



United Heritage
Credit Union

ANNUAL REPORT

2025





EMBRACING OPPORTUNITY, ELEVATING COMMUNITY

2025 marked a year of growth and innovation at United Heritage Credit Union. Across Central and East Texas, UHCU strengthened our commitment to serving our communities by enhancing our digital capabilities, expanding resources, and finding new ways to better support our members. A major milestone this year was breaking ground on two new locations, our Southwest Tyler branch and Parmer Lane branch. The Southwest Tyler branch opened in December 2025, allowing us to deepen our connection with the Tyler community. Our Parmer Lane branch will open in the Spring of 2026. As we look ahead, UHCU remains focused on continued expansion, innovation, and delivering exceptional service to the communities that we serve.



Board of Directors

Val Velasquez	Chairman	Term: 2025-2028
Genise Henry, PhD	Vice Chairman	Term: 2025-2028
Robert Hootkins, MD	Secretary / Treasurer	Term: 2024-2027
Michael Trevino	Director	Term: 2023-2026
Ed Clements	Director	Term: 2024-2027
Bob Spurck	Director	Term: 2023-2026
Amber Shammass, PhD, RN, ACNS-BC	Director	Term: 2025-2028
Jacob Guerrero	Associate Director	

Senior Management

Michael Ver Schuur	President/CEO
Samantha Hess	Executive Vice President/Chief Experience Officer
Nathan Brown	Chief Technology Officer
Troy Garry	Chief Financial Officer
Matthew Lyman	Chief Lending Officer
Deena Massa	Chief Operations Officer
Jake Bernhard	Vice President of Real Estate Lending
Diane Brown	Vice President of Information Services/Core Services
Rebecca Elliott	Vice President of Accounting
Ricardo Mejia-Bedoya	Vice President of Consumer Lending
Sarah Ogle	Vice President of Human Resources
Karen Pollack	Vice President of Digital Operations and Services
Awale Rage	Vice President of Branch Operations
Joshua Robles	Vice President of Business Lending
Dale Tripp	Vice President of Risk and Compliance

The following staffing changes took place in 2025:

- Awale Rage joined the Credit Union as Vice President of Branch Operations
- Samantha Hess was promoted to Executive Vice President/Chief Experience Officer
- Deena Massa was promoted to Chief Operations Officer
- Sarah Ogle was promoted to Vice President of Human Resources
- Kevin Farley, Vice President of Marketing, left the Credit Union

CHAIRMAN'S REPORT

VAL VELASQUEZ | CHAIRMAN

Helping the communities we serve has always been a core principle at UHCU, and in 2025, that commitment took on even greater momentum as we focused on expanding our reach and increasing access to financial resources for our members. Our branch expansion initiative gained momentum in North Austin and Tyler, highlighted by two ground breaking ceremonies and the opening of one of those branches. These milestones represent more than physical growth. They reflect our dedication to meeting members where they are, providing convenient banking, and ensuring that more people have access to trusted financial services.

This year was also focused on laying the groundwork for our continued expansion. Branches strengthened our business development efforts by building partnerships with local businesses, participating in community events, and increasing UHCU's visibility in key markets. These efforts not only elevate our brand awareness, but also foster meaningful connections. By investing in local relationships and proactive outreach, we are positioning UHCU for long-term growth while continuing to deliver the exceptional service our members expect.

Looking ahead, UHCU is excited to announce further plans to grow in Georgetown, Liberty Hill, and Tyler. With additional ground breakings anticipated in 2026, we remain focused on supporting our expanding member base. As we continue to invest in new locations, technology, and community partnerships, our goal remains to strengthen financial well-being, increase accessibility, and create lasting positive impact for our members and our communities.



PRESIDENT'S REPORT

MICHAEL VER SCHUUR | PRESIDENT AND CEO

United Heritage Credit Union experienced another successful year in 2025, continuing to innovate and find new ways to serve our members. With our continued advancements in technology and community service initiatives, our asset size increased to over \$1.6 billion. Year after year, the Credit Union exceeded its goals and expectations, continuing our success into 2026. Our service levels are best displayed through our overall member satisfaction levels, with our annual NPS (Net Promoter Score) survey, showing an increase to 79 during 2025.

With our continued branch expansion, it was important to the Credit Union that we remained deeply committed to supporting the communities we serve throughout 2025. The organization created initiatives that even allowed our members to make a direct impact. Through programs like Banking for a Cause and Buy a House, Get a Puppy, members were able to support local nonprofit partners through UHCU's initiatives.

UHCU ended the year with the Spirit of Sharing campaign, further extending our community reach across Central and East Texas. By partnering with local organizations and media outlets, our teams helped raise awareness and support for the Central and East Texas Food Banks, helping combat food insecurity across the state. These campaigns reflect UHCU's ongoing commitment to meaningful community engagement and creating positive impact.

