



DOLORES,
ESL CUSTOMER
Northland-Lyceum



Progress with Purpose

2024 ESL IN THE COMMUNITY REPORT

“At ESL, it just feels comfortable. You’re okay to be who you are, what you are, with what you have. There’s that ability to grow because they’ll have your back.”

JENA, ESL CUSTOMER
Irondequoit



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AND BOARD CHAIR

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IN 2025

Progress with Purpose

As we reflect on the past year, we are pleased to share our **2024 ESL in the Community Report**—a testament to what can be achieved when we work together.

Over the past year, we have reached remarkable milestones that have helped us live up to our Purpose to help our community thrive and prosper. These achievements reflect not only the passion and commitment of our team but also the invaluable trust and support of our customers and community partners. As you read on, you'll see many examples of how we collectively have made progress in living our Purpose.

One of the most exciting developments this year has been our announced asset acquisition of Generations Bank. With this growth comes an opportunity to better service the needs of the Finger Lakes communities throughout Ontario, Seneca, Cayuga, and Orleans counties. We're committed to learning from and partnering with these communities to help residents and businesses meet their financial needs.

In addition to our planned expansion throughout the Finger Lakes, we also announced in November our third of three planned new branch builds in the City of Rochester with our Bull's Head branch that is scheduled to open later in 2025.

Warm Regards,



FAHEEM MASOOD
President & CEO
ESL Federal Credit Union



ERIN TOLEFREE
Chair of the Board of Directors
ESL Federal Credit Union

In 2024 ESL committed more than \$25 million in philanthropic dollars to nonprofit organizations across our Greater Rochester region. We know these funds will have an impact in helping individuals, nonprofits, and communities thrive and prosper.

We also paid out more than \$29 million to more than 400,000 members in our 28th annual Owners' Dividend payout. This reflects our ongoing commitment to share our success with you, our members, who play a pivotal role in our growth and enduring success.

At ESL, we firmly believe that our success is intrinsically tied with the strength and well-being of the community we serve. Together, we have proven that collaboration fuels impact. As we move forward, we remain steadfast in our commitment to meet the financial needs of our customers while also aligning our business operations around our Purpose.

Your continued partnership inspires and enables us to drive meaningful change. It is your enduring trust and loyalty that helps us to give back to so many. For this, we are deeply grateful.

2024 Highlights

TOTAL ASSETS

\$9.5 Billion

VALUE OF MORTGAGES SERVICED

\$1.3 Billion

TOTAL LOANS

\$4.2 Billion

PERSONAL MEMBERS SERVED

436,000

CONSUMER LOANS

\$3.3 Billion

BUSINESSES SERVED

16,800

BUSINESS LOANS

\$923 Million

EMPLOYEES

955

MEMBERS' DEPOSIT ACCOUNTS

\$5.6 Billion

BRANCHES

24

WEALTH MANAGEMENT
TOTAL INVESTED ASSETS

\$3.9 Billion

ATMS

102

Across more than 40 locations

Our Purpose

We help our community thrive and prosper.

Our Mission

At ESL, we strive to help all achieve their financial goals and dreams. We deliver banking services, provide financial guidance, share our financial success, and reinvest in our Greater Rochester community.

Our Core Values

Integrity

Being truthful, trustworthy, and transparent at all times

Initiative

Stepping up, helping out, and continuously improving

Accountability

Owning all opportunities and challenges

Teamwork

Working well with all, energizing each other, and embracing the power of collaboration

Caring About People

Showing that others' lives, financial health, and success matter



“The thing I’m most proud of working at ESL is the fact that they’ve helped me so much. They’ve given me many opportunities, and you have people around you that can help.”

FRANCESCA,
ESL EMPLOYEE

Reinvesting With Purpose

In 2017, we first articulated our Purpose to help our community thrive and prosper. This was the beginning of an ongoing journey for us to focus not just on financial success but also on the continuing well-being of our larger community.

We believe it's imperative to review and assess the design of our processes and operations to continue working toward outcomes that help us all thrive. One of the ways we've brought this commitment to life is through our focus on Purpose-based decisions, or choices ESL has made to create positive and impactful changes, even when they involve a reduction in our earnings from traditional methods.

By tracking the dollars of repurposed revenue resulting from these Purpose decisions, we've created another unique lens from which to measure our contributions to our community. In 2024, **more than \$27 million** can be traced back to Purpose-related decisions, further cementing our commitment to help our community thrive and prosper.

2024 Reinvestment Figures

TOTAL REINVESTMENTS
\$83 Million

PURPOSE DECISIONS
\$27 Million

PHILANTHROPIC GRANTS
\$27 Million

OWNERS' DIVIDEND
\$29 Million

Several of our recent Purpose-based decisions include:

Fee Reductions

A reduction of our insufficient fund (NSFs) and Courtesy Pay fees in 2019 from \$37 to \$5, and then eliminating NSFs in 2023. This reduction helped eliminate fees for those who could least afford them.

Offering Full-Time Employment

Allows all ESL employees the option to increase their hours to full-time employment.



