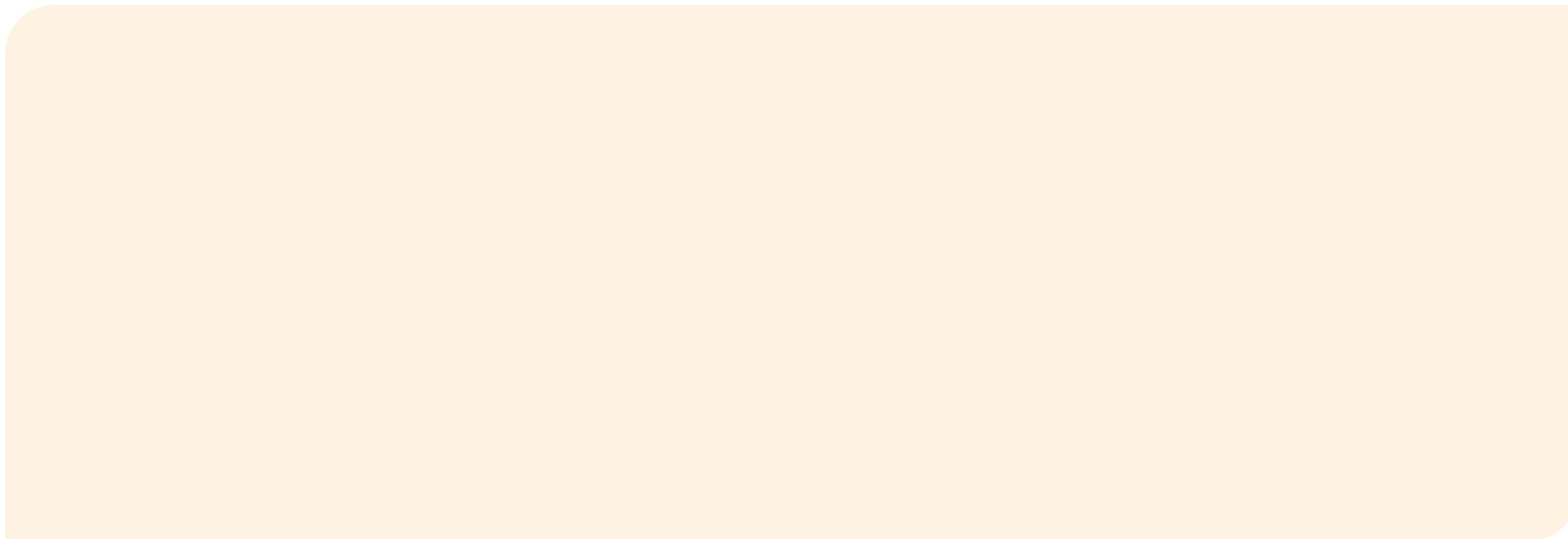


Your partner in
banking and beyond.

 It's The Heartland Way.™



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Letter from the President/CEO

A message from Dan Springer on where we've been, where we're headed, and what it means to be your partner.



Dan Springer
President/CEO

LETTER FROM THE PRESIDENT/CEO

A future built on confidence, clarity, and connection

Dear members,

This past year, you came to us with some of the biggest decisions of your lives. Buying a first home. Starting or growing a business. Figuring out retirement. We don't take that lightly, and we never will. So, thank you for putting your trust in us. We're honored to work hard every day to continue earning it.

Here's a look at what we were up to in 2025.

We took our relationship with Fort Hays State University Athletics to a new level this year as the "Official Financial Wellness Partner of Tiger Athletics." It's more than a sponsorship now. We're working together to bring real financial education to student athletes and the broader community in Hays and western Kansas, because being a partner means showing up beyond the transaction.

We also secured the naming rights to Heartland Credit Union Arena in Park City. As a place where the south-central Kansas community gathers for events, athletics, and entertainment, the arena represents the spirit of connection we value. Having our name on this venue is a meaningful reflection of our commitment to the communities we serve and the future we are helping build together.

CONTINUED →



And we committed to opening a third Wichita branch at 21st and Rock. For us, that's what it looks like to be a partner in the places our members actually live and work.

