

per·se·ver·ance

noun

A steadfast commitment to supporting our members' financial well-being.



2024 Annual Report

A comprehensive overview of the positive advancements Radiant made in 2024





Our Mission

We will deliver a timely, attentive, personalized experience that leaves our members feeling valued.

Your Voice

The voice of our members constantly drives us to provide better service, better security, and better value. We appreciate your ongoing trust.

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Chad King
Chairman of the Board



Tom Barnard
President & Chief Executive Officer

Throughout 2024, our board of directors, management team, and employees exemplified “perseverance”.

Following a year of historic rate changes, the organization banded together to maintain the **stability** of the credit union while going above and beyond to help our 48,000 member owners.

We remained confident and **committed to continuing** our growth strategy throughout 2024, with the addition of our first location serving the **Ocala** market, the spectacular new build of our **Lake City** branch, and the start of our brand in **Newberry**.

Our growth strategy continued as we were granted **six additional counties** in the North Central Florida region to add to our field of membership – **bringing our total FOM counties to 22**.

Recognizing the ever-growing needs of our members, we introduced **Estate Planning Services** through our partnership with Legal Karma. This service provides members with an

easy-to-use, online portal to easily create Wills, Powers of Attorney, and Trusts. We are excited to have a cost-effective **solution** for our members to protect the future of their families with these valuable services.

Our adoption of new technologies to better serve our members continued to advance throughout the year. The utilization and enhancements of our favorite AI digital assist, Ray, continued to grow in 2024, with Ray assisting our members with more than **77,000** online chat sessions, and more than **493,000** voice chats during the year.

Needless to say, he’s staying quite busy.

Additionally, the new fraud-prevention technology introduced in 2023, continued to perform exceptionally this past year. Our BioCatch security system, which monitors members online and account behaviors for unusual activity, was able to prevent more than **\$1.6 million** in potential losses to our members in 2024.

We also continued to expand service and product offerings to our members throughout the year. This included the new **QuickPay** service which better enables members to make their loan payments from another financial institution with just their debit card or account information.

The credit union also added two new **savings certificates** for our members. IRA certificates for minors now provides a great start to saving early while continuing to educate more about financial services. And, our new **Health Savings Account (HSA) Certificates** gives members a way to help their HSA savings work harder and earn more for them every day.

Another path to saving for our members is our continued commitment to offering **low loan rates** to better enable members to get the funds they need for their financial needs.

In 2024, more than **1,500 members** took advantage of pre-approved loan offers providing them with more than **\$16 million** in needed funds. And, from our popular auto loan rate flash sales, **786 members** received more than **\$30 million** in funding.

We are excited to have a cost-effective solution for our members to protect the future of their families.

Continuing our commitment to the communities we serve, Radiant and the Rays of Hope Foundation donated **tens of thousands** of dollars to local charities, schools, and community organizations throughout the year.

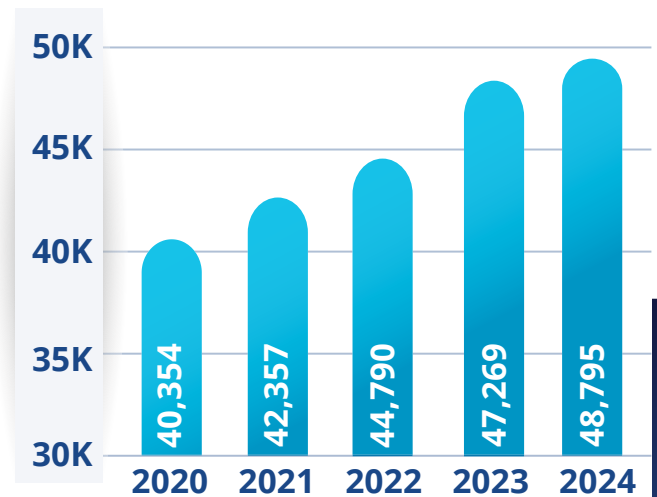
And, for the first time, the Rays of Hope Foundation delivered **\$1,000 scholarships to 12 students** seeking to further their education at area vocational schools.