J.J., ESL CUSTOMER
Beechwood Neighborhood

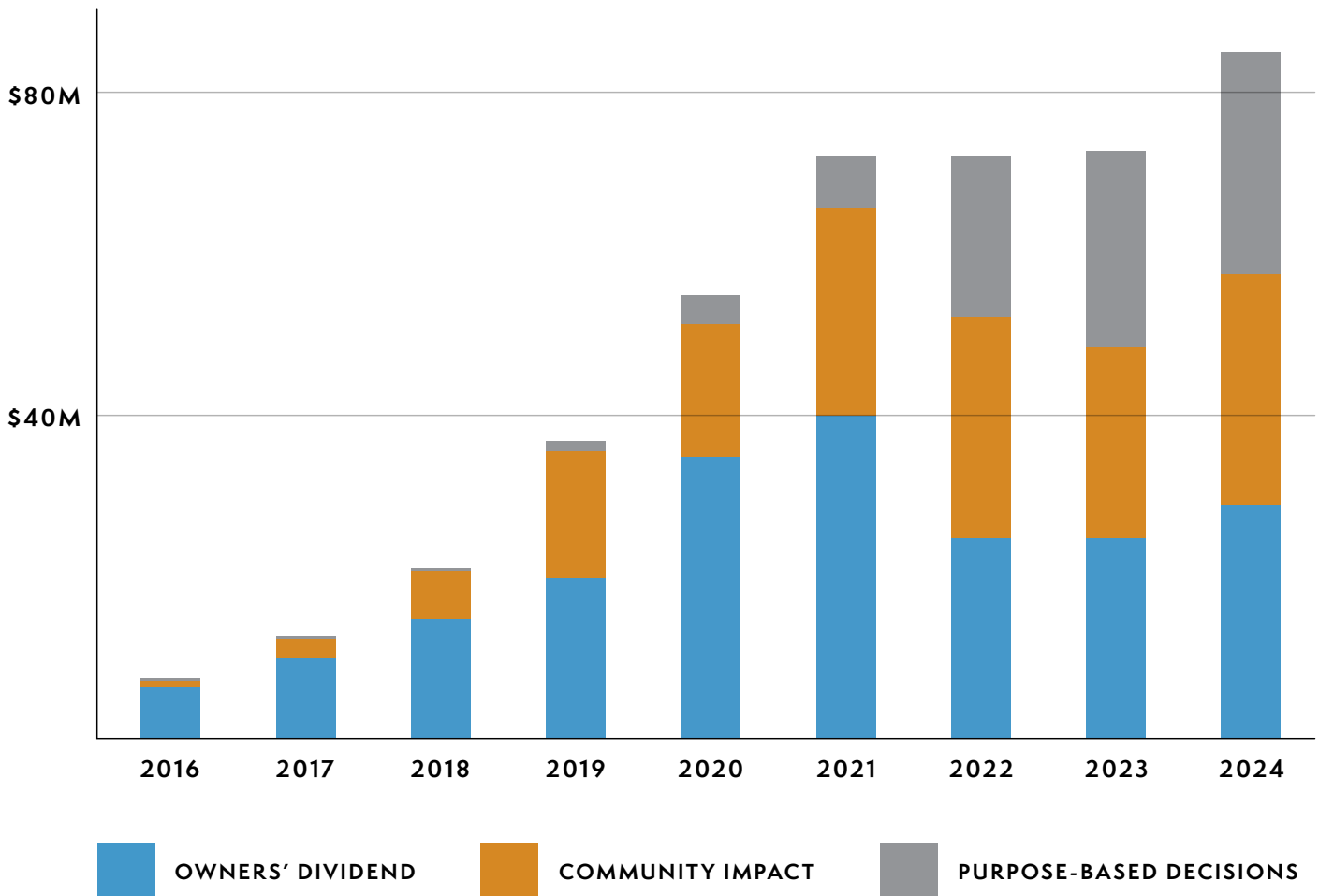
It's important to note: Purpose-based decisions are in addition to other investments ESL makes each year into our community, such as our Community Impact philanthropic investments throughout Greater Rochester or sharing our earnings with members through our Owners' Dividend.

As we look ahead, we recommit to our Purpose to balance the needs of our business with those in our

community and continue to evolve how we can help all thrive and prosper.

Since officially stating and codifying our Purpose in 2017, when you add up our Purpose-based decisions, Community Impact grants, and our Owners' Dividend, **we have returned nearly \$450 million to residents, businesses, and organizations throughout the Greater Rochester community.**

Our recent Purpose-based decisions include:



Employee Experience

In 2024, ESL was recognized on three separate lists by **Great Place to Work®: Best Workplaces in New York State, Best Workplaces in Financial Services and Insurance, and Best Workplaces for Women.** Our unwavering commitment to providing a superior experience for employees is a reflection of the outstanding work among our employees.



ESL continues to grow, with more than 950 employees and counting. We remain steadfast in our commitment to providing a superior employee experience, seeking input throughout the year to learn more about their needs and how ESL can support those needs to the best of our ability.

Every year, we offer two surveys for employees to provide their feedback: Great Place to Work and The ESL Pulse Survey. The results of these surveys help to reinforce what works well, and address improvement opportunities across the organization.

“I value how ESL treats me as a person, and having this support makes me feel motivated to be the best that I can be at work.”

Comment received in annual employee survey

TOTAL PAYROLL

\$93.5 Million

As of December 31, 2024

EMPLOYEES

955

VOLUNTCARE HOURS

2,607

EMPLOYMENT DATA

	Women	Racially/ Ethnically Diverse
Employees	64%	28%
Frontline	76%	42%
Early Career Professionals	66%	24%
Mid-Level Professionals	62%	16%
Senior-Level Professionals/ First-Level Managers	44%	11%
Second-Level Managers	12.5%	0%
Sales Workers	26%	17%
Executives	42%	16%
Board of Directors	60%	40%

Employee Resource Groups

Employee Resource Groups (ERGs) continue to grow at ESL. They help foster professional development, learning through mentoring, networking, open dialogue, and the exchange of ideas. The popular volunteer-led programs are created by employees with leadership support and are an important part of our workplace culture. ERGs at ESL are open to all ESL employees and help increase employee job satisfaction, morale, and productivity.

New in 2024: ESL launched a new employee resource group for caregivers and the Society of Asian & Pacific Islander Employees for Networking, Collaborating, and Engaging (SAPIENCE) employee resource group. These two ERGs join the existing groups at ESL:

- Latinos for Engagement, Advancement, and Development (LEAD)
- African American Women
- ESL Young Professionals
- LGBTQ+ Pride
- People with Disabilities

Financial Service Development Program

To help support the growth of employees interested in wealth management tracks, the Financial Service Development Program introduces employees to the day-to-day work of retail and wealth roles. As part of the program, ESL allows for paid time to study and obtain necessary licensing alongside a dedicated position within the branches to round out their skill development. Four employees began this program this year to enhance their knowledge and advance their financial services careers.

VolunCare

ESL encourages employees to give back to the community through volunteering. Our VolunCare program is another benefit that allows employees to use up to eight hours per year to volunteer for a nonprofit of their choice. In 2024, 442 employees participated in this program, giving back more than 2,600 hours to our community.