Looking ahead, we'll keep putting real resources into our digital tools. Our mobile app and online banking already hold their own against the big banks and fintechs, and we plan to keep it that way. Because a good partner shows up however you need them to, whether that's on your phone at midnight or across the desk at a branch.

All of it, the education partnerships, the arena, the new branch, the digital investments, points back to the same idea. We want to be your partner in banking and beyond. Not just a place that holds your money, but someone in your corner when the decisions get hard and the stakes feel high. That's not a new aspiration for us. It's who we've always tried to be. It's the Heartland Way.

Thank you for trusting us, and for being member-owners

With gratitude,

Dan Springer, President/CEO

"All of it, the education partnerships, the arena, the new branch, the digital investments, points back to the same idea. We want to be your partner in banking and beyond. Not just a place that holds your money, but someone in your corner when the decisions get hard and the stakes feel high." — **DAN SPRINGER, PRESIDENT/ CEO**



Board reports

Hear from our Board Chair, Treasurer, and Supervisory Committee on the health and direction of your credit union.



Rex Christner
Chair

REPORT OF THE CHAIR

Stronger together. Built for what's next.

In 2025, Heartland Credit Union proved what a member-owned cooperative can accomplish with sound leadership and a clear sense of purpose. Total assets grew to **\$689.8 million** — up from \$643.4 million in 2024 — loan volume reached **\$257 million** (a 31% increase), and net income to reserves climbed to **\$7 million**, a remarkable turnaround from \$1.1 million the year prior. Surpassing 40,000 member-owners marked a milestone that reflects the growing trust Kansans are placing in an institution built for them, not shareholders.

That financial strength made our community investments possible: **\$10,000 in scholarships, 10 C.A.S.H. Grants** reaching more than **1,000 students, 440 young people** introduced to real-world budgeting through Bite of Reality, and nearly **3,000 meals** provided to Reno County families. The Board guided every decision through a simple lens: does this make life better for our members?

The answer, in 2025, was yes — again and again. That's the Heartland Way.

[READ THE FULL REPORT →](#)



Brian Meder
Secretary/Treasurer

REPORT OF THE TREASURER

Your credit union. Your returns. Your future.

In 2025, Heartland Credit Union returned **\$10.6 million in dividends to members** and grew reserves to over **\$7 million** — proof that a member-owned credit union puts people first. While elevated interest rates and tight housing inventory created headwinds for the broader real estate market, including a \$987 thousand loss tied to our mortgage CUSO, Members Mortgage Services, our financial foundation remains sound. The Board of Directors is committed to the same safe, transparent, member-first service you've always counted on. Your trust is the reason we exist — and the reason we keep building for what's next.

[READ THE FULL REPORT →](#)

“As your Treasurer at Heartland Credit Union, I’m proud to share that our credit union’s financial foundation remains strong and member-focused. Even amid ongoing economic and inflationary pressures, we stayed true to our commitment of delivering real value to the people we serve.” — **BRIAN MEDER, SECRETARY/TREASURER**



Deb Hammond
Committee Chair

REPORT OF THE SUPERVISORY COMMITTEE

Accountability you can count on

In 2025, the Supervisory Committee continued its work to safeguard member assets through independent oversight of HCU’s financial operations. A key development this year: HCU separated its compliance and internal audit functions, giving the audit team full independence to monitor high-risk areas more proactively – a meaningful step forward in how we protect what members have entrusted to us.

External audits by Wipfli LLP confirmed that HCU’s financial records accurately represent its position and conform to Generally Accepted Accounting Principles. Specialized audits of our ACH, BSA, and SAFE programs by J Tenbrink & Associates found all programs operating in good order. Regulatory examinations by the Kansas Department of Credit Unions and the National Credit Union Administration noted only minor deficiencies, all of which are actively being addressed. No material deficiencies were identified.

Our mortgage CUSO, Members Mortgage Services, underwent an independent audit by Richey May & Co., LLP. That review is in its final stages, with a completed report expected by early April 2026. We will share findings with the Board as soon as they are available.

In summary, your funds and records are being maintained with the care, soundness, and transparency you’ve come to expect from Heartland.

[READ THE FULL REPORT →](#)



Financial statements

A transparent look at your credit union's finances — because you deserve to know exactly where things stand.