Finally, we want to **thank you – our members –** for your continuing support and feedback. Your input, shared through the more than **5,000 reviews**, helps guide us and reinforces our commitment to **persevering for a brighter future.**



MEMBERSHIP

(measured in thousands)



Enhancing Services

ex·pe·ri·ence *noun*

enhanced services to ensure members a comprehensive and enriched financial journey

Serving More Members

In 2024, Radiant received approval to expand our service area to include **six new counties** in North Central Florida. The newly added counties (highlighted below) include:

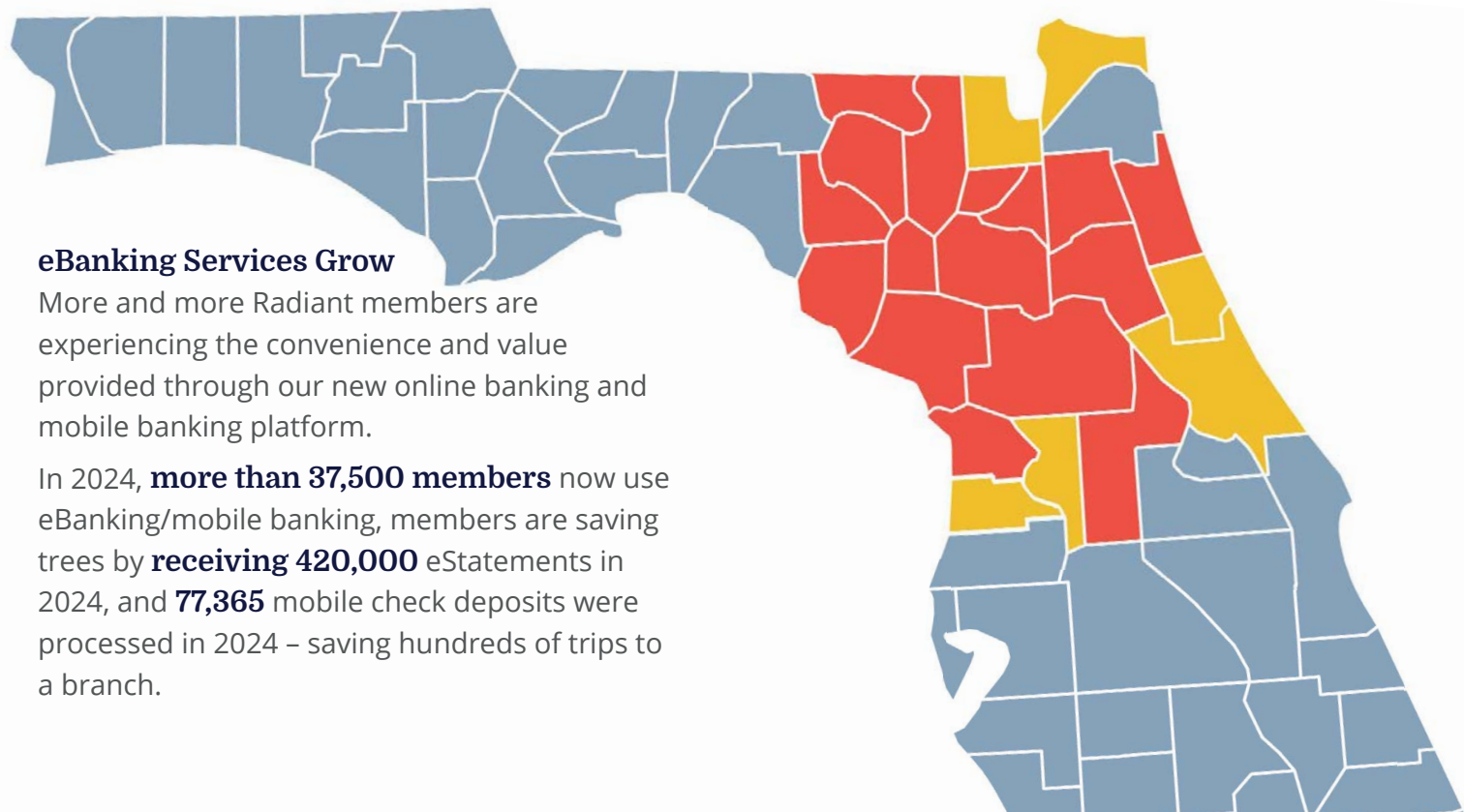
Baker, Flagler, Hernando, Nassau Sumter and Volusia counties

This growth allows us to bring our **exceptional financial services** and member-focused approach to even more individuals and families across Florida.

