

CUNA Bellwether Community Credit

MEMBERSHIP BENEFITS REPORT

Bellwether Community Credit Union

The Benefits of Membership

Credit unions generally provide financial benefits to members through lower loan rates, higher savings rates, and fewer fees than banking institutions.

The Credit Union National Association (CUNA) estimates that Bellwether Community Credit Union provided \$3,477,497 in direct financial benefits to its 31,132 members during the twelve months ending September 2021 ⁽¹⁾.

These benefits are equivalent to \$112 per member or \$235 per member household ⁽²⁾.

The per-member and per-household member benefits delivered by Bellwether Community Credit Union are substantial. But, these benefits are reported as averages. Mathematically, that means the total benefits you provide are divided across all members (or all member households) - even those who conduct very little financial business with the credit union.

For example, financing a \$30,000 new automobile for 60 months at Bellwether Community Credit Union will save members an average \$303 per year in interest expense compared to what they would pay at a banking institution in the state. That's approximately \$1,515 in savings over 5 years.

Further, loyal members⁽³⁾ - those who use the credit union extensively - often receive total financial benefits that are much greater than the average.

CUNA estimates that Bellwether Community Credit Union provided loyal high-use member households \$1,152 in direct financial benefits during the twelve month period.

Bellwether Community Credit Union excels in providing member benefits in many loan and savings products. In particular, Bellwether Community Credit Union offers lower loan rates on the following accounts: new car loans, used car loans, personal unsecured loans, first mortgage-fixed rate, first mortgage-adjustable rate, home equity loans, credit cards loans.

Bellwether Community Credit Union also pays its members higher dividends on the following accounts: money market accounts, certificate accounts, IRAs.



Member Benefit Marketing Toolkit
Show members how much you save them!
www.datatrac.net/memberbenefits
Website Widgets • Facebook App
Digital Lobby Graphics • Member Handouts

A graphic for the Member Benefit Marketing Toolkit, showing a stack of colorful social media icons (Facebook, Twitter, LinkedIn, etc.) and a red box with the text "MEMBER BENEFIT MARKETING TOOLS".

Source: Datatrac, NCUA, and CUNA.

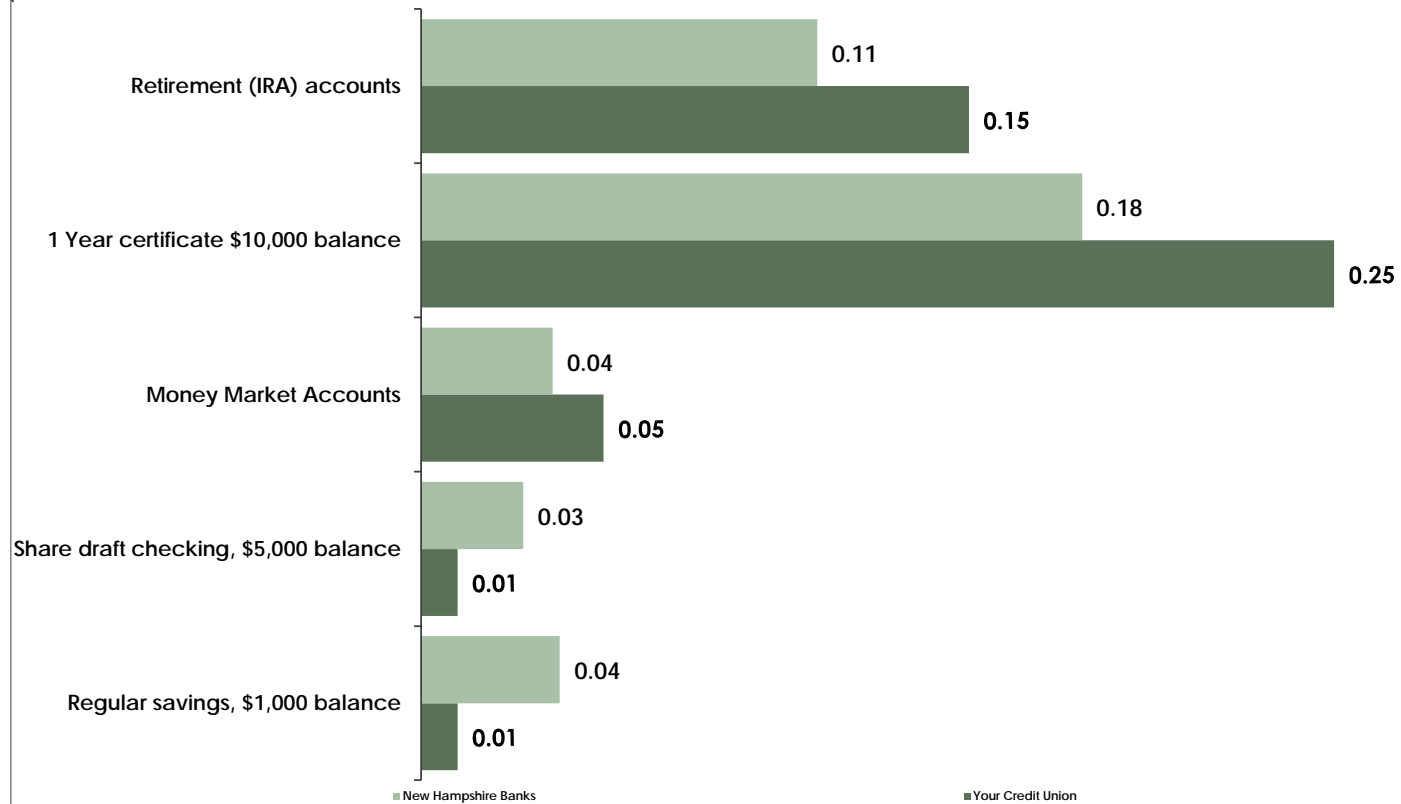
(1) Rates and fees as of 12/14/2021.

