted members remotely.
- 21. Used potable water for our landscaping irrigation at HQ.
- 22. Used sensors that automatically turn off the lights in unoccupied areas.
- Source supplies that are remanufactured, made of recycled components, and/or Sustained Forestry Initiative (SFI) certified.
- 24. Recycled our printer toner cartridges.
- 25. Hosted a "bike breakfast" to support alternative commuters at our HQ.
- 26. Supported the Central Coast State Parks Association, which provides valuable educational programs.
- 27. Participated in RideShare's May alternative commute contest, saving 4,239 lbs of CO2.
- 28. Recycled all cardboard packaging.
- 29. Conserved water by shutting off irrigation during rain.
- Promoted the benefits of paying your SESLOC loans remotely with EasyPay.
- 31. Shared tips for banking remotely.

- 32. Shared tips for mobile banking.
- 33. Shred Day at HQ disposed of 50 bins of member's documents in a green way.
- 34. Hosted a giveaway for personal shredders during a Member Appreciation Day.
- 35. Participated in RideShare's June alternative commute contest, saving 5.164 lbs of CO2.
- 36. Digital screens in our lobbies share important news, reducing paper use.
- 37. An Education Grant to Central Coast New Tech High helped build a garden.
- 38. Awarded an Education Grant to a Cuesta College for Kids instructor to buy solar-powered car kits.
- 39. Recycled our old light bulbs.
- 40. Conducted a Member Pulse Survey on awareness of our digital services.
- 41. Participated in RideShare's Clean Air Challenge, to reduce CO2 emissions.
- 42. Participated in SLO RideShare's July alternative commute contest, saving 4,946.9 lbs of CO2.
- 43. Awarded an Education Grant to a Central Coast New Tech High School teacher to buy supplies for a lesson on climate and weather systems.
- 44. Improved mobile deposits, allowing members to skip a trip to the branch.
- 45. Offered online training sessions to our staff to reduce their need to travel.



- 47. Donated to the nonprofit Pacific Wildlife Care, a rehabilitation center that cares for injured birds, mammals, and reptiles.
- 48. Supported Ecologistics, to further environmental sustainability and education.
- 49. Donated to the Guadalupe-Nipomo Dunes Center, a nonprofit dedicated to ecological preservation and education.
- 50. Participated in RideShare's August alternative commute contest, saving 7,027 lbs of CO2.
- 51. Participated in RideShare's summer contest, taking second place amongst participating SLO County organizations.
- 52. Awarded an Education Grant to a Central Coast New Tech High teacher to create biome bottles.
- 53. Sourced car coasters made of recycled tires.
- 54. Recycled all of our printer toner cartridges.
- 55. Digitized documents to reduce paper
- 56. Eliminated the need for certain types of paper, and donated remaining stock to local elementary schools.
- 57. Sponsored the SLO Botanical Garden to support ecological education in the community.





- 60. Awarded an Education Grant to Mission Prep High School to replace a reverse osmosis system for an aquarium.
- 61. Promoted safety tips for using digital services
- 62. Expanded our social media content to reach more members digitally.
- 63. Recycled all of our drained batteries.
- 64. Monitored our landscaping irrigation for leaks to prevent excess water usage.
- 65. Held a Shred Day at our Paso Robles branch, helping out members securely destroy 1,280 gallons of documents.
- 66. Held a drawing for a personal shredder at each branch and online for National Cybersecurity Awareness Month.
- 67. Participated in RideShare's October alternative commute contest, saving 4,315 lbs of CO2 from entering our air.
- 68. Supported the Natural History Museum of Santa Maria.
- 69. Digitized more internal forms, further elimintating the need for paper.

- 70. Presented a special bilingual webinar to a community group.
- 71. Hosted a free family day at the SLO botanical gardens.
- 72. Supported a volunteer day to water and mulch 132 new trees at Waller Park in Santa Maria.
- 73. Participated in RideShare's November alternative commute contest, saving 6,625 lbs of CO2 from entering our air.
- 74. Updated our landscaping at our Broad Street branch to be more drought-resistant.
- 75. Awarded an Education Grant to a Shell Beach Elementary school teacher to support a lesson in local ecology.
- 76. Encouraged the adoption of eStatements to reduce paper usage.
- 77. Upgraded our Live Chat experience to make it even easier to bank remotely.
- 78. Encouraged staff to carpool to community events.
- 79. Encouraged employees to volunteer with local nonprofits to support our community.
- 80. Shared tips for protecting yourself online, to promote confidence in using green, digital alternatives.



# 2022 ACCOMPLISHMENTS at a glance

In addition to our 80<sup>th</sup> Anniversary activities, we made your credit union more digitally accessible, added more member benefits and gave back to our community in more ways than one.