Our commitment to community engagement reflects just one of the ways we strive to better serve our members. In 2025, we also placed a strong focus on innovation and strengthening the technology across our organization to support our growing member base. One of our primary initiatives was enhancing our ATM infrastructure, allowing members to process loan payments, select denominations, cash advances, and complete other essential transactions.

In addition, our new eStatement platform went live, providing members with a more seamless and user-friendly way to access their statements. UHCU also launched MedicareCU, providing our senior members access to a licensed insurance agent who works with Medicare plans at not cost to our members. UHCU partnered with Trust and Will, the leading online estate planning platform, bringing members an easy, affordable, and secure way to create an estate plan.

As we move into 2026, we are excited for the new initiatives ahead that will further enhance our technologies and expand our product offerings, ensuring we continue to provide the guidance and tools our members need to thrive financially.

AUDIT COMMITTEE REPORT

AMBER SHAMMAS | CHAIRMAN OF THE AUDIT COMMITTEE

Each year, the Board Chairman appoints a three-member Audit Committee to support the oversight responsibilities of United Heritage Credit Union. The committee provides governance over internal and external audit activities, monitors regulatory compliance, confirms alignment between Board policies and regulatory requirements, and assesses overall Board effectiveness, among other duties. In addition, the Audit Committee works closely with the Risk Management team to help ensure strategic and operational goals are achieved successfully.

On an annual basis, United Heritage Credit Union undergoes examinations conducted by representatives from the State of Texas Credit Union Department and the National Credit Union Administration. These reviews affirmed the Credit Union's strong operational performance and sound practices. The Audit Committee also engaged CliftonLarsonAllen, LLP to conduct an independent audit of the Credit Union and its subsidiaries. Based on the findings of these examinations and the independent audit, the committee determined that United Heritage Credit Union remains in excellent financial condition.

United Heritage Credit Union utilizes the Net Promoter Score (NPS) program to measure and better understand member loyalty and satisfaction. Each year, members are asked a single question: "How likely are you to recommend United Heritage Credit Union to a friend or colleague?" In 2025, UHCU achieved an a YTD NPS score of 79, an increase from 71 in 2024. Both scores significantly exceed industry benchmarks, where banks average 34 and credit unions average 50, reinforcing UHCU's strong performance in member experience and advocacy.

TREASURER'S REPORT

ROBERT HOOTKINS | SECRETARY AND TREASURER

On behalf of the Board of Directors, I am pleased to share that 2025 was another strong and successful year for United Heritage Credit Union. During the year, the Credit Union's capital grew to **10.37%**, maintaining our status as a well-capitalized institution. Our Consumer Lending team also delivered outstanding results, originating more than **\$304.4** million in auto, personal, and other secured loans. Through impactful programs and special offers, we continued strengthening our community presence, contributing to membership growth that reached **82,891** member accounts.

We remain honored to support our members and the communities we serve by providing lending solutions designed to meet a wide range of financial needs. In 2025, our lending teams helped members with over **8,500** total loans for a total of over **\$400** million in funded loans. Over **8,000** of those loans were consumer loans for members buying cars, refinancing loans from other lenders, or even buying a boat, RV or motorcycle. The real estate lending team approved over **400** loans for members who purchased homes, used their equity for home renovations, and more.

Amid an evolving economic landscape, United Heritage Credit Union remains committed to safeguarding our members' financial well-being. Our mission to serve as a trusted financial partner guides everything we do, inspiring us to provide exceptional service and forward-thinking financial solutions. We are proud to stand alongside our members and support them at every stage of their financial journey.

SOUTHWEST TYLER AND PARMER BRANCH UPDATES

UHCU is excited to continue growing our presence in Tyler, a community where we have proudly served members for over 30 years. Our Southwest Tyler branch broke ground in April, bringing together executive leadership, branch staff, and board members to East Texas to celebrate this important milestone. Over the course of the next eight months, the branch came to life through the dedication of our development team and branch staff, who actively engaged with the community and helped spread awareness of the new location. The Southwest Tyler branch officially opened in December, offering 24/7 drive-thru ATMs, an updated look and feel, and a welcoming team ready to support members with their everyday banking needs.

Our second ground breaking took place in October at our new Parmer Lane branch. This continued expansion in North Austin represents another exciting chapter in UHCU's growth and reinforces our commitment to serving more members across Central Texas. Strategically located in a rapidly growing area, the Parmer Lane branch will allow us to better serve both existing members and new households in the community. Similar to our Southwest Tyler branch, the Parmer Lane branch will offer 24/7 drive-thru ATMs and a modern look and feel. Additionally, we will offer in-person investment services for our members through our partnership with LPL Financial.

As we continue to invest in new locations and build community relationships, our focus remains on creating meaningful connections and delivering accessible, member-centered financial solutions. Each of our new branches represents more than just a building. It represents a commitment to our members and the communities we serve. UHCU is excited to build on this momentum with additional branch projects starting in 2026, which will continue to strengthen our community impact in current markets and beyond.



