



Putting people first since 1936.

The background of the lower half of the page features a photograph of a tall, red and white lighthouse situated on a rocky island. A paved walkway leads from the foreground towards the lighthouse. The sky is a clear blue with some light clouds. On the left side, there is a large, semi-transparent graphic element consisting of several overlapping, rounded rectangular shapes in shades of red and white, creating a modern, abstract design.

2020 ANNUAL REPORT

We *promise* to...

- Welcome you **FIRST** and treat you as an honored guest.
- Treat you with **FIRST**-class professionalism and address you by name.
- Deliver **FIRST**-rate, friendly service in an accurate and timely manner.
- Take ownership and make you our **FIRST** priority.
- Identify your financial needs **FIRST** and provide you with trustworthy and value-added solutions.
- Make a **FIRST**-rate financial difference in our members' lives.
- Keep our **FIRST**-rate facilities clean and operational to ensure your experience is pleasant.

OUR FIRST PRIORITY IS ACHIEVING YOUR FINANCIAL DREAMS

- Defining Your Dream Goals and Lifestyle
- Empowering You Through Financial Education

The First Financial Member Experience

- Building Your Wealth
- Planning Your Retirement
- Managing Your Risk

REPORT FROM ISSA E. STEPHAN, CCUE President and Chief Executive Officer



Fiscal year 2020 will certainly be remembered as one of the most challenging times in our 84 year history. Despite the issues and uncertainty presented by the global COVID-19 pandemic, First Financial is proud to say we were able to help our members with their financial goals and assist them in their banking needs throughout a difficult year for all.

Our most important priority during the pandemic, was the health and well-being of our employees and members. As we unfortunately had to temporarily close our branch lobbies in March of 2020, we came up with additional ways to continue to fulfill our members' banking needs such as with drive thru and ATM service, electronic loan closings, bank by phone, a skip-a-pay program for those needing loan payment deferments, online loan applications, digital wallet, appointments for account openings, and online and mobile banking. The use of these electronic services allowed us to continue to assist our members with as little service disruption to our operation as possible.

At First Financial, our key promise is to always assist our members with their financial dreams. Together, despite the pandemic—we were still able to help our members with their financial goals, we strengthened their knowledge through digital financial education, and continued to support them in planning their future through our Investment & Retirement Center.

On the Business Development front, we were able to attend over 50 in-person credit union days at community partners before the pandemic. We were still able to open over 130 memberships for employees of our community partner groups last year, despite the Coronavirus pandemic. By early April 2020, Business Development discovered innovative digital ways to reach the employees of our community partners —by participating in virtual benefits fairs, sending flyers and product information electronically, and participating

in scheduled Zoom calls with schools, hospital employees, government offices, and several small businesses.

Speaking of small businesses—First Financial was also able to lend \$2.56 million to Monmouth and Ocean County business owners through the SBA CARES Act in the form of Paycheck Protection Program (PPP) Business Loans during the first draw period between April and August of 2020. We were thrilled to be able to help keep our local small businesses afloat during such a challenging time.

While we were only able to hold a handful of in-person financial seminars for our membership and with students in the form of LIFE™ (Learning Independent Financial Education) Financial Reality Fair events in our local high schools before March, we were also able to maintain digital financial education through our First Scoop Blog, in creating several financial tips videos, and by updating our member guidebooks on topics such as homebuying, identity theft prevention and more—available on our website and in eNewsletters that were sent out to our members.

Our Loan Department began a virtual consultation program for those looking to purchase or refinance a home as the market hit an all-time high by the Fall of 2020, and answer any questions with no commitment required. This quickly became a popular and easy way to continue to assist our members and meet with them virtually through video chat or phone call and allow them to feel comfortable before taking the next step.

Our Investment & Retirement Center was also able to offer over 30 one-hour virtual seminar sessions in conjunction with CUNA Mutual Group—on a variety of topics ranging from Social Security, Transitions to Retirement, Long Term Care, Understanding Medicare, Income for Life, Women and Investing, How to Weather a Bear Market and more—between April and December 2020. These informative virtual seminars were either offered as lunch and learn events or in the evening and became extremely popular among our membership.

Our credit union puts a high priority on education because it's how First Financial began 84 years ago, with a group of

schoolteachers from Asbury Park. The First Financial Foundation was able to award South Toms River Elementary School with a \$500 grant for their Positive Behavior in Schools (PBSIS) Program in the Fall of 2020.

First Financial loves to be able to give back to our members and local community whenever possible. While we typically transform each of our branch locations into a Winter Wonderland and take children's photos with Santa every year in December—in 2020 we were able to improvise and send nearly 200 personalized letters from Santa to First Financial kids, just in time for the holiday season. Though different than usual, Letters from Santa was still a big hit - and we were happy to spread some holiday cheer throughout Monmouth and Ocean Counties as this unprecedented year came to a close.