(2) Assumes 2.1 credit union members per household.

(3) A "loyal member" is assumed to have a \$30,000, 60-month new auto loan, a classic credit card with an average balance of \$5,000, a \$200,000, 30-year fixed rate mortgage (a 30-year fixed rate mortgage is replaced with a 5-year adjustable rate mortgage if it yields a greater benefit as it is assumed more in demand), \$5,000 in an interest-bearing checking account, \$10,000 in a one-year certificate account, and \$2,500 in a money market account.

Savings Product Comparative Interest Rates (%)

by Savings Account Type

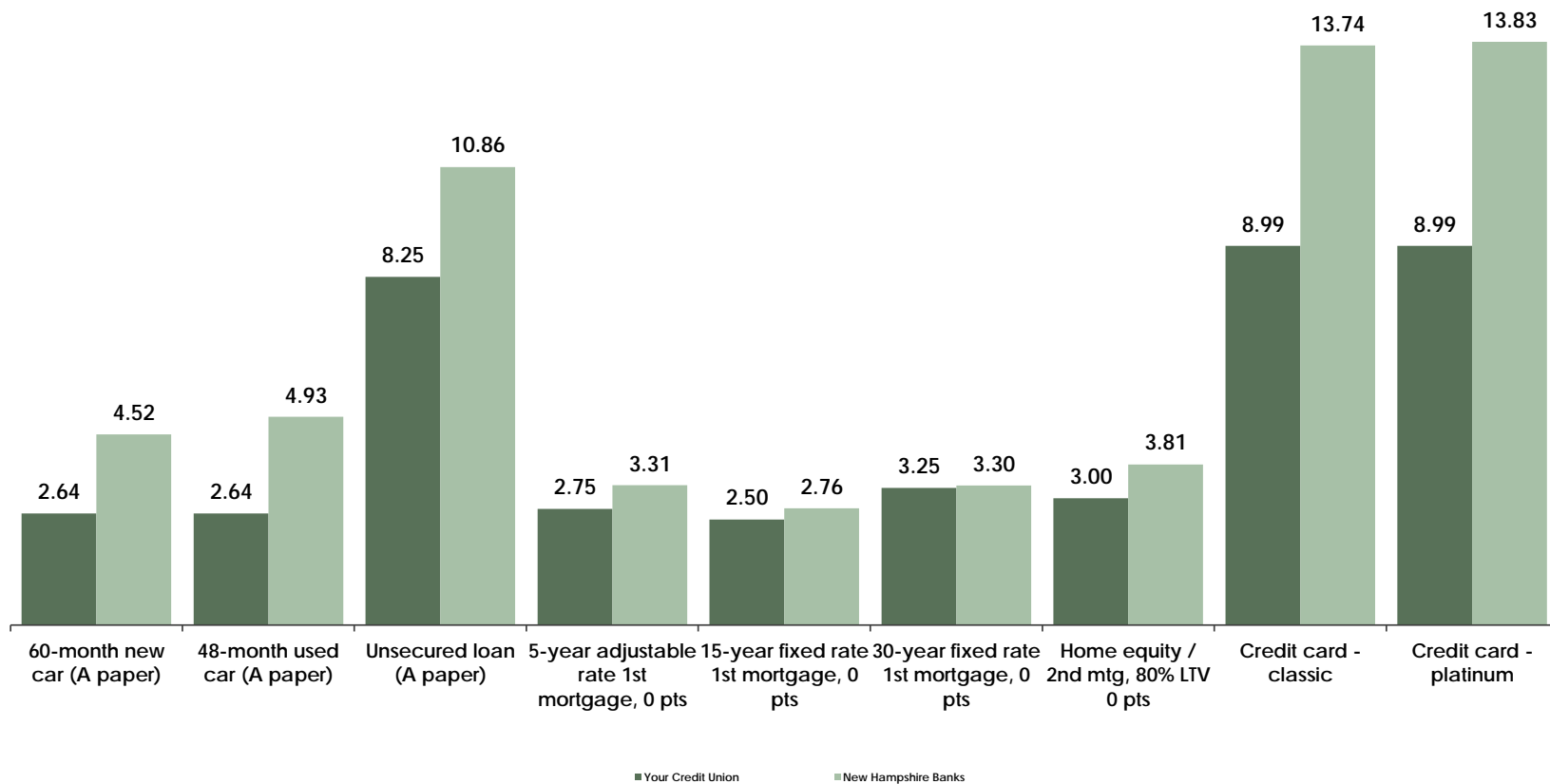


Membership Benefits Report

CUNA Economics and Statistics

Loan Product Comparative Interest Rates (%)