Loan report

CATEGORY	2025	2024
Total dollar volume of loans made	\$257,000,471	\$196,586,243
Total volume of loans since April 1, 1948	\$3,743,182,062	\$3,486,181,591
Loans charged-off since April 1, 1948	\$30,959,940	\$23,564,608
Recoveries from charged-off loans	\$2,464,282	\$1,187,492



Balance sheet

ASSETS	2025	2024
Loans, net of allowance for loan losses	\$573,475,232	\$544,493,890
Cash & investments	\$67,097,485	\$55,038,020
Other assets	\$49,204,947	\$43,892,254
Total assets	\$689,777,664	\$643,424,164
LIABILITIES & EQUITY	2025	2024
Other liabilities	\$47,856,106	\$51,468,259
Share deposits	\$580,066,933	\$537,147,314
Reserves & undivided earnings	\$61,854,625	\$54,808,591
Total liabilities & equity	\$689,777,664	\$643,424,164



Income statement

CATEGORY	2025	2024
Interest income	\$41,093,585	\$36,853,747
Dividends	(\$11,227,116)	(\$11,216,452)
Interest expense	(\$1,645,563)	(\$945,595)
Net interest income	\$28,220,906	\$24,691,700
Non-interest income	\$9,685,807	\$8,537,044
Non-interest expense	(\$30,138,863)	(\$31,542,735)
Income from operations	\$7,767,850	\$1,686,009
Non-operating Income (loss)	(\$735,519)	(\$559,141)
Net income to reserves	\$7,032,331	\$1,126,868



Where the Heartland Way shows up

From classrooms to food banks to local businesses, here's how we invested in our members and communities in 2025.



Growing together through trust and partnership

In 2025, Heartland Credit Union surpassed **40,000 member-owners**, a milestone that reflects the trust more Kansans are placing in the Heartland Way. Every new member strengthens our cooperative and expands our ability to invest in better tools, deeper support, and meaningful community partnerships. This growth is more than a number. It is a signal that members are choosing guidance, clarity, and a partner who shows up for them in the moments that matter.

More members. More impact. More partnership. That is how we grow stronger together.

Hutchinson Teachers Credit Union was chartered in 1948 with 14 members and \$315 in assets. Today, 40,000 member-owners and \$689.8 million strong, we're proof that trust compounds over time.

ORIGINAL CREDIT UNION LOCATION PICTURED TO THE RIGHT





Honoring educators who go beyond

Heartland was founded by teachers, and in 2025, we continued honoring those roots through the new **Inspire 489 Award**, created in partnership with the USD 489 Foundation for Educational Excellence. This quarterly recognition celebrates the teachers and staff who show up for students in extraordinary ways – the individuals who inspire excellence every day. Each honoree receives a **\$1,000 award**, reflecting our belief that strong schools build strong communities.

Because being your partner in banking and beyond means supporting the people shaping the next generation. That's the Heartland Way.

“Having this chance to be part of an award that truly recognizes the great teachers in our district is super exciting. Educators are the unsung heroes of today’s workforce. Day in and day out they work tirelessly to make our future brighter and deserve all the kudos and praise.” – **CHRISY CROUGH, PRESIDENT OF HAYS 489 FOUNDATION**

FOR EDUCATION



Investing in the next generation

Heartland awarded **\$10,000 in scholarships** to four student members pursuing higher education. We also funded **10 C.A.S.H. Grants**, supporting innovative classroom projects and enriching the learning experience for more than **1,000 students**. From STEM tools to broadcasting equipment to literacy programs, these grants help teachers bring learning to life.

We also continued our commitment to financial education, hosting **four Bite of Reality events** that reached **440 middle and high school students**. This hands on program brings budgeting to life and helps students gain confidence in managing money.

Empowering futures isn't just something we do — it's who we are. It's the Heartland Way.

\$10k

Scholarships awarded

10

C.A.S.H. Grants funded

440

Bite of Reality participants





Championing leadership, character & opportunity

Heartland was proud to serve once again as the presenting sponsor of the **Boys & Girls Clubs of Hutchinson Youth of the Year** program. In 2025, we celebrated **Gabriel Marcum**, a member for more than six years whose commitment to leadership and service earned him a **\$1,000 scholarship** and a place in the statewide competition.