Though 2020 may have been an unusual year for all, we thank you for your continued support and membership with us—as well as for choosing us for your financial needs. As we continue to navigate through this global pandemic—our goal remains to provide our members with convenient, value-driven banking services that are designed to assist you anywhere and anytime you do your banking.

Thank you for Thinking First, God Bless, and Be Well!

Issa E. Stephan, CCUE, President/CEO
Gordon E. Holder, Chairperson

STATEMENTS OF FINANCIAL CONDITION AND INCOME

2020 Financial Statement

Assets	2020	2019
Loans to Members	93,277,191	108,998,618
Cash	43,899,472	3,191,744
Investments	39,848,137	40,161,101
Fixed Assets	10,370,906	10,501,365
Other Assets	4,662,965	6,411,756
Total Assets	192,058,671	169,264,584
Liabilities and Equity		
Accounts Payable	51,954	616,240
Member Deposits	186,045,851	161,928,004
Equity	5,960,866	6,720,340
Total Liabilities & Equity	192,058,671	169,264,584

2020 Income Statement

Income	2020	2019
Interest on Loans	5,049,224	6,576,622
Interest on Investments	516,623	809,845
Other Income	2,041,902	2,771,497
Total Income	7,607,749	10,157,964
Expenses		
Compensation & Benefits	2,806,483	3,253,201
Office Expense	2,248,201	2,736,666
Data Proc & Prof Services	1,226,749	1,193,676
Provision for Loan Loss	1,422,725	3,302,431
Education/Promotion	98,976	126,458
Total Expenses	7,803,134	10,612,432
Gain/Loss Sale of Assets	328,321	(135,078)
Income Available	132,936	(589,546)
Dividends & Interest on Borrowed Funds	98,130	153,502
NCUSIF	—	—
Net Income/Loss	34,806	(743,048)



PRODUCTS & SERVICES

FIRST SERVICES

CHECKING & SAVINGS

- Checking Accounts
- Individual Retirement Accounts
- Savings Certificates
- Premium Money Market Accounts
- Holiday Club Accounts
- First Step Kids Accounts
- Savings Accounts
- Business Checking Accounts with Dividends

- Online Banking & Bill Pay
- Direct Deposit
- Instant Issue Debit Cards
- eStatements
- Save Your Change
- Investment & Retirement Center
- Love My Credit Union® Rewards Program
- Merchant Services
- AutoSMART
- Mobile & Tablet Apps with 1 Click Remote Deposit Capture
- First Scoop Blog
- Digital Wallet featuring Apple Pay®, Google Pay®, Microsoft Wallet®, and Visa® Checkout.
- ACH Origination for Loan Payments

LOANS & CREDIT CARDS

- Mortgages
- Visa® Credit Cards
- Vehicle Loans
- Personal Lines of Credit
- Home Equity Loans
- Commercial Real Estate Loans
- Home Improvement Loans
- Business Lines of Credit
- Personal Loans
- SBA Loans
- Consolidation Loans
- Fast Cash Loans (Payday Alternative)
- Cash Out Auto Loans
- Lease Buyout Loans

2020 ANNUAL REPORT

BOARD OF DIRECTORS

Gordon Holder
Chairperson

Earl Sutton, Jr.
Vice Chairperson

David Graf
Secretary & Treasurer

Elizabeth M. White

Laurita Carr

Catherine McLaughlin

Karen Fiore

SUPERVISORY COMMITTEE

Elizabeth M. White
Committee Chairperson

Ronald Minsky

Mitch Thaler

LEADERSHIP TEAM

Issa E. Stephan, CCUE
President and Chief Executive Officer

Terriann Warn
Vice President, Chief Financial Officer

Nancy Culp
Vice President, Lending

Jessica C. Tortorice
Vice President, Marketing & Business Development

REPORT OF THE SUPERVISORY COMMITTEE

The Supervisory Committee is appointed by the Board of Directors. It serves as an independent group to ensure that Management and the Board of Directors establish adequate policies and procedures, and guarantees the financial statements are properly prepared and accurately reflect the financial position and operating results of your Credit Union.

The Committee, in conjunction with the Risk Officer and external auditors, reviews relevant plans, policies and control procedures established by the Board and Management to ensure they are properly administered and are sufficient to safeguard member assets.

The Supervisory Committee engaged the certified public accounting firm, The Curchin Group LLC, to perform the audit of the Credit Union's financial statements effective December 31, 2020.

A copy of their report may be obtained by writing the Supervisory Committee at P.O. Box 751, Neptune, NJ 07754.

Elizabeth M. White, Committee Chairperson

FREEHOLD/HOWELL

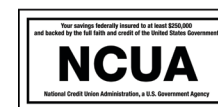
389 Route 9 North
Freehold, NJ 07728

NEPTUNE

783 Wayside Road
Neptune, NJ 07753

TOMS RIVER

1360 Route 9 South
Toms River, NJ 08755



Insured by NCUA.