by Loan Type

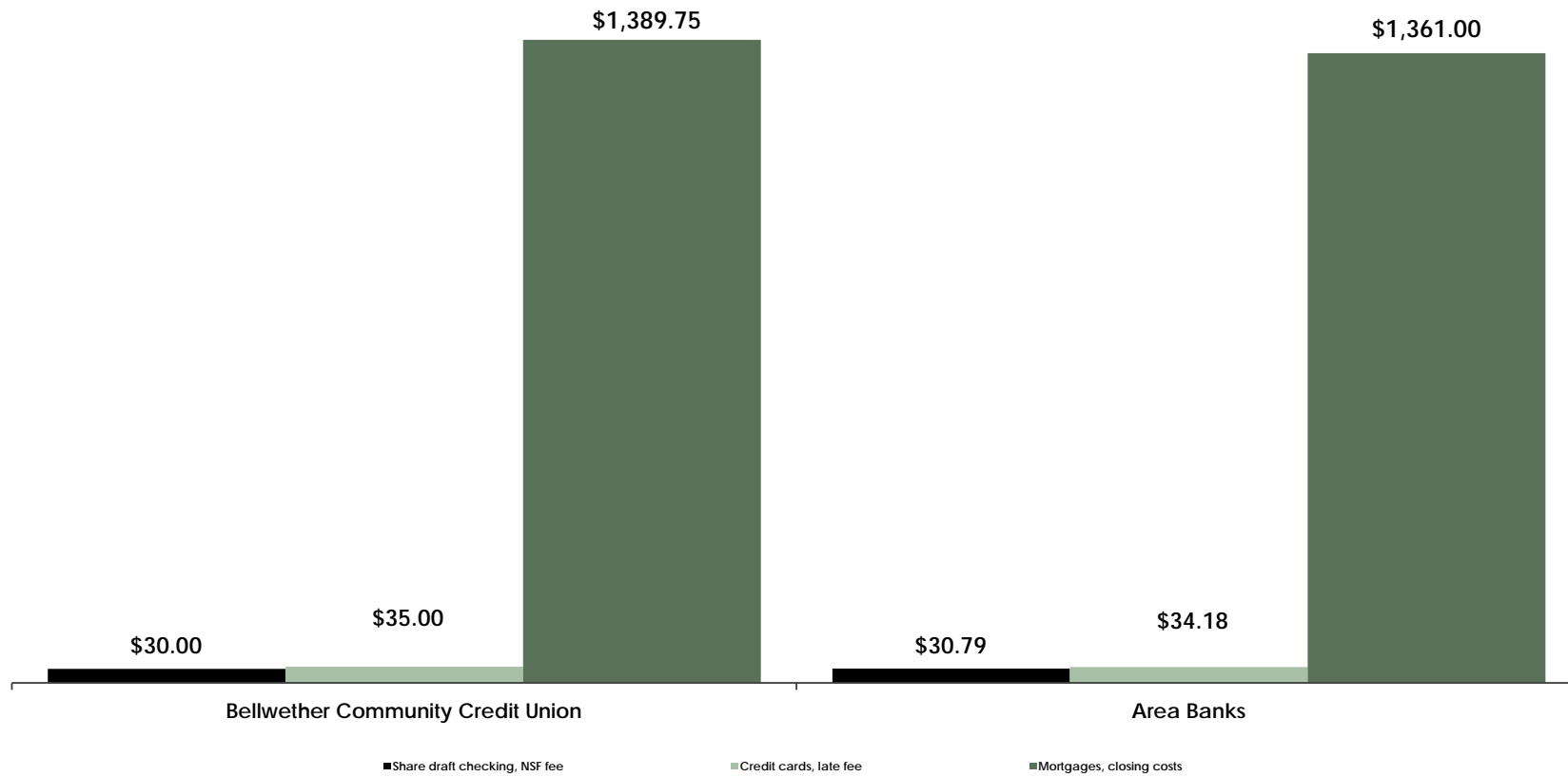


Membership Benefits Report

CUNA Economics and Statistics

Comparative Fees

by Type

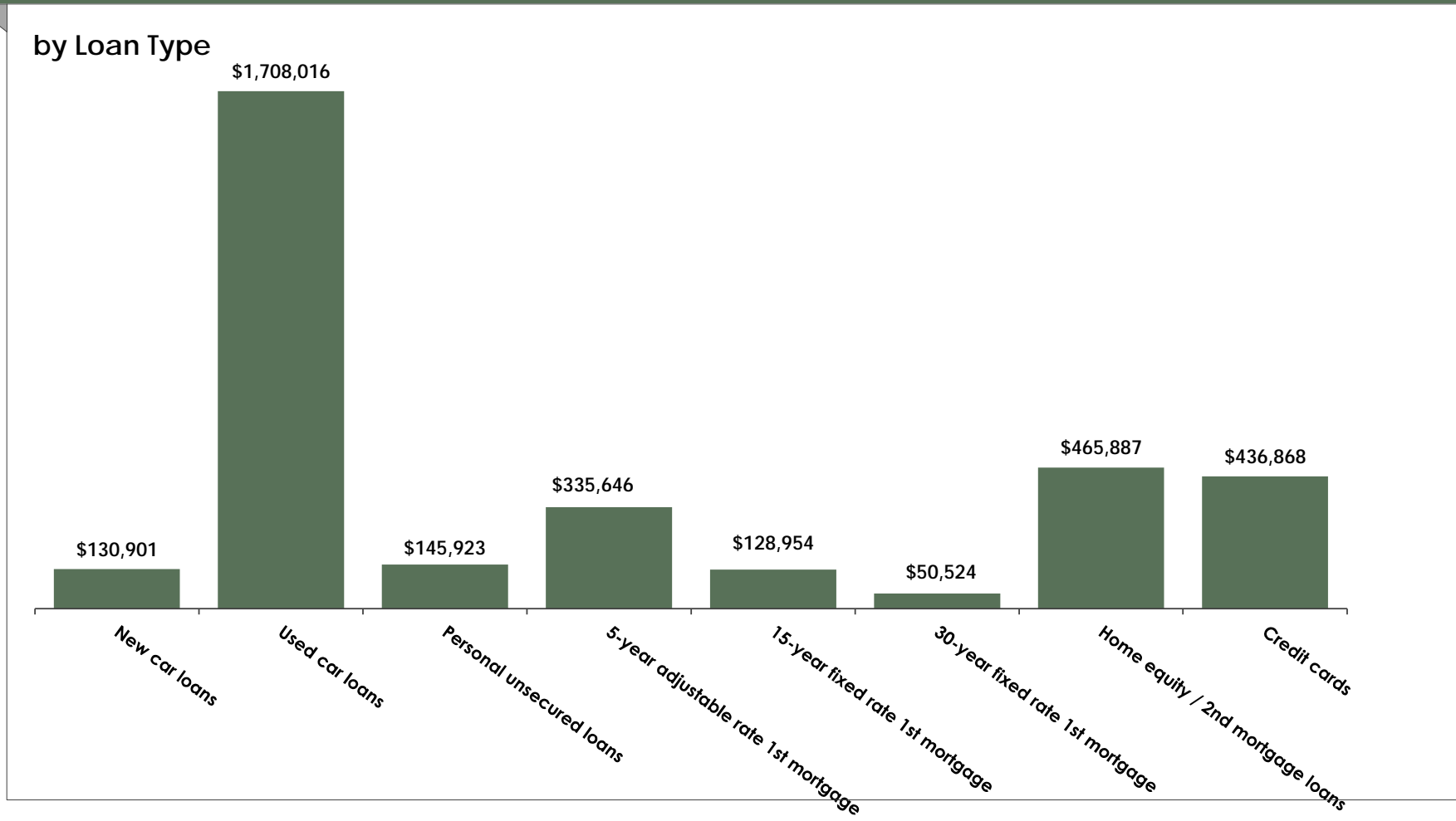


Interest Rates at Bellwether Community Credit Union and Banking Institutions in New Hampshire

Loan Products	Rate at your Credit Union (%) *	Average Rate at Banks (%) *	Rate Difference vs. Banks (%)
60-month new car (A paper)	2.64	4.52	-1.88
48-month used car (A paper)	2.64	4.93	-2.29
Unsecured loan (A paper)	8.25	10.86	-2.61
5-year adjustable rate 1st mortgage, 0 pts	2.75	3.31	-0.56
15-year fixed rate 1st mortgage, 0 pts	2.50	2.76	-0.26
30-year fixed rate 1st mortgage, 0 pts	3.25	3.30	-0.05
Home equity / 2nd mtg, 80% LTV 0 pts	3.00	3.81	-0.81
Credit card - classic	8.99	13.74	-4.75
Credit card - platinum	8.99	13.83	-4.84
Savings Products			
Regular savings, \$1,000 balance	0.01	0.04	-0.03
Share draft checking, \$5,000 balance	0.01	0.03	-0.02
Money Market Accounts	0.05	0.04	0.01
1 Year certificate \$10,000 balance	0.25	0.18	0.07
Retirement (IRA) accounts	0.15	0.11	0.04
Fee Income			
Share draft checking, NSF fee	\$30.00	\$30.79	-\$0.79
Credit cards, late fee	\$35.00	\$34.18	\$0.82
Mortgages, closing costs	\$1,389.75	\$1,361.00	\$28.75

*Rates and fees as of 12/14/2021. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