Mortgage Origination and Sales Development Program

From origination and processing to underwriting and servicing, employees selected for this program are exposed to and develop skills needed to prepare for a career in mortgage sales and origination at ESL. By exposing participants to all aspects of the mortgage lending process, this unique development program is another valuable career support option available to existing employees. Homeownership is an important way people can build financial stability. Upon successful completion of this program, employees will feel right at home connecting members with the right ESL mortgage solution.

In 2024, two employees completed this program and were elevated into the role of Mortgage Originator. Congratulations to **Bhim Dhakal** and **Javier Zuniga** (pictured below, left to right).

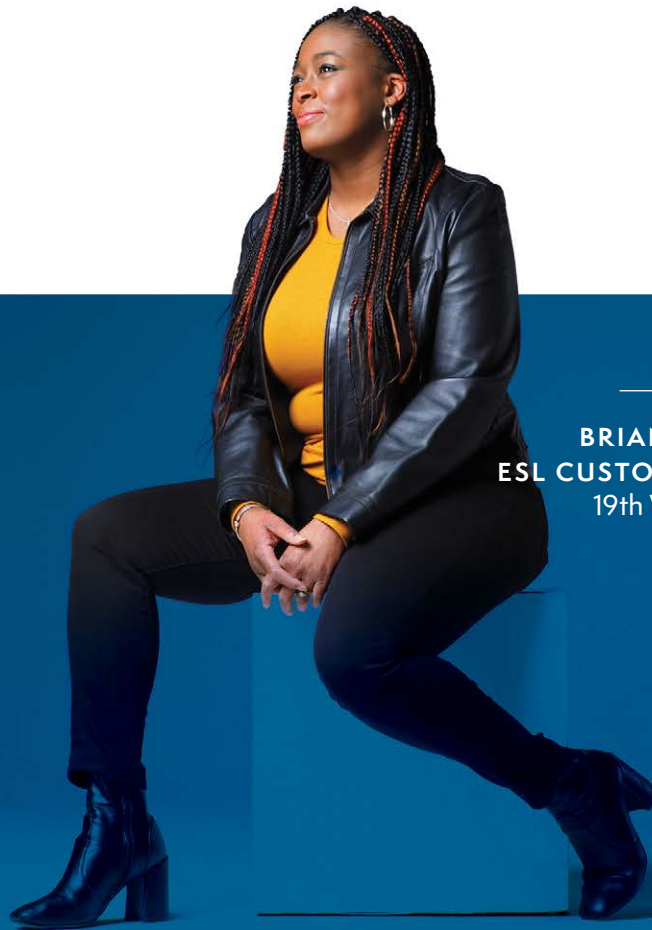


Owners' Dividend

Since 1996, ESL has paid out 29 consecutive years of Owners' Dividend payouts to our members, representing an integral part of our mission to share our financial success with those who impact it most: our members. This year's payout of more than \$29 million brings our total payout sum to more than \$320 million since 1996.

Each year, our Owners' Dividend represents a significant redistribution and investment of our annual operating earnings back to our membership. In 2024, more than

400,000 eligible members earned a portion of the Owners' Dividend based on their account and relationship activity with ESL. These payouts are only possible because our members continue to place their confidence in us to manage critical aspects of their financial well-being. This encompasses providing business loans, facilitating home mortgages, supporting savings growth, and helping build credit. Collectively, these efforts enable us to deliver value back to our members.



BRIANNA,
ESL CUSTOMER
19th Ward

2024 PAYOUT IN JANUARY 2025

\$29 Million

TOTAL AMOUNT PAID TO
MEMBERS SINCE 1996

\$320 Million

Community Impact

In 2024, ESL reinvested in the Greater Rochester region with more than 435 grants for a total of \$25 million. These grants support nonprofit organizations whose mission aligns with our strategic framework. Our Community Impact team, the philanthropic arm of ESL, focuses on Expanding Individual Opportunity (education and employment/income), Building Strong Neighborhoods (affordable housing and connected neighborhoods), Strengthening Organizations and Systems (collaboration, data, and human capital), and sharing Lifting Up Stories (addressing the successful outcomes of underlying narratives in Greater Rochester that inspire the population to become part of the solution).



TOTAL NUMBER OF GRANTS COMMITTED IN 2024

435

DOLLARS COMMITTED TO BUILDING STRONG NEIGHBORHOODS

(Affordable Housing & Connected Neighborhoods)

\$8.5 Million

DOLLARS COMMITTED TO EXPANDING INDIVIDUAL OPPORTUNITY

(Education & Employment/Income)

\$14 Million

TOTAL DOLLARS COMMITTED TO GREATER ROCHESTER ORGANIZATIONS IN 2024

\$25 Million

DOLLARS COMMITTED TO STRENGTHENING ORGANIZATIONS & SYSTEMS

(Capacity Building)

\$1.1 Million

DOLLARS COMMITTED TO COMMUNITY BASIC NEEDS

(Arts & Culture, Food Security, Health)

\$1.5 Million

Sample of Grants Provided in 2024

ORGANIZATION	PROGRAM	GRANT AMOUNT	FOCUS AREA
Reconnect Rochester Inc.	Complete Streets Makeover	\$40,000	Building Strong Neighborhoods
Plymouth/Exchange Neighborhood Association, Inc.	Plex Garden Second Phase	\$10,000	Building Strong Neighborhoods
Wayne County Action Program Inc.	Housing Rehabilitation Assistance Program (HRAP)	\$1,600,000	Building Strong Neighborhoods
Flower City Habitat for Humanity	2024 Critical Home Repair Program	\$458,800	Building Strong Neighborhoods
ROC the Future (Fiduciary: The Children’s Institute)	Strengthening RTFA Data, Strategy and Collaborative Action to Improve Education Outcomes	\$450,000	Expanding Individual Opportunity
GLOW Young Men’s Christian Association Inc.	GLOW YMCA – Summer Funding	\$136,000	Expanding Individual Opportunity
Lyons Community Center Inc.	LCC Summer Programming	\$25,000	Expanding Individual Opportunity
Rochester General Hospital (Fiduciary: Rochester Regional Health Foundation)	College of Health Careers	\$1,500,000	Expanding Individual Opportunity
Young Adult Manufacturing Training Employment Program, Inc.	Job Retention	\$900,000	Expanding Individual Opportunity
Finger Lakes Workforce Investment Board Inc.	FL Regional Career Connections Coordinator	\$200,000	Expanding Individual Opportunity
Kool Nerd Foundation Inc.	Healthcare Industry Awareness Courses	\$45,000	Expanding Individual Opportunity
Grantmakers Forum of New York Inc.	Nonprofit Support Group	\$243,049	Strengthening Organizations and Systems
Hobart and William Smith Colleges	Creating Cradle to Career Systems Change in Geneva	\$152,000	Strengthening Organizations and Systems