QuickPay Service Launched

For members seeking a fast, easy way to make their Radiant loan payment from another financial institution, Radiant introduced QuickPay in mid-2024. Now making your loan payment can be done in just a **few easy steps** with your debit card or other bank account information.

In total, 5,245 transactions were handled through QuickPay, moving \$2.43 million for our members in 2024.



eBanking Services Grow

More and more Radiant members are experiencing the convenience and value provided through our new online banking and mobile banking platform.

In 2024, **more than 37,500 members** now use eBanking/mobile banking, members are saving trees by **receiving 420,000** eStatements in 2024, and **77,365** mobile check deposits were processed in 2024 – saving hundreds of trips to a branch.



Wills and Trusts Made Easy!
Radiant is ready to help you get started planning today!

RADIANT
CREDIT UNION
The power to shine

Legal Karma

See Radiantcu.org for details.
Radiant Credit Union is federally insured by NCUA.

Affordable Estate Planning Services

Along with our new partner, Legal Karma, Radiant is able to offer members **affordable Estate Planning Services** through a simple, easy-to-follow, online platform.

Estate Planning is important to everyone from young families, soon-to-be empty nesters, and those already in retirement to ensure their wishes are clear and understandable for the future.

This innovative service underscores Radiant's **commitment to helping our members achieve financial security and stability.**

Pre-Approved Loans

As a service to our members, Radiant continues to offer pre-approved loan opportunities to assist members with their financial needs.

In 2024, nearly **1,500 members** took advantage of a pre-approval offer, and **more than \$16 million** in needed loans were provided to those members.

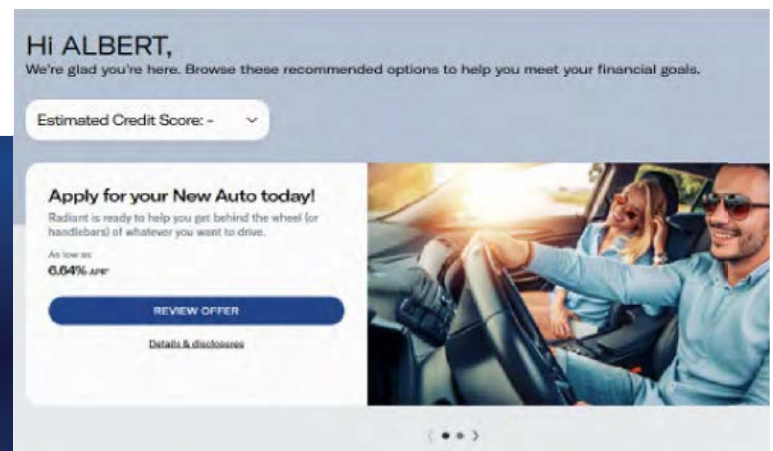
New IRA Certificates for Minors

This unique offering allows minors to begin building retirement savings through contributions made on their behalf – **fostering financial literacy and long-term planning from an early age.**

By making early investment opportunities accessible, Radiant helps lay the foundation for a **secure financial future** for the next generation.

Health Savings Account (HSA) Certificates

Now your HSA savings can work even harder for you with our new HSA Savings Certificate. With great rates and flexible terms, our HSA Certificates are a great way to **build your savings faster.** Plus, your HSA savings are still there for you to use when you need it.



Hi ALBERT,
We're glad you're here. Browse these recommended options to help you meet your financial goals.

Estimated Credit Score: -

Apply for your New Auto today!
Radiant is ready to help you get behind the wheel for handbebars) of whatever you want to drive.

As low as
6.64% APR

REVIEW OFFER

[Details & disclosures](#)

Becoming More Radiant

grow·ing adjective

ongoing expansion and transformation to create welcoming environments for our members



With our sights set on growth opportunities, **Radiant made great progress this past year in expanding our service area and improving service delivery** to our members.

New Lake City Branch

Our Lake City team moved into our new state-of-the-art building, designed to better serve our members and enhance their banking experience. The new location offers improved amenities, and a modern, welcoming environment. Our new branch underscores our dedication to growth and innovation, ensuring our Lake City members continue to receive the exceptional service they deserve.