Your Credit Union's Total Loan Rate Benefits

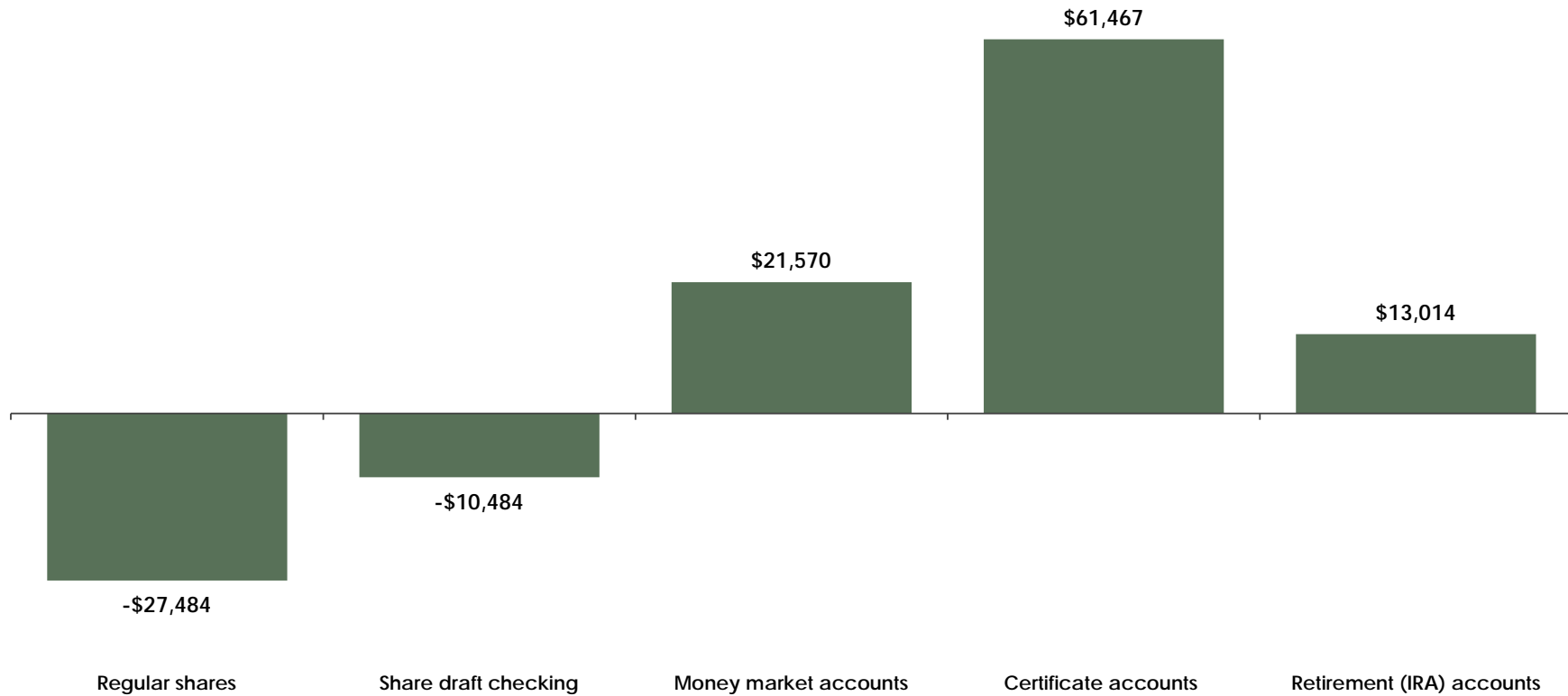


Membership Benefits Report

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Your Credit Union's Total Savings Dividend Benefits

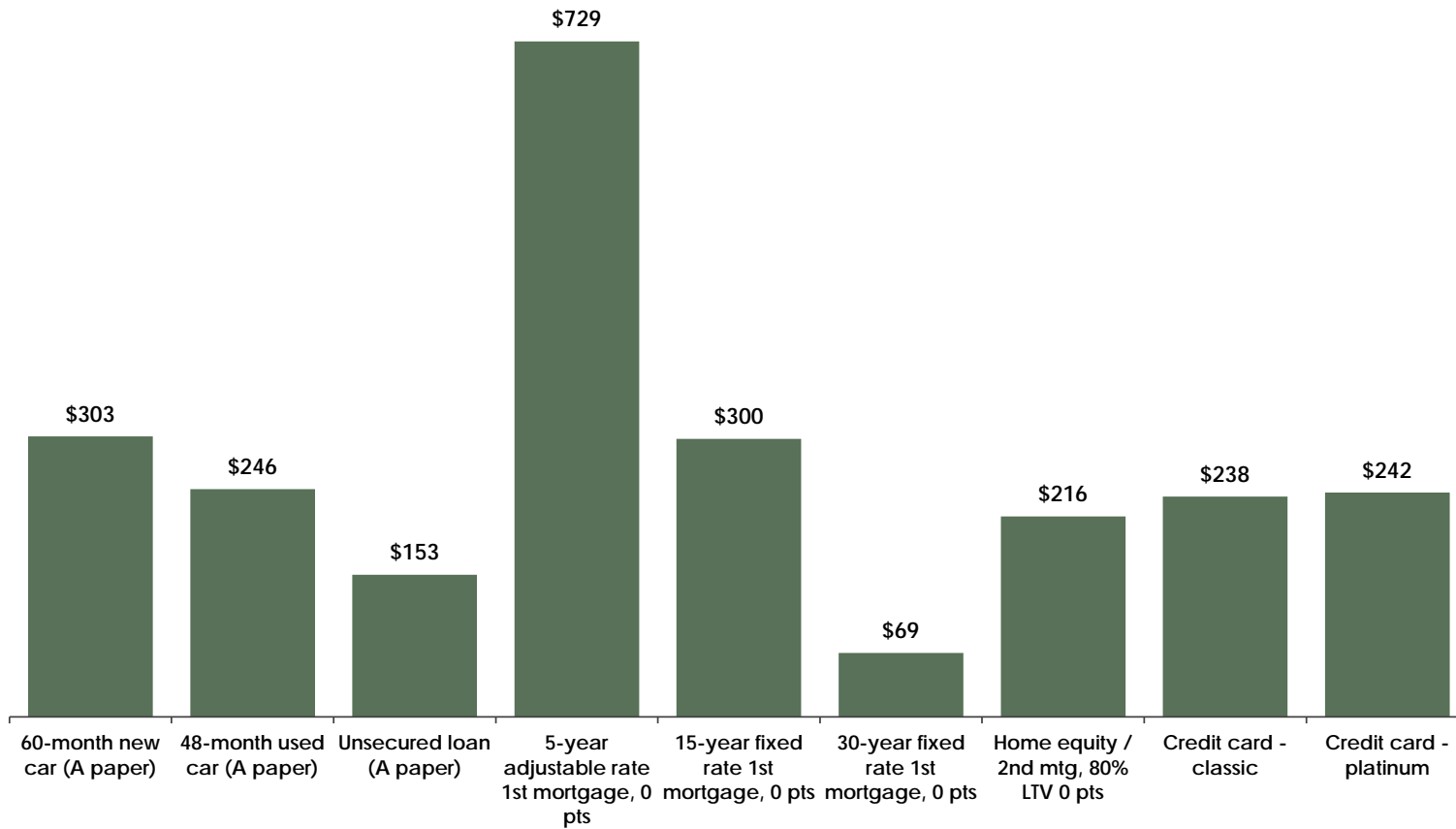
Compared to Banking Institutions in Your State
by Account Type