Sample of Grants Provided in 2024 (Continued)

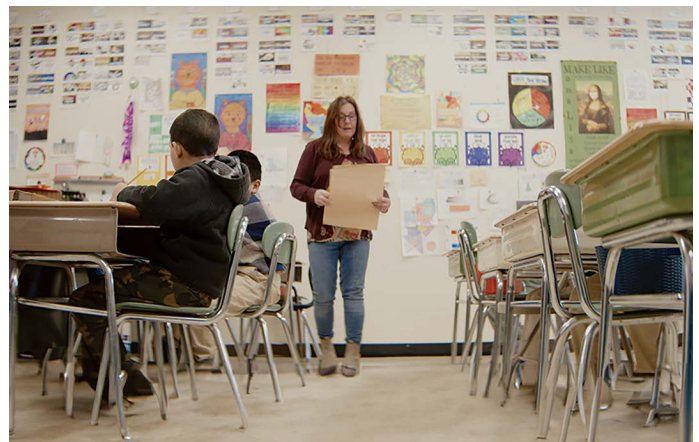
ORGANIZATION	PROGRAM	GRANT AMOUNT	FOCUS AREA
Rochester Beacon, Inc.	Community Chronicles – A Solutions-Based Storytelling Project	\$30,000	Strengthening Organizations and Systems
Climate Solutions Accelerator of the Genesee Finger Lakes Region	Equity-Focused Climate Work	\$20,000	Strengthening Organizations and Systems
Baden Street Settlement Rochester Inc.	Building Baden’s Capacity 2024	\$53,000	Strengthening Organizations and Systems

Lifting Up Stories

ESL works to share the impactful message of those who are making progress to improve our community. Lifting Up Stories helps shift the narrative of significant topics in the Greater Rochester region. Through our partnerships, we strive to showcase the extraordinary results taking place in our community in the areas of affordable housing, education, employment among youth, and in neighborhood stability and growth.

Affordable Housing

Through a community partnership between ESL and Rochester Refugee Resettlement Services, foreclosed homes in poor condition throughout the City of Rochester are renovated into quality affordable housing. The program is delivering positive results for new homeowners and the community at large. With affordable housing continuing to be a vital challenge in our community, this program fills a critical need in our region that provides stability, greater opportunities for education and employment advancement, and building strong neighborhoods.



Community Schools

Community schools are public schools that partner with local organizations to provide students and their families with support services to address out-of-school barriers, poverty, physical and mental health, food insecurity, and/or clothing. School districts throughout the Greater Rochester region are partnering with local organizations to establish these community schools that are more than a place—they bring parents, community partners, and schools together, organizing schools around students and their success. The districts we fund for this are the Rochester City School District, Greece Central School District, and Wayne County. Community schools are seeing measurable results in attendance, reading scores, and graduation rates that highlight the power of these community partnerships.

Center for Teen Empowerment

The Center for Teen Empowerment employs and trains youth organizers to work with others and implement neighborhood-based solutions to community issues. Through this work, youth organizers help redirect neighborhood youth to engage in more positive outlets for growth and change. In this initiative, neighborhood youth are included as part of the solution and actively involved in the process.

To learn more about the ESL Community Impact initiative and how to apply for a grant, visit:

esl.org/community/community-impact


Resilia

In 2024, ESL launched a new pilot program to help support local nonprofits. Resilia is an online capacity-building platform that offers one-on-one coaching, peer-to-peer learning, classes, monthly meetings, and other tools that nonprofits can access to help support them in their day-to-day work and planning.

More than two dozen grantees signed up for the pilot program as part of our commitment to strengthen organizations and systems throughout the Greater Rochester region. Among the many offerings of the platform, Resilia allows nonprofits to set organizational goals, develop fundraising systems, and create newsletters for their audiences. Nonprofits are given unlimited access to the capacity support they need, at a time of their choice and through their preferred entry point.



KEVIN,
ESL CUSTOMER
Spencerport



After taking care of others throughout her lifetime, Linda is ready to make the most of her golden years. "Now, it's me time."

LINDA, ESL CUSTOMER
North Greece

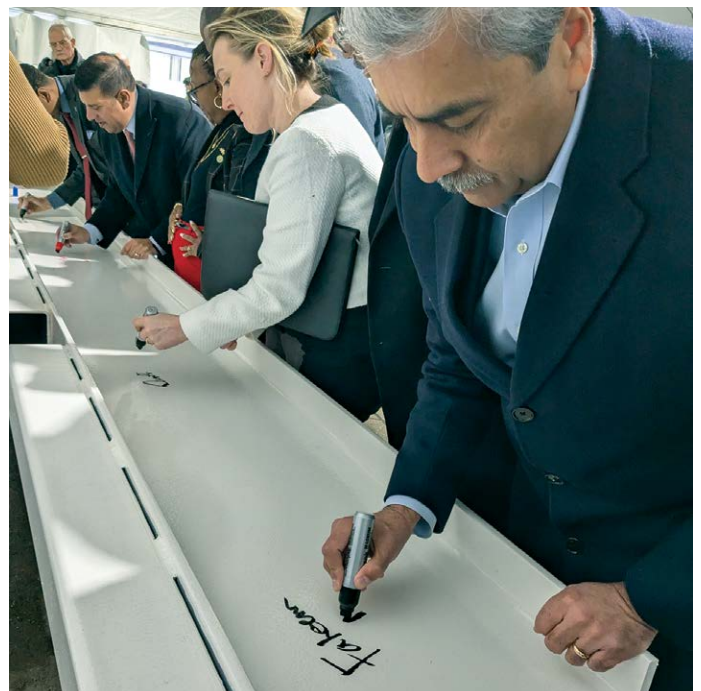
Growing Our Branch Network

Expansion Through Acquisition

In September, ESL pledged our intent to purchase the assets of **Generations Bank**, a Seneca Falls-based community bank. Once complete, ESL plans to add eight new branch locations to its footprint and \$350 million in assets to our balance sheet. Through the acquisition, ESL will grow its presence in the Finger Lakes communities across Seneca, Ontario, Orleans, and Cayuga counties. What's more, both ESL and Generations have similar values, storied histories, and a strong commitment to serving their communities. We look forward to continuing this path of growth and meeting the individual and business needs of these communities.