New Newberry Branch

After overcoming a few construction delays, the new Publix shopping center is well underway in Newberry, and Radiant's new branch is not far behind. We look forward to welcoming our members to our new Radiant Newberry location in 2025.

New Ocala Branch

We were excited to expand our branch footprint by opening our new Ocala Branch. With hundreds of Radiant members already residing in the Ocala area, our newest location is already helping members with even more of their financial needs. And, with our first branch in the Marion County community, our Radiant team is better able to engage with local charities, events, and business celebrations.



re·ward·ing *adjective*

the satisfaction from actively advancing the financial well-being of members, a core aspect of our mission

Ray's Working For You

Radiant's favorite AI digital assistant, Ray, was able to provide 24/7 help for our members with nearly **77,000 online chats** in 2024, and **more than 493,000 voice chats** during the year.

Just A Phone Call Away

The Radiant Member Contact Center team works to conveniently provide members with many of the services they can complete in a branch, but with the ease of a phone call or online chat.

In 2024, our Contact Center Representatives assisted our members with **more than 120,000 phone calls**, and **more than 9,400 online chat sessions** and secure messages.

Auto Loans In A Flash

Radiant continued to offer great auto loan rates with special "Flash Sales" to provide members with the opportunity to save on their next or current car loan.

During our 2024 Flash Sales, we were able to provide **786 members with car loans** totaling **\$30,227,570**.

We appreciate you trusting us to help you save money every month.

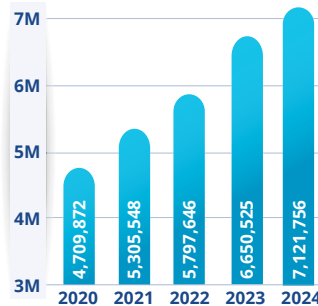
**Better Security**

Radiant's fraud team works around the clock to protect our members by staying ahead of the latest fraud tactics.

In 2024, our advanced fraud-prevention tool, BioCatch, helped **stop over \$1.6 million in potential member losses**.

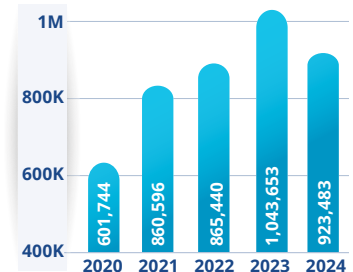
Thanks to enhanced training for our frontline staff and the expertise of our fraud prevention team, **we prevented over \$3.8 million in fraud losses for members and more than \$5.4 million in losses to the credit union**.

5¢ NICKEL BACK
Number of nickels given back to members
(measured in millions)



Radiant's **Nickel Back Rewards** has returned **over \$3.1 million in cash back** to members through 2024!

10¢ DIME BACK
Number of dimes given back to members
(measured in thousands)



Our **Dime Back Rewards** has given back **over \$500,000 in cash back** to members!



Engaging With Communities

Our employees continue to support local festivals and charitable events, bringing Radiant to the communities we serve.

- Hawthorne Area Chamber of Commerce Fun Bowl
- Island Grove Blueberry Festival
- Cars & Coffee
- Chiefland Watermelon Festival
- Rebuilding Together
- Power of the Purse
- Newberry Main Street Festival
- Levy County Year-End Teacher Luncheon
- 5k Color Run
- Chiefland Back 2 School Bash
- Suwannee Riverside Elementary School Meet the Teacher
- RTI Homerun to Health Employee Wellness Fair
- Alachua Fall Festival
- Lubee Bat Festival
- Pumpkin Run 5K
- Christmas on the Square
- Hawthorne Christmas Festival
- Christmas in Dixie (Dixie County)
- Christmas on the Ranch
- CAC Christmas Ornaments



Chiefland Watermelon Festival



Rebuilding Together



Power of the Purse



Pumpkin Run 5K



CAC Christmas Ornaments



Levy County Year-End Teacher Luncheon

10 Building Foundations

nur·tur·ing *verb*

empowering local youth through fundraising and volunteering, fostering their growth, well-being, and future success



In 2024, Radiant's Rays of Hope Foundation continued to actively support local charities and organizations seeking to help the youth in North Central Florida.



Education Foundation Gala



Boys and Girls Club of Marion County

The Foundation donated **more than \$57,000**, and provided **more than 200 volunteer hours** to local charitable causes and support organizations.