Membership Benefits Report

CUNA Economics and Statistics

Annual Member Benefit of Loan Products with Various Terms



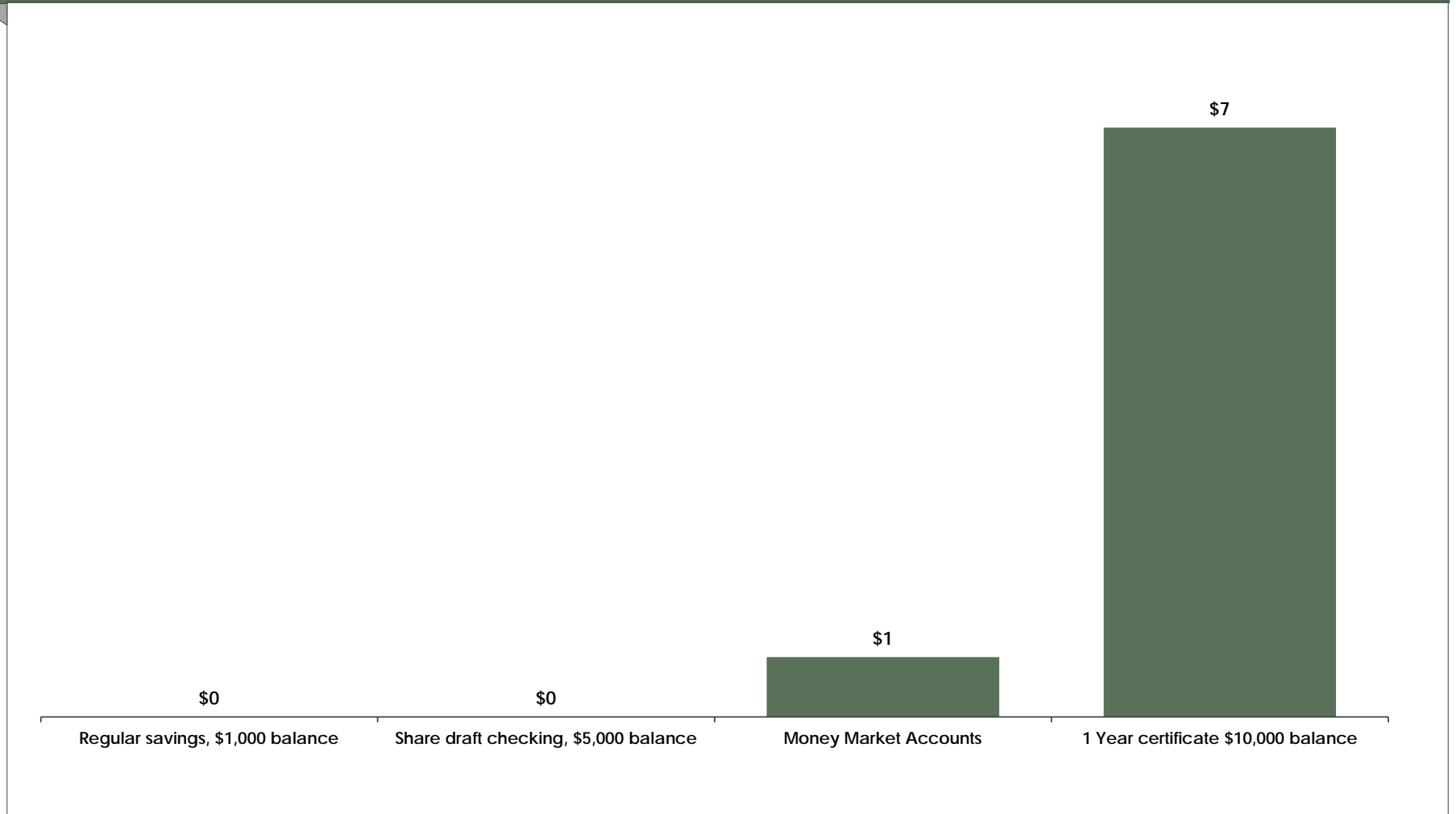
Terms on loan products included are as follows:

New Car: \$30,000; Used Car: \$20,000; Unsecured Loan: \$10,000 (5 years)
5 Year Adj: \$200,000; 15 Year Fixed: \$200,000; 30 Year Fixed: \$200,000
Home Equity: \$50,000; Classic Credit Card: \$10,000; Gold Credit Card: \$10,000

Membership Benefits Report

CUNA Economics and Statistics

Annual Member Benefit on Savings Products with Various Terms



Membership Benefits Report

CUNA Economics and Statistics

Estimated Financial Benefits for Bellwether Community Credit Union

Loans	Avg. Balance at Your Credit Union (1)	Rate Difference vs. New Hampshire Banks (%) (2)	Financial Benefit to Your Members
New car loans	6,981,374	-1.88	\$130,901
Used car loans	74,488,263	-2.29	\$1,708,016
Personal unsecured loans	5,590,927	-2.61	\$145,923
5-year adjustable rate 1st mortgage	59,723,509	-0.56	\$335,646
15-year fixed rate 1st mortgage	48,846,349	-0.26	\$128,954
30-year fixed rate 1st mortgage	97,161,072	-0.05	\$50,524
Home equity / 2nd mortgage loans	57,874,135	-0.81	\$465,887
Credit cards	9,154,827	-4.75	\$436,868
Interest rebates			\$0
Total CU member benefits arising from lower interest rates on loan products:			\$3,402,719
Savings			
Regular shares	98,156,470	-0.03	-\$27,484
Share draft checking	58,242,814	-0.02	-\$10,484
Money market accounts	154,071,708	0.01	\$21,570
Certificate accounts	89,082,400	0.07	\$61,467
Retirement (IRA) accounts	31,357,915	0.04	\$13,014
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on savings products:			\$58,083
Fee Income			
Total CU member benefit arising from fewer/lower fees:			\$16,695
Total CU member benefit arising from interest rates on loan and savings products and lower fees:			\$3,477,497
Total CU member benefit / member:			\$112
Total CU member benefit / member household:			\$235

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of September 2021 and September 2020 according to the NCUA call report.

(2) Rates and fees as of 12/14/2021. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

Certificate of Excellence

is hereby granted to:

Bellwether Community Credit Union

The Credit Union National Association has determined that Bellwether Community Credit Union provided \$3,477,497 in direct financial benefits to its 31,132 members during the twelve months ending in September 2021. These benefits are equivalent to approximately \$235 per member household.

Bellwether Community Credit Union provided loyal high-use member households \$1,152 in direct financial benefits.

Credit unions generally provide financial benefits to members by charging less for loans, paying more on deposits and charging fewer/lower fees compared to banking institutions.



Membership Benefits Report

CUNA Economics and Statistics

Bellwether Community Credit Union Performance Profile

Demographic Information	Sep 21	Sep 20
Number of branches	3	3
Total assets (\$ mil)	542	523
Total loans (\$ mil)	371	354
Total surplus funds (\$ mil)	146	146
Total savings (\$ mil)	445	420
Total members (thousands)	30	33
Growth Rates (Year-to-date)		
Total assets	3.8 %	-2.0 %
Total loans	4.7 %	-1.4 %
Total surplus funds	0.0 %	-3.2 %
Total savings	6.0 %	4.5 %
Total members	-9.1 %	-6.4 %
Earnings - Basis Pts.		
Yield on total assets	309	339
- Dividend/interest cost of assets	48	97
+ Fee & other income	116	59
- Operating expense	282	268
- Loss Provisions	-5	33
= Net Income (ROA)	99	-1
Capital adequacy		
Net worth / assets	10.3	9.8
Asset quality		
Delinquencies / loans	0.1	0.3
Net chargeoffs / average loans	0.1	0.3
Total borrower-bankruptcies	2	35
Bankruptcies per 1000 members	0.1	1.1
Asset/Liability Management		
Loans / savings	83.2	84.3
Loans / assets	68.3	67.7
Long-term assets / assets	51.7	42.9
Core deposits/shares & borrowings	37.2	31.7
Productivity		
Members/potential members	0.8	0.9
Borrowers/members	60.7	59.7
Members/FTE	335	381
Average shares/members (\$)	15,021	12,876
Average loan balances (\$)	20,603	18,173
Salary & Benefits/FTE	94,647	88,176



Transform member benefits into new business with a **Member Benefit Marketing Toolkit**

The Credit Union National Association (CUNA) and Datatrac have teamed up to bring you the analysis in this report. Member Benefit Marketing Tools provides you with practical applications for using data in this report to show members how much you save them, drive in new members, generate more loans and attract bigger deposits.

