For nearly 30 years, Filene and our community of supporters have helped credit unions like yours think forward by turning questions into research, research into ideas and ideas into action.

Filene members tear our research and innovation right off the page and put it into action in their communities to effect real and lasting change for the people they serve.

Your membership empowers your entire staff to think bigger, stay relevant and be prepared for what’s next. We research and test the business topics that matter most to growing, innovative organizations — talent acquisition and retention, consumer thinking and marketing, business strategy and operational efficiency, emerging technology and business entrepreneurship. You get the information and innovation you need today for long-term sustainable growth.

That includes research backed by experts from renowned universities across the country. Incubation that delivers real-world testing. Events and communities to connect you with the big idea people from inside and outside credit unions. Advisory services that bring end-to-end innovation.

We have ambitious plans for Filene in 2019 we can’t wait to share. We will be enhancing our value to our members. We will be working with you to incubate new products that drive your business forward and deliver value to your members. We will push the line on a new research program that can be applied to your business. More to come.

Cheers + Best,

Mark Meyer
President + CEO
What’s in a number?
Big value when you look at your Filene benefits over the past year.

22
new research reports
in easy-to-digest formats for each member of your team.

78 young credit union professionals participated in Crash the GAC, one of our 14 “Crash” events, enabling them to network with thousands of industry leaders.

18,559 consumers gained access to affordable and quality financial services through the Reaching Minority Households Incubator.

40 credit unions tested brand new products designed to serve diverse consumer segments resulting in 58,482 new loans totaling $84.8 million.

123 credit unions turned to Filene’s advisory services to help them spark innovation, strengthen business strategies and grow operations.

100,000 visits and counting to our new easy-to-search website designed to maximize access to our research and innovation.

“Filene has credibility. When I get a recommendation from Filene or go to a Filene event, I know I’m getting solidly-researched data and not just a sales pitch. Working with Filene also offers an opportunity to partner with a group that not only truly believes in the advancement of the credit union movement, but that goes about it in a way that a lot of other organizations can’t — with true innovation and research.”

TERESA FREEBORN, PRESIDENT/CEO,
XEED FINANCIAL FEDERAL CREDIT UNION
Research you can rip right off the page...

Filene’s research and outputs are focused on the key issues facing credit unions today — business strategy and development, marketing, talent attraction, consumer thinking, and technology. Your membership is an investment in making your team smarter, more innovative and ready for the future.

Each area of expertise is led by academics at the top of their field and guided by Filene’s Research Council, a group of credit union leaders passionate about transforming cooperative finance. This is the foundation of our Centers of Excellence.

CENTER FOR ORGANIZATIONAL ENTREPRENEURSHIP

Filene Fellow Dennis Campbell dove into research on the power and practice of open-book management for credit unions in the first-ever three-part series on this topic for the industry.

CENTER FOR CONSUMER DECISION MAKING

“Generational Money Chatter,” by Filene Fellow Hope Schau, analyzes the language used by different generations when they talk about finances. This research helps credit unions better tailor their messaging and programming to different age groups.
Center for Performance and Operational Excellence

Supported by more than 30 years of credit union data, the report “Factors Contributing to Credit Union Asset Growth, 1979–2016,” by Luis Dopico, identifies the key factors correlated with asset growth for credit unions.

Center for Emerging Technology

The Center for Emerging Technology’s report, “Credit Union Regtech: Innovation and Expertise,” by Chandra Middleton, opens the door to new trends in developing technologies to show how credit unions can use technology to stay compliant.

Center for War for Talent

“Diving Headfirst into the (Applicant) Pool: How Employee Attraction Impacts Employee Retention,” by Filene Fellow Sekou Bermis, surprises us with small tweaks that can be made in credit unions’ recruitment processes to influence attraction, recruitment and retention of top talent.

“Filene is all about first-rate thought leadership but it’s more than just that. It’s the fellows, the research faculty from the Centers of Excellence, the quality of the people that Filene can plug into. It’s world-class thought leadership like you’d get at Davos or TED Talk.”