Some of the many benefactors of 2024 Rays of Hope Foundation donations include:

- Chief Theatre Youth Program
- Child Advocacy Center
- Dance Alive Dance About programs
- Education Foundation Gala
- Boys and Girls Club of Marion County
- Promised Land Family Ministries
- Run with Purpose 5k
- Tri-County Area Back to School Bash
- Gainesville Gone Wild West



Child Advocacy Center

This year, Rays of Hope expanded its reach **by awarding twelve, \$1,000 scholarships** to graduating high school seniors pursuing a vocational education.

Congratulations to the 2024 Rays of Hope scholarship recipients:

- Sandra Pulido
Newberry High School
- Alexis Herndon
Crystal River High School
- Amber Cunningham
Keystone Heights High School
- Gamble Whitcomb
Columbia High School
- Alexandria Bell
Dixie County High School
- James Mitchell
Hamilton County High School
- Pearson Bass
Lafayette High School
- Mason Landon
Lake County Virtual School
- Madyson Prem
Chiefland High School
- Shaun Morris
Bellview High School
- Ally Baltean
Bartram Trail High School





Charity of the Month

It's Your Community.
YOU DECIDE

Making a Big Impact for Local Nonprofits

Each month, our **Charity of the Month** program donates **\$1,000** to a local nonprofit. The winner is **nominated by you, our members**, and chosen based on the **most votes received** that month.



Thank you!

Your votes helped these nonprofits receive \$1,000 to amplify impact:

January - Williams Temple COGIC
Gainesville, FL

February - Marion County Kidney Foundation
Ocala, FL

March - Rebuilding Together North
Central Florida
Gainesville, FL

April - Plenty of Pit Bulls
Gainesville, FL

May - Live Freely Sanctuary
Newberry, FL

June - Karma Farm Sanctuary
Micanopy, FL

July - ElderCare of Alachua County
Gainesville, FL

August - Altrusa House
Gainesville, FL

September - Hess Haven
Floral City, FL

October - Promised Land Family Ministries
Lake Butler, FL

November - Child Advocacy Center
Gainesville, FL

December - Resilience Charter School
Gainesville, FL

Each month, our School of the Month program **Empowers Education by donating \$1,000 to a local school**, providing targeted support to enhance learning.

Winners are selected by local branch leadership based on identified needs to make the greatest impact.