Building Our Fifth City of Rochester Branch

We recently received the necessary approvals to begin construction on our newest ESL branch build on **West Main Street in the City of Rochester's Bull's Head Neighborhood**. This branch represents the fulfillment of a commitment we first pledged back in 2021 to build three new branches within the City of Rochester. Since then, we have opened our Lake Avenue and Goodman Street offices to help provide affordable and accessible financial services to city residents and businesses. Currently in the Bull's Head and immediate surrounding neighborhoods, there are no in-person financial institutions available, creating a banking desert. We look forward to creating greater access for financial services and connecting with neighbors.



A portrait of a woman, Thalia, smiling warmly. She is wearing a dark blue denim jacket over a bright pink top. She has short, dark hair, wears glasses, and has gold hoop earrings. A necklace with red and orange beads is visible. The background is a dark, solid color.

“ESL made it possible for
us to see down the road.”

THALIA, ESL CUSTOMER
19th Ward

Mortgage

At ESL, we are committed to helping individuals and families turn their homeownership aspirations into reality. By offering a comprehensive suite of mortgage solutions, we provide the tools and support needed for success at every stage of the homebuying journey.

Home Possible® RISE AwardSM

In 2024, ESL earned the Home Possible RISE Award (Recognizing Individuals for Sustained Excellence) from Freddie Mac. This award recognized ESL for the greatest number of Home Possible loan deliveries, helping to provide a positive impact on affordable lending in the Greater Rochester communities. Home Possible is one of many flexible lending opportunities to help individuals achieve their homeownership goals.

Buy the Block – Preferred Lending Status

In collaboration with Greater Rochester Housing Partnership, Greater Rochester Habitat for Humanity, and the City of Rochester, ESL earned preferred lending status to support the Buy the Block program. This program helps to strengthen neighborhoods and provide new high-quality homes to income-qualified families in under-invested areas of the city. ESL provided a variety of flexible mortgage solutions to assist first-time homebuyers working through the Buy the Block program.



Homebuyer Dream Program

The 2024 Homebuyer Dream Program is made available through the Federal Home Loan Bank of New York, and eligible borrowers have potential to receive up to \$20,000 (per household) in grant dollars. These funds must be used for down payment and closing cost assistance.

2024 MORTGAGE TOTALS

\$116 Million

2024 HOMEBUYER DREAM GRANTS PROVIDED

84

2024 MORTGAGE LOANS


582

Construction Loans

To meet the evolving needs of homeowners and businesses, ESL provides construction loans for both homeowners and businesses. Whether building new facilities, completing a strategic expansion, or launching a major renovation project, you can count on ESL to provide the short-term financing you need.

VA Loans

We proudly support those who serve our country by providing VA loans—a mortgage type backed by the Department of Veterans Affairs (VA). Designed to assist eligible active-duty service members, veterans, reservists, and surviving spouses, these loans help make homeownership accessible and achievable for those who have given so much.



“I’m a big supporter of local businesses, and I’d rather have my money going into a local [organization], which ESL is.”

DAN, ESL CUSTOMER
Livonia

Business Banking

The Business Banking experience at ESL is designed to be a true partnership between businesses in the Greater Rochester region and our award-winning team.

We proudly serve approximately 17,000 Business Banking members of all sizes and industries. Our ability to support a diverse range of businesses is a key advantage we provide to organizations throughout our

Greater Rochester region. With more than 100 years of history in the community, we continue to prioritize local, efficient, and personalized decision-making.

TOTAL BUSINESS BANKING ASSETS

\$1.7 Billion

BUSINESS BANKING LOANS

\$926 Million

BUSINESS BANKING SHARE ACCOUNTS

\$519 Million

SBA7(a) LOANS

105

VALUE OF SBA7(a) LOANS

\$14 Million

BUSINESS CUSTOMERS THROUGHOUT
GREATER ROCHESTER

16,800

NEW BUSINESS LOANS

\$234 Million

NEW COMMERCIAL
REAL ESTATE LENDING

\$149 Million

NEW BUSINESS TERM LOANS

\$22 Million

NEW BUSINESS SHARES

\$62 Million

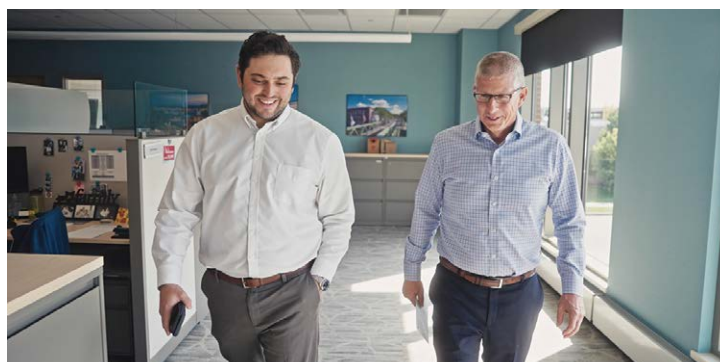
Business Banking Highlights

ESL SBA Partnership

In 2024, ESL earned the #1 ranking for U.S. Small Business Administration (SBA) lender in the Greater Rochester region by total number of loans. With 91 loans in the fiscal year ending Sept. 30, 2024, ESL provided more than \$10.5 million in lending to small businesses across the region. ESL also provided 14 loans for \$3.7 million to the Buffalo region through its western branch in Batavia, bringing total SBA lending for ESL to 105 loans and \$14.2 million for the fiscal year. This more than doubles our SBA lending production in 2023.