Jason Osterhage, SVP/Lending, Alliant Credit Union
“Sometimes we are so closely tied to our processes that we miss the pain points that are real and could be preventing us from truly creating member impact. The Filene methodology for innovation helped us to activate our ability to see the world through the eyes of our members.”

ERIC BUGGER, CHIEF LENDING OFFICER, WRIGHT-PATT CREDIT UNION, INC.

*Innovation you can put into action…*

It’s more than just ideas. Filene’s innovative programs and pilots are rooted in research, based on real consumer need, and tested in the market for viability and scalability to help you grow your organization and change your members’ financial lives for the better!
INNOVATION PROGRAMMING
Through 15 innovation programs, more than 400 innovators dedicated their time and teams to remove the friction impacting their day-to-day work and their long-term success.

INCUBATION
Nearly 60,000 loans were issued to more than 18,000 underbanked households through Filene Incubator programs. Teaming up with Visa and the Ford Foundation, the Reaching Minority Households Incubator tested new financial products and services with more than 40 credit unions across the U.S. and Canada designed specifically for minority households’ needs, resulting in $84+ million in loans issued.

“The ITIN Lending program has had a huge impact on the members that are coming in to us. One example is a member who needed transportation, bought a car for $6,000 from a friend and the engine blew the next week. He came to us and we were able to show him how and where to buy a safe, reliable car at a price he could afford at 2.99% interest—he had A credit but had not bought from a dealer before because of the interest rates he was given. He is now our biggest advocate and is sending everyone he knows to us.”

KATHY CHARTIER, PRESIDENT/CEO, MEMBERS CREDIT UNION
So much more than just hosting conferences, Filene brings the best and brightest minds together to dive deep into issues vital to the future of cooperative finance through five research events, our annual big.bright.minds. event and a host of other learning opportunities. These events encompass the heart of what we do — bringing together the best minds to connect ideas with truth and cooperation.

“As a seasoned HR professional, it can become easy to use intuition and experience to inform solutions to people and business problems. Filene’s Research in Action event helped me step back and question if the assumptions I was using to make decisions really made sense. Learning how to do more than roll out pilot groups to test and learn—but ensuring that I am solving the right problems with proven scientific solutions—will help improve my desired outcomes.”

CHARY KROUT, SVP, HUMAN RESOURCES, FIRST TECHNOLOGY FEDERAL CREDIT UNION
Filene i³ (Ideas, Innovation, Implementation) is a program with a legacy of fostering the development of new ideas and innovations for credit unions. Tasked with solving issues credit union members face today, participants leverage Filene’s research and develop solutions that address the trends of tomorrow.

**COOPERATIVE TRUST**

An award-winning international community, the Cooperative Trust connects more than 1,600 credit union young professionals through a passionate online community, the acclaimed “Crash” program and mentorship opportunities. Filene engages the next generation of leaders to experience the credit union industry and help you develop your credit union’s next leaders.

“Filene i³ is an opportunity for me to share and discover ideas with some of the most unique and ardent innovators in the industry while harnessing those ideas and pioneering change for credit unions and members around the world.”

BRAD HICKEY, MANAGER, APPLICATION DEVELOPMENT, AMERICAN AIRLINES FEDERAL CREDIT UNION

“I know that the future of our industry is in the best capable hands with these individuals as our up and coming leaders. To know that our philosophy of people helping people isn’t just a catchphrase to make ourselves look better, and instead, to understand that this is the root of our very being.”

TIFFANY MAHAN, 2018 “CRASH THE GAC” CRASHER, WHITEFISH CREDIT UNION
Fiscal Year 2018 was a year of planned investment for Filene as we moved into a new facility to accommodate our growth (now and into the future), invested in talent and enhanced technology so our Fileners can better deliver value to our stakeholders. We continue to maintain a healthy diversification of revenue as well as focused spend on program services specific to our 501(c)3 mission.