January - Whispering Winds Charter School
Chiefland, FL

February - Kimbal Wiles Elementary
Gainesville, FL

March - Jenkins Elementary
Interlachen, FL

April - Pinemount Elementary
Lake City, FL

May - Oak View Middle School
Newberry, FL

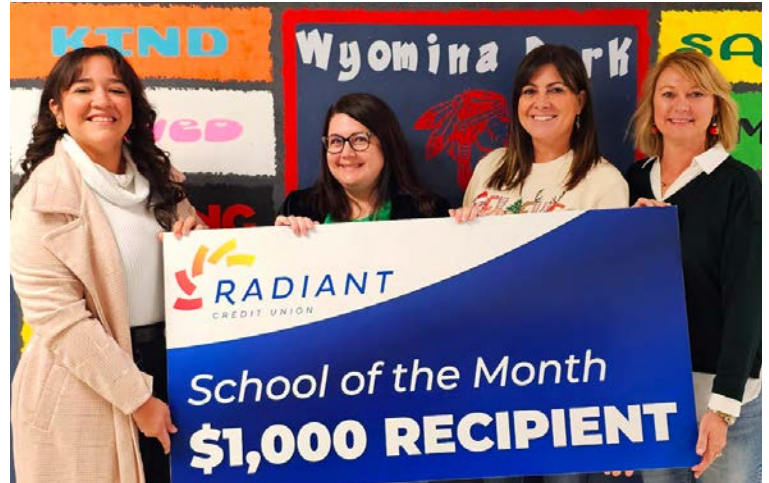
August - Alachua Elementary
Alachua, FL

September - Branford Elementary
Branford, FL

October - Dixie County Middle-High School
Cross City, FL

November - Old Town Elementary
Old Town, FL

December - Howard Bishop Middle School
Gainesville, FL



Board of Directors



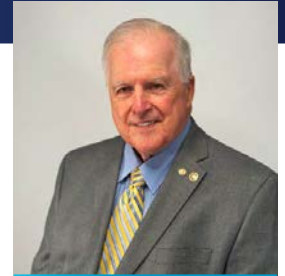
Chad King
Chairman



Cynthia Brochu
Vice Chairperson



Jane Taylor
Secretary



David Nicholson
Treasurer



Calvin DeCoursey
Director



Sharon Papciak
Director



John Power
Director



April Savarese
Director



Charles Geiger
Director

Supervisory Committee



Tresca Clemmons
Committee Member



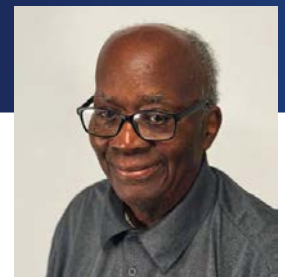
Brenda Stormant
Secretary



Daryl Cooper
Chairman



Lois Frost
Vice Chairman



John Durr
Committee Member

Management Team



Tom Barnard
President & Chief
Executive Officer



Kelly Chesser
Chief Operations
Officer



Brandon Love
Chief Information
Officer



Matthew Braddy
Chief Lending
Officer



Andrew Cuomo
Chief People
Officer



Trey Presnell
Chief Financial
Officer



Josh Emerson
VP of Credit



Kim Maxwell
VP of Information
Technology



Rachel Murphy
VP of Consumer
Lending



Wes Strickland
VP of Marketing



Tannia Weaver
Senior VP of
Risk/Compliance



Karen Tileston
44 Years



Kathy Colson
43 Years



Julie Grant
41 Years



Regina Alexander
34 Years



Susan Blake
33 Years



Lindy Edens
26 Years



Jarodanne Rentz
23 Years



Christy Ownbey
22 Years



Jan Pfaff
21 Years



Semerah Berkley
21 Years



Jordan Hagan
20 Years



Kim Maxwell
20 Years

Employee Milestones

18 YEARS

Jenny Stewart
Kelly Chesser

17 YEARS

Karen Strom
Kim James
Tommy Smith

16 YEARS

Kathy Shiver

15 YEARS

Chuck Smoak
Lin Jones
Tracy Cowart

14 YEARS

Tannia Weaver
Michael Crane

13 YEARS

Jeri Anderson
Carol Tucker
Tarrin Kirby
Caity Townsend

12 YEARS

Kathyann Murphy
Josh Emerson
Tom Barnard
Kristin Bruckbauer
Nancy Clark
Marcia Teague

11 YEARS

Kirstie Galpin

10 YEARS

Logan Obermeier
Pamela Dennis
Haley Strauss

9 YEARS

Marcy Brown

8 YEARS

Kimberly Sams

7 YEARS

Carrie McLaughlin
Jessica Jones
Tammy Justice

6 YEARS

Lisalee Slaughter
Candace Martensen
Kiah Pfeffer
Juan Quevedo
Dixie Stone
Jesse Orozco
Monica Bradley

5 YEARS

Jonny Martinez
David Chestnut
Ronnie Grant
Kira Kirby
John Boswell
Danielle Marvel
Cody Ankney
Imanii Brinkley
Constance Jones
Michael Andrews
Cody Cowart
Andrew Cuomo
Penny McGarity
Trey Presnell
Joshua Papandrea
Alexia Fillingim
Maureen Brennan
Traci Smith

16 *Ensuring Stability*

sta·bil·i·ty *noun*

a consistent and secure financial condition, marked by prudent management, steady performance, and resilience

Radiant’s Supervisory Committee is an impartial, board-appointed committee responsible for ensuring that the financial condition of the credit union is fairly and accurately presented in the organization’s financial statements, and that management practices provide a safeguard to members’ assets.

The committee operates under the regulations of the Florida Office of Financial Regulation (OFR) and the National Credit Union Administration (NCUA).

In 2023, the Supervisory Committee engaged the services of an independent audit firm to perform the annual audit of financial statements.

The auditor stated that Radiant’s operations and cash flows were in conformity with “Generally Accepted Accounting Principles” (GAAP) accepted in the United States of America.

The auditor also stated that the 2023 financial statements fairly present all material aspects of Radiant Credit Union’s financial position as of December 31, 2023.