ESL has an established and successful partnership with the U.S. Small Business Administration. This partnership is designed for the benefit of small businesses in need of additional funding for things such as new equipment, acquiring new customers, or growing in other areas.

Digital Home Creations, an ESL Business Banking member, credits this partnership for its successful growth and expansion. Digital Home Creations provides custom audio and video automation systems for homes and businesses.



Diverse Capacity

ESL works with a diverse capacity of businesses to help them thrive and prosper. From expansion to redevelopment, our team can work with startup businesses all the way up to those with \$100 million in annual revenue. Our partnerships have contributed to the successful redevelopment of local communities, such as the Neighborhood of Play, and help provide new economic and workforce opportunities throughout the Greater Rochester region. We have the local expertise and knowledge to support businesses in all phases of their journey.

Business Succession Planning

As a leader, we recognize the financial expertise and solutions needed to work through the complexities of a business succession planning process. Our succession planning experience includes partnerships with multigenerational family businesses to help give them the ability to plan for their future and be well prepared for the transition. Gates Towing, established more than 30 years ago, has grown thanks to its partnership with ESL. As a thriving family business, Gates Towing has a business succession plan in place to ensure a smooth transition from one generation to the next.



ESL Investment Services

ESL Investment Services has grown to oversee more than \$1 billion in assets under management and \$2.2 billion in total assets invested, supported by a team of more than 50 experienced professionals. Through a tailored planning approach, we work with clients to develop strategies that reflect their unique financial circumstances and aspirations. Understanding that every financial journey is different, our team delivers customized solutions designed to address both current realities and long-term objectives.

The graphic features the ESL Investment Services logo at the top, consisting of the letters 'ESL' in a large, white, serif font with a white arc above it, and 'Investment Services' in a smaller, white, sans-serif font below it. Below the logo, the text 'ESL INVESTMENT SERVICES' is written in a white, all-caps, sans-serif font. Underneath, '\$1 Billion' is displayed in a large, white, serif font, followed by the text 'Assets under management as of December 31, 2024' in a smaller, white, italicized sans-serif font. Further down, 'TOTAL ASSETS INVESTED' is written in a white, all-caps, sans-serif font, followed by '\$2.2 Billion' in a large, white, serif font, and 'As of December 31, 2024' in a smaller, white, italicized sans-serif font.

Securities and advisory services are offered through LPL Financial (LPL), a registered investment advisor and broker-dealer (member FINRA/SIPC). Insurance products may be offered through LPL or its licensed affiliates or ESL Investment Services, LLC. ESL Investment Services, LLC, member FINRA/SIPC, provides referrals to LPL and its affiliates. Neither ESL Investment Services, LLC, a subsidiary of ESL Federal Credit Union, nor ESL Federal Credit Union are affiliated with LPL or its affiliates. ESL Federal Credit Union **is not** registered as a broker-dealer or investment advisor. Products and services are offered through LPL or its affiliates by LPL registered representatives doing business as ESL Investment Services. Representatives are dually registered with ESL Investment Services, LLC and LPL and may also be employees of ESL Federal Credit Union. Securities and insurance offered through LPL or its affiliates are:

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Cooper/Haims Advisors, an ESL Company

We proudly marked our five-year anniversary with Cooper/Haims, an important milestone that highlights the expansion of our wealth management capabilities. Cooper/Haims offers a robust suite of fee-based services, including tax planning and compliance and comprehensive financial planning designed to address complex financial needs. Our dedicated team of professionals has \$939 million in assets under management.



ESL Trust Services

ESL Trust Services provides essential trust and estate planning services, helping individuals and organizations protect their legacies and navigate the complexities of wealth transfer. Our offerings include professional fiduciary services, such as trustee and executor services, estate planning assistance, along with investment and financial support for families, foundations, and nonprofits. By serving as a reliable partner, we focus on managing life's work while supporting beneficiaries' futures with care and expertise.



Digital Service Enhancements

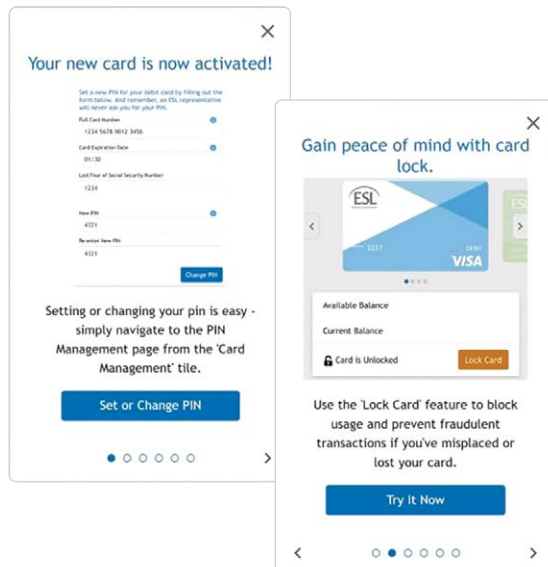
At ESL, we are committed to delivering a superior experience that seamlessly integrates across all channels, with a strong focus on enhancing our digital services to meet the evolving needs in an increasingly digital-first age. Here are several enhancements we made to our digital offerings in 2024.

Debit, HSA, and Card Management Features

We've made several enhancements to card management functionality for members with an ESL Debit, HSA, or ATM Card. This includes the ability to report your card lost or stolen, changing your PIN, tracking the status of a debit card shipment, and setting up transaction alerts. All these features are now available right through ESL Online/Mobile Banking.

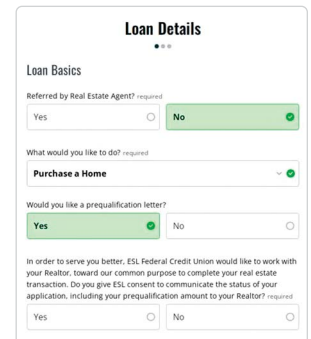
Card Onboarding Experience

Members who recently received new Debit, HSA, and ATM Cards will now be presented with a series of prompts within the ESL Mobile App or Online Banking. These prompts help educate members on the valuable Debit Card Management features available and help bring powerful financial tools to your fingertips.