36%

#### reduction in debt

by members who utilized financial counseling, via our partners at Greenpath. **\$5,175** *≅* 

awarded in prizes for the Save to Win 12-month Share certificate, helping build healthy savings habits. TONS transportation program.

of CO2 reduced by our staff's participating in Rideshare's alternate



Offered Mechanical Breakdown **Insurance**. a new and affordable program for members with auto loans that provides essential protection against costly repairs.



Improved our online Home Loans Center, with a digital application upgrade, in-real-time rate updates and an instant rate quote feature.



Introduced 20 new and improved financial calculators to help you estimate your next loan, plan your budget, or tackle debt, plus 6 more for business owners.



Introduced a *new look* for our Visa debit and credit cards, making them easy to spot in your wallet.



of confidential documents destroyed during Shred Days.



Updated our online Live Chat experience, which still remains bot-free.



\$55,000

The amount YOU contributed to Food Banks of San Luis Obispo counties, KSBY's "Give a Child a Book" fundraiser and Family Care Network's "Give Joy" holiday campaign.



members attended at least one of our 16 financial education webinars.



Launched a stunning new sesloc.org, with more ease of use, more functionality and enhanced ADA accessibility.



1,600+

consumer loan rate discounts awarded as part of our

Level Up

Member Benefits program.



Offered a new, 20-year **Fixed Rate** Home Equity Loan, so members can lock in an affordable rate.

Introduced our new

## **Local Rewards**

program, which supports shopping local and offers bonus points on eligible SESLOC Visa® card purchases. Locations were added from all across the Central Coast.

**PARTICIPATING** BUSINESSES





# Championing Central Coast Schools and Educators in 2022

## **Education Grants**

In 2022, SESLOC reached a milestone, surpassing **\$150,000** in education grants awarded to local K-12 teachers. Each month since 2013, SESLOC has awarded education grants in amounts up to \$500 for innovative and creative classroom projects and equipment that go beyond the usual classroom budgets. This program honors our roots as a credit union founded by educators.

#### **\$20,319** was awarded across **39 grant recipients** at these schools:

Adam Elementary School
Almond Acres Charter School
Baywood Elementary School
Cappy Culver Elementary
Grover Beach Elementary School
Grover Heights Elementary School
Hawthorne Elementary School
Monterey Road Elementary
Ocean View Elementary School
Oceano Elementary School
Shell Beach Elementary School

Tunnel Elementary School
Arroyo Grande High School
Central Coast New Tech High School
Liberty High School
Maple High School
Mission Prep High School
Nipomo High School
Shandon High School
Arellanes Junior High School
Laguna Middle School
Cuesta College for Kids