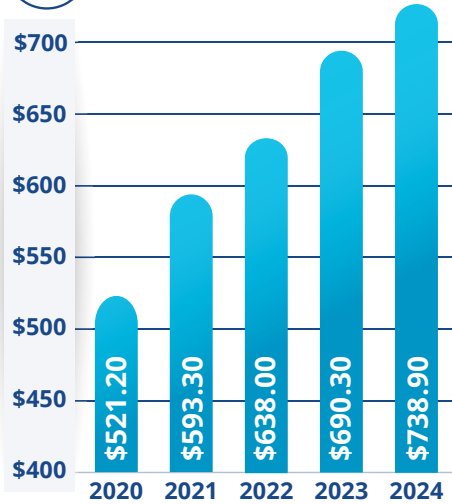
Based on the 2023 audit results, it is the unanimous opinion of Radiant’s Supervisory Committee that the credit union is financially solid, and is being operated safely and soundly as of December 31, 2023.



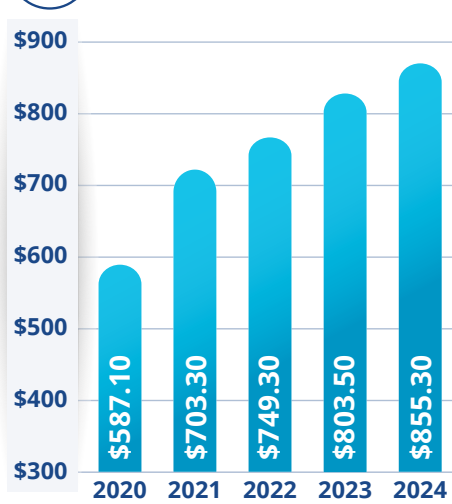
Daryl Cooper
Chairman, Supervisory
Committee



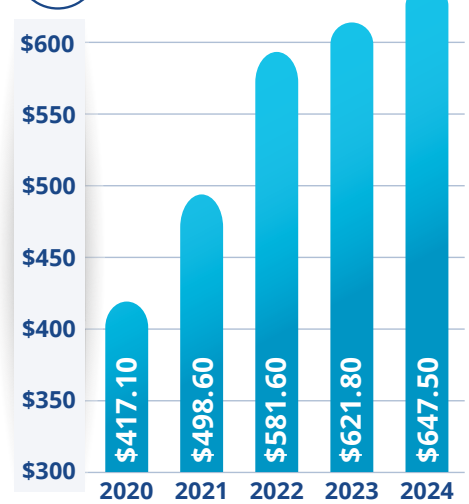
SHARE GROWTH
(measured in millions)



ASSET GROWTH
(measured in millions)



NET LOAN GROWTH
(measured in millions)

