

Message from the Chairperson of the Board



We hope that you and your families are well. I'm pleased to write my first letter in SF Fire Credit Union's annual report, with this marking my first full year as board chair. I'd like to thank and acknowledge my predecessor John Sweeney. His decades of service to the San Francisco Fire Department and SF Fire Credit Union is commendable. I intend to continue for many years to come in the same spirit, committed above all else to serving our members. I also would like to acknowledge my fellow board members for their hard work and dedication. This talented group of Credit Union members bring a diverse set of skills and perspectives to the role, volunteering

many hours of their time to ensure the safety and soundness of our Credit Union. It's truly a team effort to steward such an esteemed organization like SF Fire Credit Union, and an honor to lead it.

2023 was a remarkable year for the San Francisco Fire Department serving not only San Francisco but communities all across the State of California. I like to think SF Fire Credit Union has a similar commitment to serving our members. In addition to the great work they do every day, I'm especially proud of the SFFD volunteers who met the call of duty when fires arose in Northern California along the Oregon border, and again when devastating wildfires struck the Hawaiian Island of Maui last fall.

Like the San Francisco Fire Department, SF Fire Credit Union is deeply committed to the community where we live and work, and 2023 was an outstanding year for community support. Last year, we contributed over \$180,000 to the SF firefighting community. And in December, we continued our tradition of working with the San Francisco Firefighters Toy Program to make the holiday season a little more magical for more than 40,000 children in the Bay Area. We donated nearly \$15,000 to make sure no child went without a toy for the holidays, and our Credit Union employees enjoyed volunteering side-by-side with firefighters and the community at large during the annual San Francisco Firefighters Toy Drive in December. We were also delighted to sponsor the annual SFFD station decorating contest once again to help spread holiday cheer across our local neighborhoods.

Lastly, I'm especially proud of the recognition we recently received from Newsweek as one of the country's best regional banks and credit unions in 2024, which is an outstanding way to start the new year. You can read more about this distinction under the News & Events section of our website.

In closing I want to acknowledge our dedicated team of employees for doing a fantastic job serving our members' financial needs every day and express my gratitude to our members for all that you do.

Brook Baker
Chairperson, Board of Directors

Board of Directors

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|-----------------------------------|--|---------------------------------|
| Brook Baker
Chairperson | Bob Olson
Vice Chairperson | Kim Weiss
Secretary |
| Robert Cappa
Director | Anthony Diluzio
Director | Ettore Leale
Director |
| Anthony Rivera
Director | John Sweeney
Emeritus Director | |

Audit Committee

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|------------------------------------|------------------|---------------------|
| Robert Cappa
Chairperson | Kim Weiss | John Diluzio |
|------------------------------------|------------------|---------------------|

Leadership Team

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| Kathy Duvall
Chief Executive Officer | John Basalla
Chief Risk Officer | Blake Cairney
Chief Lending and Operations Officer |
| Josephine Chew
Chief Marketing Officer | Dawn Chute
Chief People Officer | Robert Kassab
Chief Financial Officer |
| Anthony Vitale
Chief Information Officer | Erik Welch
Chief Growth Officer | |



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2023 Annual Report



73rd Annual Meeting of the Members

Founded in 1951 by firefighters for firefighters, we are a credit union dedicated to building financial success in our community.

Message from the President & Chief Executive Officer



Greetings from all of us at SF Fire Credit Union! 2024 is off to a strong start for continued strength and stability at SF Fire Credit Union. Fiscal responsibility is a top priority for us, and I'm confident in the safety and soundness of our business as our capital ratio is significantly above the regulatory minimum to be considered well capitalized.

We continue our relentless pursuit of enhancing the member experience. Notable highlights in 2023 included investments in the branch experience as well as technology enhancements that make doing business easier.

In May, we opened a new branch in Noe Valley with a ribbon-cutting, block-party celebration to mix and mingle with our new neighbors. More than 400 people joined the fun and enjoyed ice cream, balloons, and other festivities. We even received a Certificate of Honor from the city for opening a business in this district.