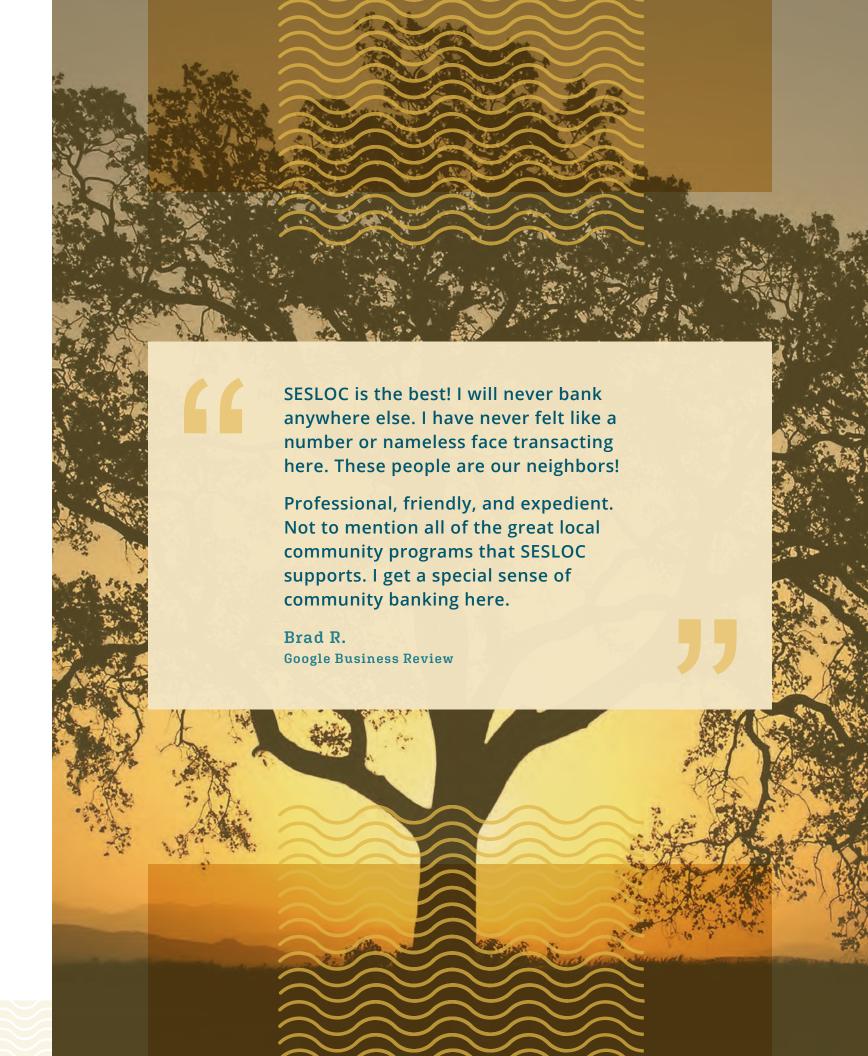


## **SESLOC Financial Scholars**

SESLOC is the proud sponsor of a Financial Scholars program, which provides practical financial education to Central Coast high school students. The online curriculum covers topics like budgeting, credit, taxes, financing higher education, and more.

#### 2021-2022 SCHOOL YEAR RESULTS:

- 7 Central Coast high schools participated, which were: Cabrillo High School, Lompoc High School, Maple High School, Nipomo High School, Paso Robles High School, Pioneer Valley High School, and Santa Maria High School.
- 970 students completed the program
- 2,496 hours of learning





# CAL POLY PROUD

# Supporting Student Success



SESLOC returned to Cal Poly campus in 2021 with a new branch in the University Union. In 2022, we unleashed our Mustang spirit, offering financial education and real-world learning opportunities.

Ride High!





e welcomed five super-talented students for a 12-week summer internship program. We were pleased to offer this opportunity to help them gain valuable, real-world experience.

Students attended educational sessions to get an overview of various disciplines, had resume and interviewing skills training, and participated in meet and greets with SESLOC staffers.

Plus, the interns had access to our financial education resources to help prepare for financial independence post graduation. We had a blast and are so tankful for their enthusiasm, innovation and hard work.



On the scene at Cal Poly's Week of Welcome, greeting incoming freshman.



To help students gain financial independence post graduation, we delivered seven financial education seminars on campus to various groups. We banked all of the Registered Student Organizations (RSOs), or clubs, in partnership with Cal Poly's Associated Students, Inc. (ASI), while providing tools and tips for managing club accounts.

In addition, we participated in class projects for students in the Orfalea College of Business, who were tasked with providing marketing insights, strategy and a campaign plan to help SESLOC grow memberships on campus.



# Go Poly!

SESLOC was a proud partner of Cal Poly Athletics in 2022. Dean, The Mustang Kid's Club Captain for one of the Cal Poly football games, delivered the game ball to the cheer teams, sporting his SESLOC gear.



Celebrated RideShare SLO's Bike to Work Week with treats for the riders.



Our Santa Maria branch brought some friends to the Santa Maria Chamber Holiday Mixer.



Attended Costco's employee wellness fair and offered financial eduction tips and tools.



We hit the streets for the Atascadero Chamber of Commerce, surveying local businesses for the 2022 Business Walk.



Carbajal (CA-24), to advocate on behalf of credit unions in California and nationwide.



Hosted a member fundraiser to support the SLO & Santa Barbara Food Banks.

# On The Scene



Had fun at the Paso Robles branch Shred Day event.



Spotted a '57 Chevy at the National Motorfest, funded by SESLOC, of course.



Served a holiday lunch at Pacific Beach High School.



Hosted games at the Santa Maria Day in the Park Festival.



SESLOC leadership joined forces with other California credit unions via the nonprofit Credit Unions 4 Kids to raise \$95,000 for Cottage Children's Medical Center. The donations helped purchase a neonatal incubator and a pediatric ambulance.

#### **BRANCH LOCATIONS**

#### **PASO ROBLES**

705 Golden Hill Road

#### **ATASCADERO**

8380 El Camino Real

#### **SAN LUIS OBISPO**

3807 Broad Street

#### **CAL POLY CAMPUS**

1 GRAND AVENUE BUILDING 65, ROOM 103

#### **ARROYO GRANDE**

1399 East Grand Avenue

#### **SANTA MARIA**

2506 South Broadway

#### **HEADQUARTERS**

3855 Broad Street San Luis Obispo



Voted "Best Bank or Credit Union" in the *New Times* Readers' Poll



Named "Best Places to Work" by Pacific Coast Business Times



Ranked high by members for their loan experience



Voted "Best of North SLO County" in the *Atascadero Colony* and *Paso Robles Magazine* Reader's Poll





Savings are federally insured to at least \$250,000 and backed by the full faith and credit of the U.S. Government. National Credit Union Administration, a U.S. government agency.