Member Benefit Marketing Tools prove to new and existing members:

- How much you saved your entire membership last year in interest and fees compared to the competition
- How much they will save on their next loan with you
- How much more they will earn on their deposits with you

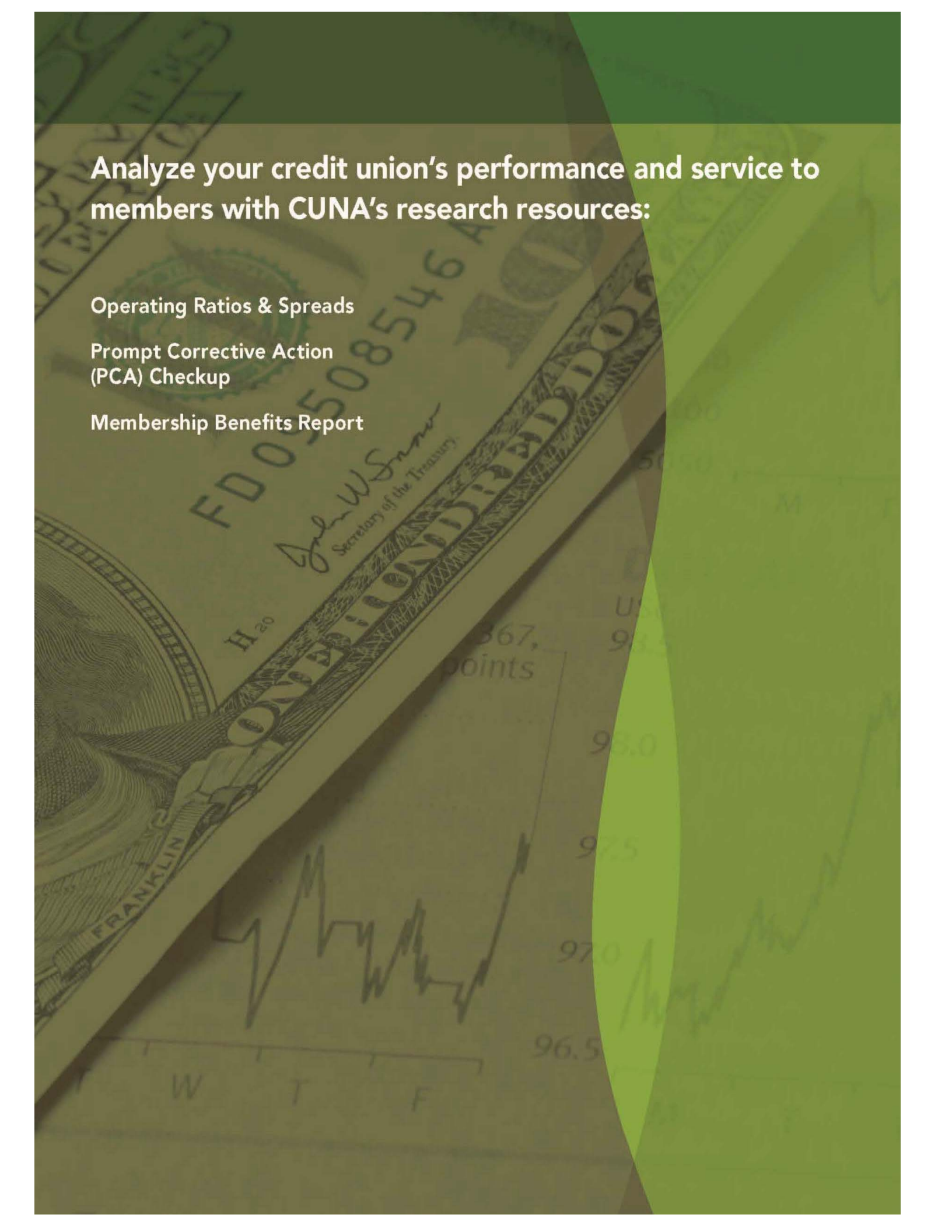
Member Benefit Marketing Toolkits include:

- Lead generation for loans, deposits and new members
- Competitive comparison widgets for your website
- Facebook app
- Animated graphics for branch lobby digital displays
- Proof Points for use in marketing collateral
- Award Certification & Trophy
- Press releases
- Newsletter copy
- Member handouts
- Subscription to the CUNA Member Benefits Report

Visit www.datatrac.net/memberbenefits to see live examples, schedule a demo and receive a free competitive analysis.

A screenshot of a digital marketing widget. At the top, a yellow ribbon says "NEW". The main headline reads "Show members how much you save them." Below this, a box shows "Analysis as of May 4, 2017" and "ABC Financial CU members saved \$10,734,590!" with an "APPLY NOW" button. A section for "Auto Loan" compares "ABC Financial 2.74% APY" to "Jacksonville, Florida Metro 3.76% APY" and states "up to 27% lower!". Other sections for "Boat Loan" and "Share Certificate" are partially visible. Callout boxes highlight: "Savings for your Entire Membership: Amount you saved your entire membership last year", "Savings by Product: Amount a member on their next deposit or loan with you", and "CUNA Membership Benefits Report: Datatrac widget links to your custom report". The bottom of the widget features the CUNA and DATATRAC logos.

Show members how much you save them with **Member Benefits Marketing Tools**



Analyze your credit union's performance and service to members with CUNA's research resources:

Operating Ratios & Spreads

Prompt Corrective Action
(PCA) Checkup

Membership Benefits Report