



2022 ANNUAL REPORT

Prepared: March 2023

Empowering the women who power the movement

REPORT FROM THE TREASURER

Jan Page



INCOME		
Membership Activity		
Membership Dues	\$31,970.00	
Conference Income	\$47,145.00	
Total Membership Dues & Donations		\$79,115.00
Donations		\$97,396.00
Other Operating Income		
Dividends	\$380.49	
Miscellaneous Income	\$0.55	
Total Miscellaneous Income		\$381.04
Total Income		\$176,892.04

EXPENSES		
Marketing & Member Relations		
Conference	\$32,482.36	
CUWLA Coaching	\$6,488.64	
Explore Why Workshop	\$2,000.00	
Marketing	\$623.34	
Donations	\$0.00	
Total Marketing & Member Relations		\$41,594.34
Professional & Outside Services		
Accounting & Legal Fees	\$8,317.00	
Total Professional & Outside Services		\$8,317.00
Employee Expense		
Compensation	\$10,000.00	
Travel Expenses	\$3,003.63	
Total Board Relations		\$13,003.73
Other Operations Expenses		
Software & Subscriptions	\$1,538.27	
Banking & Transaction Fees	\$305.20	
Miscellaneous Expense	\$1,651.51	
VISA Clearing	\$6,957.12	
Total Other Operating Expense		\$10,452.10
Total Expenses		\$73,367.17

NET INCOME		\$103,524.87
Ending Cash Balance		\$240,977.51



**HOW YOU
CAN SUPPORT
CUWLA**



REPORT FROM THE CUWLA CHAIRWOMAN

Lily Newfarmer



I'm pleased to report a very successful second year for CUWLA and its members. We've now grown to over 150 members and continue to make headway in supporting the growth of women CEO's of smaller credit unions through collaboration, education, and mentoring/coaching opportunities.

During the past year, we conducted our first in-person conference, which was well attended and well received. We also celebrated the first cohort completion of our CUWLA Coaching program, thanks to the extremely talented female credit union professionals who participated as Coaches and those who assisted in creating an awesome mentorship program for our members.

We continued to focus on providing a strong member value proposition and offered monthly virtual meetings and quarterly educational opportunities, partnering with subject matter experts and business partners to share topics important to women CEOs of smaller credit unions. To support these efforts, we launched a new community forum, via Basecamp, for more efficient collaboration among members, resulting in a multitude of great sharing and discussion postings.

We conducted a Planning Session to assist CUWLA in determining next steps in providing the best we can to support our members, the fabulous women CEO's of smaller Credit Unions, and hired Linda White, our first Executive Director, to work through growth strategies with a focus on membership value.

Throughout the year, we extended committee opportunities to members and received phenomenal response, and I would like to thank and acknowledge them for their volunteer spirit and service. I would also like to thank our credit union business partners for their continued support, especially CUNA Mutual Group and CUNA who have offered unparalleled support and encouragement since the inception of CUWLA. We could not have realized the success we have without them.

We owe a special thanks to the leadership at the various Leagues and Associations who partnered with CUWLA and hosted the CUWLA Info Sessions for potential members. And last, but not least, I would like to thank members for their continued support and contributions to this unique, collaborative membership, which makes us all stronger and better leaders. I hope you continue to find this to be a great value proposition and employ it for your personal betterment, as well as that of your credit union.

It's my great pleasure to have served as your Chairwoman for the past two years and I look forward to many more successful years with CUWLA.

With gratitude,

Lily Newfarmer



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CUWLA FOUNDING MEMBERS



Lily Newfarmer
Chairwoman
Founder



Maria Martinez
Vice-Chairwoman
Founder



Jan Page
Treasurer
Founder



Heather Walter
Secretary
Founder



Linda White
Exec. Member At Large
Founder



Amy Broderson
Board Member
Founder



Winona Nava
Board Member
Founder



Teri Robinson
Board Member
Founder



Lynette Smith
Board Member
Founder



Carma Parrish
Founder



Tammy Passafiume
Founder



Linda Bodie
Founder



Debie Keesee
Founder



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