### ASSETS

<table>
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<tr>
<th>Asset Type</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Current Assets</td>
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<td>Fixed Assets</td>
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<td>Other Assets</td>
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### LIABILITIES & NET ASSETS

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<tr>
<td>Unrestricted Net Assets</td>
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<tr>
<td>Temporarily Restricted Net Assets</td>
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<tr>
<td><strong>Total Liabilities &amp; Net Assets</strong></td>
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### SUPPORT & REVENUE

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<tr>
<td>Research Sponsorships &amp; Grants</td>
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<tr>
<td>Outreach &amp; Education</td>
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<tr>
<td>Applied Research &amp; Innovation</td>
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<tr>
<td>Other Income</td>
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<tr>
<td><strong>Total Support &amp; Revenue</strong></td>
<td><strong>$7,169,629</strong></td>
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### EXPENSES

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<td>Program Services</td>
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<td>Support Services</td>
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<tr>
<td>Membership Development &amp; Fundraising</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$7,679,739</strong></td>
<td><strong>100%</strong></td>
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Angie Owens – Chair
President/CEO
American Airlines Federal Credit Union

Jan Roche – Vice Chair
President/CEO
State Department Federal Credit Union

Tracie Kenyon – Treasurer
President/CEO
Montana’s Credit Unions

Mike Schenk – Secretary
Deputy Chief Advocacy Officer for Policy Analysis & Chief Economist
CUNA & Affiliates

Eric Dillon
CEO
Conexus Credit Union

Paul Kundert
President/CEO
University of Wisconsin Credit Union

Shruti Miyashiro
President/CEO
Orange County’s Credit Union

Jim Nussle
President/CEO
Credit Union National Association

Maurice Smith
CEO
Local Government Federal Credit Union

Keith Sultemeier
President/CEO
Kinecta Federal Credit Union

Bob Trunzo
President/CEO
CUNA Mutual Group
THANK YOU!

SPONSORS
CHAIR OF EXCELLENCE ($400,000–$1M OVER 4 YEARS)

GRANTORS

MEMBERS
CHAIRMAN’S ROUNDTABLE ($250,000 OVER 3 OR 4 YEARS)

BENEFACTOR GOLD ($50,000+)

BENEFACTOR SILVER ($25,000)

BENEFACTOR BRONZE (NON-CREDIT UNION, $10,000)

* CONTRIBUTION ALIGNED WITH A CENTER OF EXCELLENCE
WE WOULD ALSO LIKE TO TAKE THIS OPPORTUNITY TO RECOGNIZE LEADER’S CIRCLE AND INDIVIDUAL ASSOCIATE MEMBERS FOR THEIR CONTINUED SUPPORT.
The credit union movement... it is a great movement, worthy of great deeds, deserving of great loyalty.

ED FILENE
Filene engages leading scholars and researchers to dig deep into the problems, questions, and needs impacting cooperative finance.

Filene’s research Centers of Excellence explore these topics with the goal of identifying what comes next.

**CONSUMER THINKING**
Uncover consumer preferences, trends and behaviors to learn how to market your credit union’s programs and services based on how people make financial decisions.

**OPERATIONS**
Explore insights on how to run more efficiently and effectively scale your credit union operations.

**BUSINESS STRATEGY**
Examine the newest methods to improve organizational culture and align employee engagement with long-term strategy.

**TECHNOLOGY**
Scan the horizon in new technology and gain insights to inform cost/benefit analyses, risks assessments, and future digital strategies.

**TALENT**
Connect to solutions for attracting, developing, and promoting top performers, from the front line to the board table.

Filene’s research is relevant, tangible and at your fingertips.

LOG IN OR CREATE YOUR ACCOUNT ON FILENE.ORG AND EXPLORE THE RESEARCH TO HELP WITH YOUR NEXT BIG IDEA.