When young people thrive, our communities thrive — and we're here to help them move confidently toward tomorrow.

“Being named Youth of the Year for the Boys & Girls Clubs of Hutchinson is far more than an award—it is a deeply meaningful honor that I will always carry with me...I am also deeply grateful to Heartland for their unwavering support of the Youth of the Year program and for believing in young people like me.”

— GABRIEL MARCUM, BOYS & GIRLS CLUBS OF HUTCHINSON YOUTH OF THE YEAR



Fighting hunger, fueling hope

Thanks to the generosity of our members, we reached our goal of **raising \$10,000** for the Reno County Food Bank — enough to provide nearly **3,000 meals** to families in need. Heartland contributed the first \$5,000, and our members matched it through year end donations.

We show up for our neighbors — because that's the Heartland Way.

“Hunger is one of the 12 developmental issues identified by the National Credit Union Foundation as a barrier to financial well-being. It’s a challenge that can lead to a lack of education, which in turn limits opportunities to build savings and wealth. By supporting the Reno County Food Bank, we can help address one of the root causes of financial instability in the community.”

— DAN SPRINGER, PRESIDENT/ CEO





A stage for the whole community

In 2025, Heartland Credit Union became the naming rights sponsor of **Heartland Credit Union Arena in Park City** — one of south-central Kansas' premier destinations for sports, concerts, and community events. The venue seats up to 6,500 and has been a hub for entertainment and economic vitality in the Wichita area since 2009.

This partnership is about more than a name on a building. It's about showing up in Wichita in a way that creates real experiences for our members — including exclusive ticket giveaways, presale access, and special events. It's an investment in the places where our communities gather, celebrate, and connect.

When we invest in the places our communities gather, we invest in the people who make them great. That's the Heartland Way.

"You guys are amazing! What a great concert and the hospitality room!! Over the top service." — **JAKE STRECKER,**
TURNPIKE TROUBADOURS TICKET WINNER

[LEARN MORE →](#)



Celebrating members who bank the Heartland Way

To celebrate our Beyond Spending accounts, we launched the 2025 **Spend & Win Giveaway**. Long time member **Andrew Fager** took home the \$5,000 grand prize, with two additional members winning \$500 each simply by using their Beyond debit cards. The Beyond Spending account continues to reward everyday banking with benefits and savings.

Rewarding loyalty isn't a promotion — it's a promise.



BEYOND BENEFITS

- 💰 Earn 2.02% APY* on your balance
- 🚚 Roadside Assistance
- ✈️ Trip Cancellation and Interruption
- 🛡️ Buyer's Protection and Extended Warranty^{2,3}
- 📱 Cell Phone Protection
- 🐾 Pet Insurance⁴
- 🏪 Shop Local, Save Local¹
- 🏥 Health Savings Card
- 👤 ID Theft Aid
- 🦈 Billshark⁴