We continue to invest in improving member experiences by introducing new technologies that make it easier to do banking. Recent highlights include:

- Easily add external accounts from other financial institutions without trial deposits, allowing easy access to view your aggregated balances and move money. You are now able to do all your banking transactions within the SF Fire online and mobile banking platform.
- Request domestic and international wires through online and mobile banking.
- Seamlessly add your card to your favorite digital wallet - like Apple/Samsung/Google pay - so you can shop or use your card conveniently with just a tap on your phone.
- View all the necessary card information on Digital Card Display within our online and mobile banking platform without having to pull out your physical card for online purchases.

These are just a few examples of the many highlights from 2023. Most of all, I'm grateful for the enthusiasm and dedication of our team in doing what they do best every day — serving the financial needs of our members.

Kathy Duvall

Kathy Duvall
President and Chief Executive Officer

Audit Committee Report

The Audit Committee independently evaluates the soundness of SF Fire Credit Union's operations and activities, ensuring that management implements sound internal controls and maintains practices and procedures that adhere to accepted general accounting principles. In doing so, they carry out the following primary responsibilities:

- Protection of members' funds and interests
- Safeguarding of assets
- Compliance with regulations, policies and procedures
- Reliability of financial records

The Committee meets regularly to review and discuss internal controls as well as auditing matters. It also retains an independent accounting firm to perform an annual financial audit and issue certified financial statements as they relate to the overall financial condition of SF Fire Credit Union. Our Audit Committee members are:

- Robert Cappa
- Kim Weiss
- John L. Diluzio

As Chairperson of the Committee and based on the results of the 2023 annual audit performed by certified public accountants CliftonLarsonAllen LLP, I am pleased to share our conclusion that SF Fire Credit Union has adequate financial controls and is financially sound. A copy of their audit is available upon member request.

Robert Cappa

Robert Cappa
Chairperson, Audit Committee

Financial Summary and Highlights

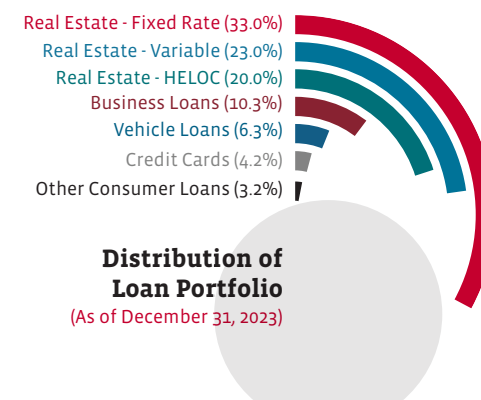
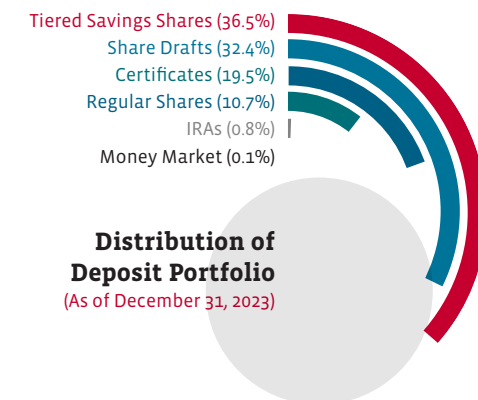
2023 is in the books and what a year it has been. Interest rates climbed to levels not seen since the dot-com bubble and as a result, our entire industry had to contend with declining deposit balances. While inflation seemed to find its peak, prices on most items we consume remained stubbornly high, forcing members to contend with the impacts to their own finances. In short, 2023 created a challenging operating environment for us all.

Against this backdrop, SF Fire Credit Union strengthened its balance sheet to serve our members and their communities. The credit union's net worth increased \$8.9 Million, or 6.1%, as we continued to manage growth relative to risk. Net income, year-over-year, increased \$2.1 million, or nearly 32%.

While it's impossible to predict the future, we will continue to improve our own processes and conservatively invest where possible, to ensure prosperity and financial stability for our members. I look forward to another year serving this great organization.

Robert Kassab

Robert Kassab
Chief Financial Officer



2023
2022

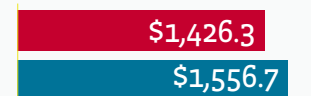
Total Assets (in millions)



Total Loans, Net (in millions)



Total Deposits (in millions)



Total Reserves (in millions)