Mortgage Application & Pre-Qualification Portal

Realtors now have access to an exclusive portal where they can remain up to date on their clients' mortgage application status, and independently update pre-approval letters. What's more, homebuyers also see an improved and modern workflow to work through their mortgage application process.





“Over 20 years, ESL has helped guide me, providing options where I can better manage my money and save it a little differently to reach the changes I want to make.”

CHRISTINE, ESL CUSTOMER
Webster

Scholarships

ESL Scholarship

Our ESL College Scholarship Program recognizes outstanding students who demonstrate their commitment to helping our community thrive and prosper. Individuals selected for this award must demonstrate ESL core

values—accountability, caring about people, initiative, integrity, and teamwork—in their lives. Our congratulations to this year’s scholarship winners:



Janai Blake
Joseph C. Wilson
Magnet High School



Alyse Cordeiro
Brockport High School



Jude Hare
Hilton High School



Amisha Khadka
Our Lady of Mercy for
Young Women High School



Conor Morgan
Spencerport High School



Leah Ormaechea
Penfield High School



Alanah Pinto
Pittsford Sutherland High



Corinthian Reed
McQuaid Jesuit
High School



Zachary Shores
Penfield High School



Sophia Visconte
Brockport High School

ESL/MCC Scholars

ESL partners with Monroe Community College for the ESL/MCC Scholars program. The scholarship program is open to all students who are interested in earning scholarship dollars, internship credit, and part-time employment with ESL, while earning their associate’s degree, to apply. Named in December 2024, the 2025 awardees are:



Alexander Hernandez



Erin Kinslow



Fatima Rezaee

Urban League of Rochester

ESL is a supporter of the Urban League of Rochester Black Scholars™ program that recognizes Black Scholars from school districts in Genesee, Livingston, Monroe, Ontario, Orleans, and Wayne counties. Workshops are hosted every fall and spring to prepare college-bound students and their parents for college selection, admissions testing, applications, financial aid, and navigating college. ESL provided 19 \$2,500 scholarships to the following Black Scholars in 2024:

Alana Crittenden
Greece Athena

Jersusalem Assefa
Rush-Henrietta

Benjamin Opoku
Brighton

Mevin Lloyd
Spencerport

India Williams
Gates Chili

Leila Dumas
Rush-Henrietta

Nasya Ceaser
Greece Arcadia

Kidest Misganaw
Rush-Henrietta

Nia Semon
Rush-Henrietta

Adam Ibrahim
Eastridge High

Kahmari Ward
Rochester Prep

Shinea Gray
Gates Chili

Prophecy Wood
East Rochester

Shaniya Campbell
Eastridge High

Zanyla Penn
School of the Arts

Binyam Mekonen
Rush-Henrietta

Island Jacob
Pittsford Mendon

Zaire Cook
Young Women’s College Prep

Dylonne McClary
East High School

Ibero American Action League

ESL is a supporter of the Ibero American Action League Scholars program that provides merit-based college scholarships to high school seniors of Hispanic/Latino heritage in Genesee, Livingston, Monroe, Ontario, Wayne, and Yates counties. The scholarships provide financial support in the range of \$500 to \$2,000. In 2024, ESL provided 44 scholarships to the Ibero Scholars program. The 2024 Ibero Scholars are:

Cassandra Orellana
East High School

Leah Ormaechea
Penfield

Annerys Perez Iglesias
Rush-Henrietta

Judith Ugalde
James Beneway

Aleena Grace Solano
Spencerport

Estefania Martinez Munoz
Greece Arcadia

Daphnee Gratacos
Eastridge High

Jilliana Gomez
School of the Arts

Ricardo Lagares
Churchville Chili

Evan Rosado
EMHCS

Thais Martinez
East High School

Yasmine Rodriguez
EMHCS

Sara (Cyrus) Nicosia
Penfield

Danielys Ortiz Paniagua
Victor

Isabelle Nevares Gonzalez
Odyssey Academy

Dianishka Vargas Garcia
Edison Tech

Anthony Ramon Diaz
World of Inquiry

Ryan Maddox VanSickel
McQuaid Jesuit

Tiffany Rosero
James Monroe

Matthew Hoffman
Geneva

Mi’Asia Rolon
Irondequoit

Andrea Torres
James Monroe

Soraya Alvarez
Greece Odyssey

Jose Pena Concepcion
Rochester Early College Int’l

Kelianies Clemente
East High School

Brianna Rivero
Gates Chili

Deliz Lopez
East High School

Brisel Diaz Tolentino
Pavilion

Zara Pyatt Ramos
East High School

Adelisa Santiago
Bishop Kearney

Aolani Siaca Johnson
Greece Olympia

Edward Goatsey
Red Jacket

Camilo Martinez
East High School

Melanie Serrano Munoz
EMHCS

Isabel Rodriguez
East High School

Andres Ramos Soto
East High School

Emmi Veras
EMHCS

Kenielyz Oropeza Boneu
James Monroe

Karla Munguia
East High School

Magalis Garcia
East High School

Luis A. Rodriguez
East High School

Jayla Rosario
East High School

Moises Perez
East High School

Freitty Garcia
East High School

Sponsorships

ESL also supports the Greater Rochester region through sponsorships. Organizations are selected based on their alignment with the ESL Purpose, mission, and core values. Their work or project helps inspire people to reach their

true potential, promote positive change, provide positive community impact, support, and service to enhance learning around diversity, equity, and inclusion, and help create vibrancy in our community.

In 2024, ESL provided sponsorships to the following organizations:

- Corn Hill Festival
- ROC Pride Parade and Festival
- ROC Summer Soul
- ESL Jefferson Awards
- Rochester Red Wings
- Rochester Amerks
- Geva Theatre Center

- Rochester Chamber of Commerce Top 100 Awards
- Puerto Rican Festival
- Urban League of Rochester
- Interrupt Racism Summit
- Greater Rochester Association of Realtors





"I feel safe with ESL. I feel
they're out to protect me."