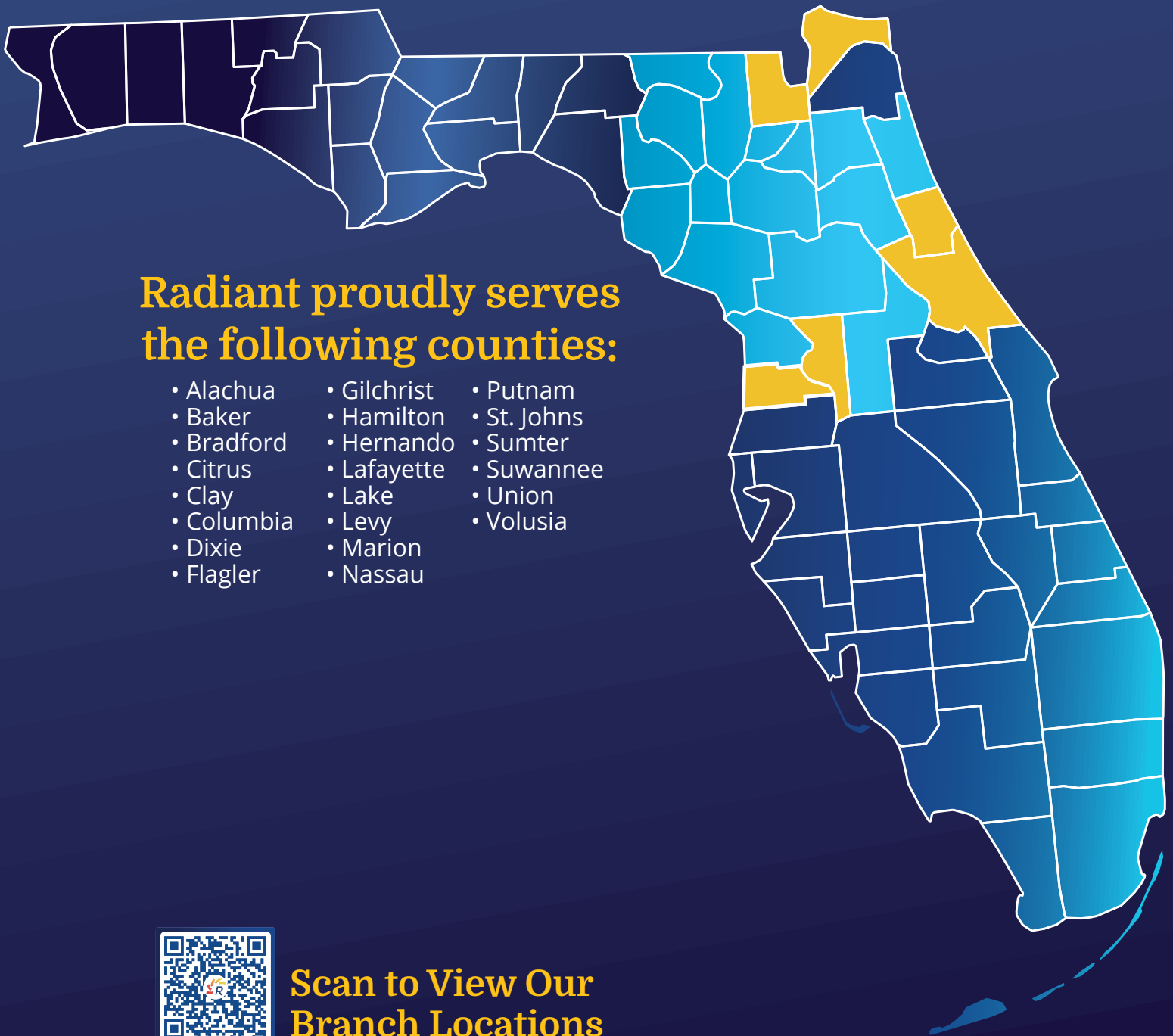


Consolidated Statement Of Financial Condition
Years Ended December 31, 2024 and 2023

ASSETS	2024	2023
Net Loans to Members	\$647,566,038	\$621,808,062
Cash	6,859,915	3,423,351
Investments & Overnight Accounts	143,342,300	128,230,055
Fixed Assets	23,959,261	22,850,776
Other Assets	33,556,461	27,174,809
Total Assets	\$855,283,975	\$803,487,053
LIABILITIES & EQUITY		
Other Liabilities	\$44,600,670	\$46,791,745
Member & Non-Member Shares	738,855,591	690,348,243
Reserves & Undivided Earnings	71,827,714	66,347,065
Total Liabilities & Equity	\$855,283,975	\$803,487,053

Consolidated Statement Of Income
Years Ended December 31, 2024 and 2023

INTEREST INCOME	2024	2023
Interest on Loans	\$37,459,588	\$33,414,486
Interest on Investments	5,788,238	4,843,820
Interest on Other Assets	263,886	202,977
Total	\$43,511,712	\$38,461,283
INTEREST EXPENSE		
Dividends	\$13,482,079	\$9,913,013
Interest on Borrowed Funds	1,331,317	1,239,993
Total	\$14,813,396	\$11,153,006
Net Interest Income	\$28,698,316	\$27,308,277
Provision for Loan Losses	4,683,250	5,686,251
Net Interest Income After Provision for Loan Losses	24,015,066	21,622,026
Non Interest Income	11,929,997	11,370,350
Non Interest Expense	31,107,208	30,206,325
Non Operating Gains (Losses)	106,417	(157,258)
NET INCOME	\$4,944,272	\$2,628,793



Radiant proudly serves the following counties:

- Alachua
- Baker
- Bradford
- Citrus
- Clay
- Columbia
- Dixie
- Flagler
- Gilchrist
- Hamilton
- Hernando
- Lafayette
- Lake
- Levy
- Marion
- Nassau
- Putnam
- St. Johns
- Sumter
- Suwannee
- Union
- Volusia



**Scan to View Our
Branch Locations**