



# Message from the Chairman and the CEO



Thomas Crawford,  
Chairman



Debbie Cook,  
President & CEO

At Sun East Federal Credit Union, we are guided by a clear belief that when we put our members first, act with integrity, and invest in our communities, we create lasting value that goes far beyond financial services. Our goal is not only to grow, but to grow responsibly by strengthening relationships, enhancing experiences, and ensuring long-term stability for those we serve. Reflecting on 2025, this was a year of strong performance and meaningful progress.

Our commitment to “people helping people” remained at the center of everything we do. In 2025, we contributed almost **\$100,000** to support our communities, demonstrating our ongoing commitment to giving back.

Sun East Federal Credit Union and its Foundation jointly supported **116** organizations, along with an additional **14** non-501(c)(3) entities that are making a difference in their own ways. We also honored **3** outstanding teachers for their incredible contributions to education and provided **10** student scholarships to help support the next generation’s dreams. Our Sun East employees went above and beyond, participating in **47** community events, contributing over **311** volunteer hours to make a difference.

Furthermore, we closed the year with significant improvement from the prior year with gains in total assets, net income and member shares. Member trust remained strong, with shares increasing by nearly **\$65 million**, while our lending strategy focused on quality and relationship-based growth, particularly in direct lending. At the same time, we maintained a well-capitalized position, ensuring both stability today and flexibility for the future. Finally, we continued to expand our reach, adding **11** new Select Employer Groups, or SEGs, strengthening our presence in key industries and creating new opportunities for membership growth.

Beyond the numbers, 2025 was a pivotal year in advancing our long-term strategy. We implemented **a new loan origination system**, modernizing our direct lending experience, and introduced **an advanced AI-based system**, enabling a faster, more intelligent loan decision engine that allows us to respond to members more quickly. We also **transformed our contact center** with digital-first capabilities to better serve our members in real time.

In parallel, we evaluated and selected **a new marketing platform** to better connect with our members through more personalized and timely communication, and **a new card processor** to deliver more competitive products and improved service to our members.

*Debbie Cook presenting at the annual all-staff meeting*



These investments are not just technology upgrades, they are foundational steps toward delivering a more seamless, personalized, and modern member experience. As we look ahead, the Board remains focused on sustainable growth, innovation, and long-term value for our members and communities. On behalf of the Board of Directors, I want to thank our leadership team, employees, and members for their continued trust and support. We are proud of what we accomplished in 2025 and even more excited about what's ahead.

## Looking Ahead to 2026

As we look ahead to 2026, we do so with a clear sense of purpose and momentum. At Sun East, our focus remains grounded in one simple principle: continuing to strengthen how we serve, support, and connect with our members in an ever-evolving financial landscape. Building on the foundation we've established, 2026 will be a year of transformation, where we not only enhance what we do, but how we do it.

A key priority for the year ahead is advancing our digital capabilities to create a more seamless and intuitive member experience. As part of that effort, we will be implementing **a modern digital platform** that will transform how members open accounts, apply for loans, and begin their journey with Sun East. This is a significant step forward in removing friction and making it easier for members to engage with us, anytime, anywhere.

At the same time, we will continue enhancing how we connect with our members by adding **AI-powered virtual assistants** and new video banking capabilities. This combination allows us to deliver both efficiency and a human touch, meeting members where they are while maintaining the personal service that defines Sun East.

As part of our long-term digital strategy, we will also engage with multiple **digital banking providers** in a comprehensive evaluation process. After detailed analysis, demonstrations, and due diligence, we will identify the platform that best delivers a seamless user experience and expanded capabilities for our members.



Beyond digital transformation, we are also strengthening the foundation of our core products and operations. This includes planning for **a card processor conversion**, ensuring we align our card programs, network partnerships, and supporting systems with evolving member needs.

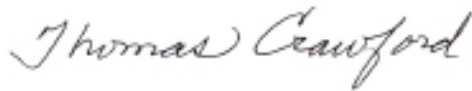
Product innovation will continue to play a critical role in our strategy. In 2026, we will explore **a new consumer checking product** and broaden our **business deposit offerings**, so they better align with how our members and local business owners manage their financial lives today.

We are also investing in our physical presence to complement our digital growth. Plans are under way to **relocate both our Chichester and Wilmington branches**, ensuring our locations remain convenient, modern, and aligned with how our communities engage with us.

Finally, through in-depth analysis and planning, we will begin shaping **a multi-year expansion strategy** that enhances our ability to reach new markets, attract new members, and extend the impact of Sun East across the areas we serve.