MELANIE, ESL CUSTOMER
Macedon

Senior Management



Faheem A. Masood
President & Chief Executive Officer



Thomas J. Rogers
CPA, Executive Vice President, Chief Operating Officer



Arline L. Bayó Santiago
Executive Vice President, Chief Administrative Officer, General Counsel



Maureen R. Wolfe
Executive Vice President/Director, Human Resources and Community Impact



Caytie Bowser
Senior Vice President/Director, Product & Delivery



Keith E. Cleary
Senior Vice President/Director, Business Banking



Edward French
Senior Vice President/Chief Information Officer and Director, Systems & Technology



Leo Iacobelli
Senior Vice President/Director, Wealth Management



Ajama Kitwana
Senior Vice President/Director, Community Impact



Tina M. Knapp
CPA, Senior Vice President/Chief Financial Officer



Jennifer B. Shoemaker
Senior Vice President/Director, Corporate Strategy and Analytics



Julie Ahrens
Vice President/Director, Organizational Development & Culture

Senior Management



Trina Bonenfant
Vice President/
Director, Audit



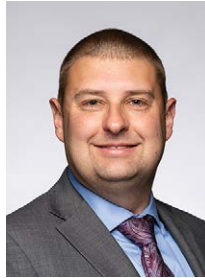
Jamie Ciccone
Vice President/
Director, Loan &
Deposit Operations



Emily Cohen
Vice President/
Director, Deputy
General Counsel



Calvin Curtice
Vice President/
Director, Product
Development &
Management



Matthew Davis
Vice President/
Director, Chief
Information Security
Officer



Nada Debbaghi
CPA, Vice President/
Director, Controller



James Miller
Vice President/
Director, Mortgage
Lending



Michael Prince
Vice President/
Director, Branch &
Contact Center



Richard G. Pulvino
APR, Vice President/
Director, Marketing



Brian Walsh
Vice President/
Director, Treasurer

Board of Directors

The Board of Directors for ESL Federal Credit Union consists of a diverse group of influential and successful leaders from a broad spectrum of disciplines. This distinguished group oversees the various activities of ESL and helps ensure our

organization's long-term profitability and sustainability. Their individual and collective expertise is essential to the achievement of our vision to become the premier provider of community banking services.



Erin M. Tolefree
Chair of the ESL Board of Directors, President and CEO, Baldwin Richardson Foods



Julie Camardo
Owner and CEO, Zweigle's Inc.



Scott Chapman
Chief Financial Officer and Treasurer, Butler/Till, Inc.



Flor M. Colón
Chief Legal Officer and Corporate Secretary, Xerox Corporation



Daniel J. Goldstein
Chief Executive Officer, Royal Oak Realty Trust



Jane Hasselkus
Former Senior Director, Life Cycle Management, CooperVision, Inc.



Cynthia Langston
Senior Vice President and Chief Information Officer, Excellus Health Plan Blue Cross Blue Shield



Faheem A. Masood
President and CEO, ESL Federal Credit Union



Corinda Reaves
Chief Community and Customer Experience Officer, Rochester-Genesee Regional Transit Authority



Jaime Saunders
President and CEO, United Way of Greater Rochester and Finger Lakes

The ESL Supervisory Committee

The ESL Supervisory Committee consists of four community volunteers and one board member. The committee is responsible for ensuring that the board of directors and management of the credit union meet

Karen Lejman
Supervisory Committee Chairperson

Cynthia Langston
Supervisory Committee Member

Mary Alice Liotta
Supervisory Committee Member

required financial reporting objectives and establish practices and procedures sufficient to safeguard members' assets.

Donald W. Reeve
Supervisory Committee Member

Louise Walsh
Supervisory Committee Member



"It's about understanding your power and that the future holds no limits."

RAMIR, ESL CUSTOMER
N. Winton Village



“It’s the best place to work that I’ve ever experienced. We have a great culture. Everyone that’s here is amazing. It is a great place to work.”

RYAN,
ESL EMPLOYEE

Progressing with Purpose

As we step into 2025, we are filled with optimism and determination to continue advancing our mission and Purpose. This year, we recognize that true growth is measured not just by what we achieve, but also by the positive impact we create for those we serve.

In 2025, we aim to build upon our existing foundational values and continue to progress, all guided by our commitment to purposeful action to help our community thrive and prosper. We embark on 2025 with the following commitments:

Innovating for Superior Experiences

Delivering superior experiences for both our members and employees continues to be of paramount importance. To stand out among our competition, we must leverage feedback to refine our services to ensure they reflect the needs of those we serve.

Strengthening Through Reinvestment

In line with our mission, we will continue to reinvest in the organizations, programs, and systems that create opportunities for individuals and businesses to thrive. This will be further evidenced through sharing our financial success with our members and reinvesting vital philanthropic dollars into our nonprofit community.

Together, we look forward to bringing personalized banking solutions and dedicated service to new neighborhoods and communities. We're committed to being a partner and a trusted ally in your success.

Thank you for being part of our journey. Your trust and collaboration fuel our work and inspire our progress.

Fostering Connection

Every interaction with our customers is an opportunity to better understand and support their needs. This year, we are focused on building and deepening relationships, both with our long-standing members and new customers.

Expanding Our Footprint

2025 is an exciting year for ESL, as we embark on several new efforts to grow with our community. This year we look to obtain regulatory approval of and close the deal with Generations Bank. We also will open our Bull's Head branch in the City of Rochester, bringing in-person financial services back to individuals and businesses of the southwest area of the city.

As we navigate 2025 together, we look forward to creating meaningful change that uplifts our members and strengthens our community. We know that we can achieve the most when we move forward together, with purpose.

Here's to progressing with purpose and building a brighter future together.

STEPHEN,
ESL CUSTOMER
Webster

You're our partner in
growing Greater Rochester.



¹ESL Federal Credit Union and its subsidiaries encourage diversity in the workplace; we are an Equal Opportunity Employer. Minority/Female/Disability/Veteran. We affirm the right of every person to participate in all aspects of employment without regard to race, religion, color, national origin, citizenship, sex, sexual orientation, gender identity, age, veteran status, disability, genetic information or any other protected characteristic. ²Payment of a Dividend is not guaranteed. Qualification for the Owners' Dividend is subject to eligibility requirements. The maximum Owners' Dividend payout is \$3,000. ESL IOLA Checking accounts and VA Loans excluded. Membership subject to eligibility. ESL is a registered service mark of ESL Federal Credit Union. Equal Housing Lender. Federally insured by the NCUA.