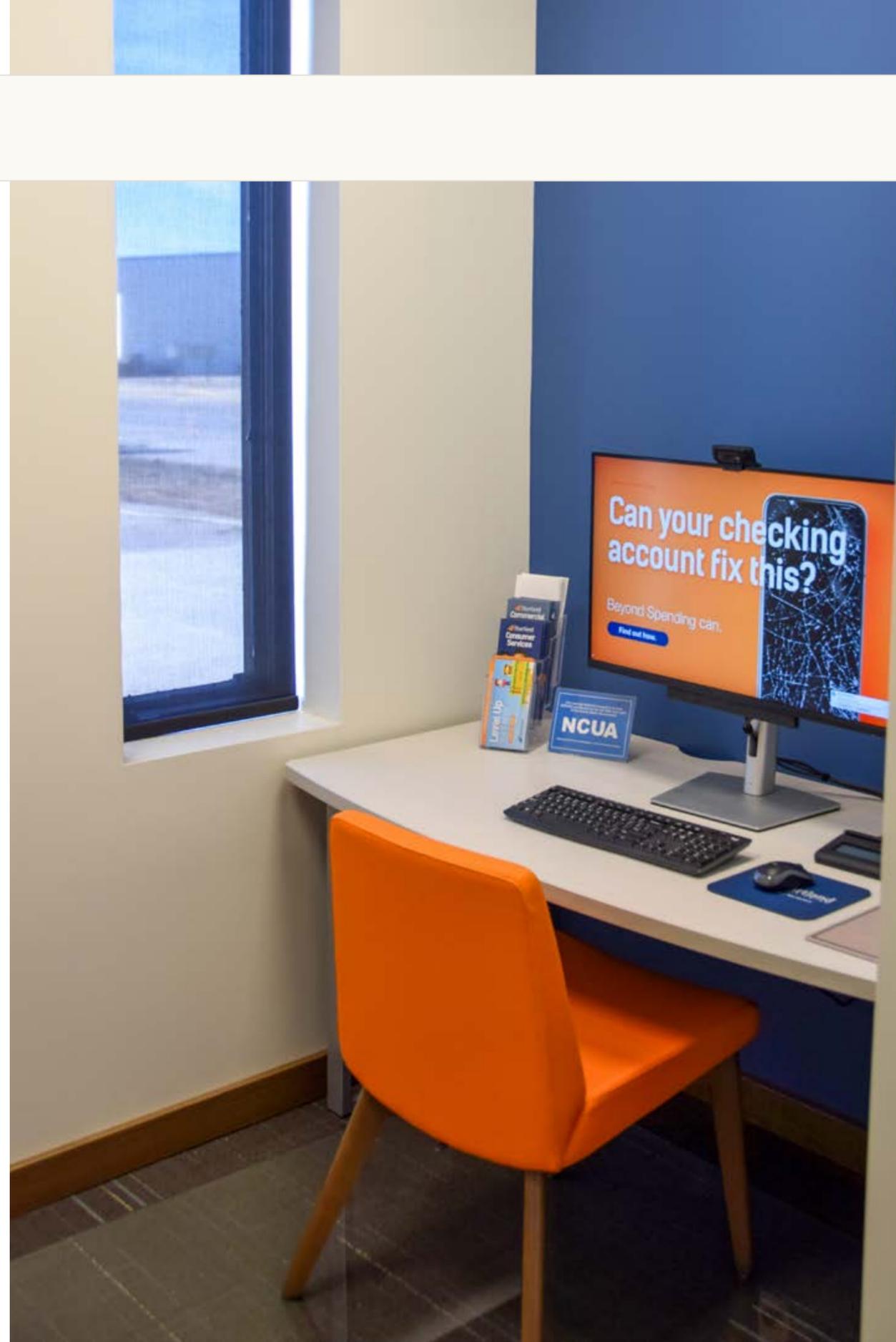
*Membership Required. 2.00% with an Annual Percentage yield of 2.02% on balances from \$0 to \$5,000, .35% with an APY of .35% on balances from \$5,000.01 to \$10,000, .20% with an APY of .20% on balances from \$10,000.01 to \$25,000, and .10% with an APY of .10% on balances greater than \$25,000 for the current dividend period. ¹Participating merchants on BaZing are not sponsors of the program, are subject to change without notice, may not be available in all regions, and may choose to limit deals. ²Subject to the terms and conditions detailed in the Guide to Benefits. ³Insurance products are: NOT A DEPOSIT, NOT NCUA-INSURED, NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY, NOT GUARANTEED BY THE CREDIT UNION. ⁴Requires activation.



Ness City branch, reimagined

Our Ness City branch underwent a full remodel in 2025, delivering 24/7 ATM access, improved service flow, and a refreshed, welcoming environment. Inside and out, the branch now reflects the modern, member centered experience at the heart of our brand.

Better access. Better experience. That's how we partner with members where they are, and where they're going.





Wichita, we're growing with you

The decision was made in 2025. The doors open in 2026. A new branch is coming to 21st and Rock — and we couldn't be more excited to grow deeper roots in Wichita. This new location reflects the expanding number of Wichita-area members who have chosen the Heartland Way. It's a commitment to the members and neighbors who have made Heartland a part of their financial lives, and an invitation to the ones who haven't yet.

Growth isn't just a number. It's a new neighbor. That's the Heartland Way.