At the heart of all these initiatives is connection, strengthening the ways we engage with our members, our employees, and our communities. Growth, for us, is not just about numbers. It is about building meaningful, lasting relationships. As we move into 2026, I am confident in our direction, inspired by our team, and grateful for the continued guidance of our Board and the trust of our members. Thank you for being part of this journey.

Thomas Crawford, Chairman of the Board



Debbie Cook, President & CEO



# Supervisory Committee Chairman's Report

Mary Beth Rim,  
Supervisory Committee Chairman



Sun East Federal Credit Union is examined by the National Credit Union Administration to assure it is meeting strict federal guidelines. RKL, LLP, a locally recognized Public Accounting and Auditing firm, also audited the Credit Union's Financials for the period of **January 1, 2025 through December 31, 2025**. In their opinion, the consolidated financial statements present fairly, in all material respects, the financial position of Sun East Federal Credit Union and the results of their operations and their cash flows for the year then ended, in accordance with generally accepted accounting principles.

Also in 2025, we worked with Cherry Bekaert, and Cross State as our internal auditors to further assure that Sun East followed and met all of the Credit Union's policies and procedures. The results of these audits continue to prove that your Credit Union is well managed, financially strong, and operating under the highest of standards.



*Student Award Recipient,  
Isabella Tront with Debbie Cook*

# Statement of Income

## Interest Income

	2024	2025
Loans	38,931,861	41,485,725
Securities & Deposits in other FIs	2,365,029	2,709,594
<b>Total Interest Income</b>	<b>41,296,890</b>	<b>44,195,319</b>

## Interest Expense

	2024	2025
Members Deposits	14,883,463	14,536,206
Borrowed funds	154,699	1
<b>Total Interest Expense</b>	<b>15,038,162</b>	<b>14,536,207</b>
<b>Net Interest Income</b>	<b>26,258,728</b>	<b>29,659,112</b>
<b>Provision for Loan Losses</b>	<b>6,796,267</b>	<b>4,106,058</b>
Net Interest Income After Provision for Loan Losses	19,462,461	25,553,054

## Non-Interest Income

	2024	2025
Service Charges & Fees	4,887,701	4,847,038
Gain (Loss) on Investments, Net	-	-
Other Non-Interest Income	5,525,015	5,388,692
<b>Total Non-Interest Income</b>	<b>10,412,716</b>	<b>10,235,730</b>

## Non-Interest Expense

	2024	2025
Employee Compensation & Benefits	14,531,783	15,636,030
Office Operations	12,521,766	12,659,717
Office Occupancy	1,462,248	1,647,029
Other	1,261,669	1,426,560
<b>Total Non-Interest Expense</b>	<b>29,777,466</b>	<b>31,369,336</b>
<b>Net Income (Loss)</b>	<b>97,711</b>	<b>4,419,447</b>

# Statement of Financial Condition

<b>Assets</b>	<b>2024</b>	<b>2025</b>
Cash and Cash Equivalent	41,485,897	84,582,536
Deposits in other FIs	351,452	
Certificates in other FIs	-	-
Investment Securities	13,420,318	28,355,323
Prefund/CDA Investments	4,357,377	4,579,900
Other Investments	4,249,973	4,300,438
Loans, Net	706,585,184	715,911,201
Property and Equipment	8,951,688	8,792,101
NCUSIF Deposit	7,002,172	7,003,895
Other Assets	50,310,596	53,691,258
<b>Total Assets</b>	<b>836,714,657</b>	<b>907,216,652</b>

<b>Liabilities &amp; Members' Equity</b>	<b>2024</b>	<b>2025</b>
Members' Accounts	760,686,344	825,543,096
Notes Payable	-	-
Accrued Expenses & Other Liabilities	9,962,253	9,123,421
<b>Total Liabilities</b>	<b>770,648,597</b>	<b>834,666,517</b>
Regular Reserve	-	-
Undivided Earnings	70,623,250	75,042,697
Accumulated Other Comprehensive Income	(4,557,191)	(2,492,563)
<b>Total Members' Equity</b>	<b>66,066,059</b>	<b>72,550,135</b>
<b>Total Liabilities &amp; Members' Equity</b>	<b>836,714,657</b>	<b>907,216,652</b>



4500 Pennell Rd. Aston, PA 19014 • [www.suneast.org](http://www.suneast.org) • 1-877-5-SUNEAST