UHCU COMMUNITY IMPACT

The United Heritage Charity Foundation was proud to celebrate another successful year supporting local organizations and giving back to the communities we serve. In 2025, the Foundation expanded several of its current initiatives, including creating more opportunities for employees to volunteer and enhancing our H. Ralph Wilburn Memorial Scholarship.



This year, UHCU increased the scholarship award to \$20,000 total to provide two students with \$10,000 each going towards their higher education. The Charity Foundation recognizes the importance of a well-rounded student experience that includes academic achievement, extracurricular involvement, community service, and character development throughout high school. Both of the 2025 award recipients displayed academic excellence and embodied the Credit Union philosophy of “People Helping People”.

In addition to scholarships, the Charity Foundation reached a record level of giving in 2025, donating over \$135,000 to both new and legacy partner organizations. Partnerships included organizations such as the Breast Cancer Resource Center, Step Onward Foundation, Urban Roots, Senior Access, Central Texas Food Bank and many others. The Foundation’s impact extended beyond monetary support, as employees and members actively participated in annual donation drives. In April, over 15,000 diapers and 19,000 wipes were collected for PATH in East Texas, followed by a back-to-school supply drive supporting the Williamson County Children’s Advocacy Center and Tyler ISD Foundation later in the summer.

UHCU employees were also eager to give their time, volunteering for organizations including Urban Roots, the Central Texas Food Bank, and the Austin Humane Society. To further support community involvement, UHCU recently implemented paid volunteer hours, empowering employees to serve causes that matter most to them.

FINANCIAL REPORT

Consolidated Statements of Financial Condition

ASSETS		2025	2024
Loans	\$	1,253,078,141	\$ 1,249,789,938
(Less Allowance for Loan Loss)	\$	(6,231,869)	\$ (5,075,239)
Cash / Cash On Deposit	\$	8,015,105	\$ 7,582,618
Investments	\$	259,847,729	\$ 228,111,229
Fixed Assets	\$	84,364,179	\$ 72,161,397
Share Insurance	\$	12,127,501	\$ 12,008,804
Other Assets	\$	50,462,534	\$ 35,479,962
Total Assets	\$	1,661,663,320	\$ 1,600,058,709
LIABILITIES & EQUITY		2025	2024
Accounts Payable	\$	157,837,560	\$ 137,149,284
Dividends Payable	\$	100,215	\$ 97,631
Other Liabilities	\$	3,210,564	\$ 8,829,108
Total Deposits	\$	1,335,710,820	\$ 1,301,495,058
Regular Reserves	\$	11,471,964	\$ 11,471,964
Undivided Earnings	\$	154,835,255	\$ 143,057,492
Unrealized Gain / Loss	\$	(1,503,058)	\$ (2,041,828)
Total Liabilities & Equity	\$	1,661,663,320	\$ 1,600,058,709

Consolidated Statements of Income

INCOME		2025		2024	
Loans	\$	67,878,698	\$	64,284,426	
Investments	\$	10,507,778	\$	10,716,145	
Gain on Sale of Assets	\$	3,007,514	\$	2,830	
Other	\$	14,104,644	\$	13,180,257	
Gross Income	\$	95,498,634	\$	88,183,658	
EXPENSES		2025		2024	
Operating Expenses	\$	34,940,473	\$	31,667,210	
Provisions for Loan Loss	\$	5,275,674	\$	3,802,828	
Other General & Admin	\$	18,491,266	\$	23,848,915	
Total Expenses	\$	58,707,413	\$	59,318,953	
Income Before Dividends	\$	36,791,221	\$	28,864,705	
Dividends Paid	\$	24,785,592	\$	20,840,010	
Net Income	\$	12,005,629	\$	8,024,695	
Members		82,891		80,373	

Texas Rules for Credit Unions allow payment of a reasonable fee to directors or committee members for attending duly called meetings for conducting Credit Union business. Those fees totaled \$157,500 during 2024, and are projected at \$162,000 during 2025.



BRANCH LOCATIONS

Cedar Park 1801 E Whitestone Blvd (FM 1431)
Cedar Park, Texas 78613

Georgetown 12 Waters Edge Cir
Georgetown, Texas 78626

Kyle 5029 Kyle Center Dr (S FM 1626)
Kyle, Texas 78640

Lakeway 3317 S RR 620
Austin, Texas 78738

North Austin 12208 N Mopac Expy
Austin, Texas 78758

River Place 10815 RR 2222
Austin, Texas 78730

Round Rock 301 Mays Crossing Dr
Round Rock, Texas 78664

South Austin 6400 Menchaca Rd
Austin, Texas 78745

Southwest Austin 5011 W Slaughter Ln
Austin, Texas 78749

Southwest Tyler 7586 Old Jacksonville Hwy
Tyler, Texas 75703

Central Tyler 522 S Broadway Ave
Tyler, Texas 75702



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