



IMPACT REPORT | 2023

STRENGTH

 EQUAL HOUSING
LENDER
INSURED BY NCUA


GREYLOCK
FEDERAL CREDIT UNION
Opportunity Grows Here

“Like tiny seeds with potent power to push through tough ground and become mighty trees, we hold innate reserves of unimaginable strength. We are resilient.”

- Catherine Devrye



WHEN YOU CHOOSE GREYLOCK,
you are reinvesting to keep your community
strong, accessible, and welcoming.

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In recognition of our continued commitment and service to Hispanic and immigrant communities, Greylock Federal Credit Union now has two additional branches, Kellogg Street in Pittsfield and Greenport-Hudson in Columbia County, NY, that

are designated as Juntos Avanzamos through our affiliation with Inclusiv. This brings Greylock's total to four Juntos Avanzamos-designated branches, including the West Street and Lee branches, which received distinctions in 2019.

Juntos Avanzamos, which means **"Together We Advance,"** is a national designation for credit unions committed to serving and empowering Hispanic and immigrant consumers—helping them navigate the U.S. financial system and providing safe, affordable and relevant financial services.

"We are so honored to receive the Juntos Avanzamos designations for our Kellogg and Greenport-Hudson branches from our friends at Inclusiv," said Greylock's President and CEO John Bissell. *"It's a prestigious recognition that reflects a tremendous amount of passion, dedication, and hard work by so many on our Greylock Team."*



Inclusion, Diversity,
IDEA
Equity, Accessibility



BRIGHTENING OUR COMMUNITY

*"Thank you
Greylock for
embracing
CATA's mission
of inclusion!*

*CATA artists are proud to have their
artwork on display at Greylock
branches where so many community
members will appreciate it."*

*– Margaret Keller
CATA Executive Director*



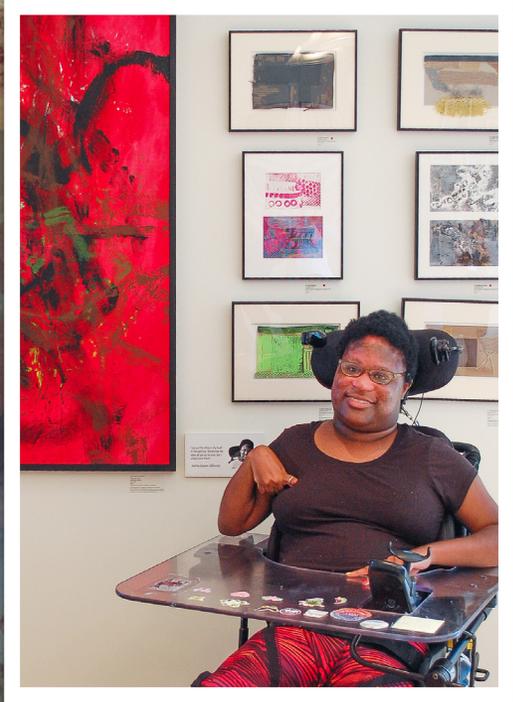
Greylock is honored to have a longstanding collaboration with Community Access to the Arts (CATA), a nonprofit organization that celebrates and nurtures the creativity of people with disabilities.

In 2023, Greylock purchased over 160 works of art created by CATA artists from across the Berkshires and Columbia County, NY. Last year's purchase brings the credit union's total collection of CATA pieces to over 200.

The artwork, paintings, drawings and mixed-media pieces, brighten public lobbies and employee offices at the Allendale and West Street branches in Pittsfield, as well as the Lenox, Great Barrington and Hudson, NY locations.

Each artist earned a commission for their work, and the sale furthers the work of CATA's inclusive arts programs serving children, teens, and adults with developmental disabilities, autism, and brain injuries.





GREYLOCK'S COMMUNITY EMPOWERMENT CENTER (CEC)



The CEC serves as the base of operations for all of Greylock's community development and financial literacy services. The full CEC team includes 38 individuals from throughout all departments of the Credit Union who have earned certification as financial coaches and offer their services for free to members and non-members throughout the community.

The CEC also offers free seminars, in English, Spanish, and recently created a class on homeownership in Brazilian Portuguese. The team is heavily involved in business and community collaborations, create unique lending products, provide immigrant-friendly banking services, sponsor school-aged financial literacy curricula and online budgeting tools. Thanks to the CEC and its team of Certified Financial Coaches, 1,611 individual coaching sessions were provided in 2023.



38 Greylock-employed Certified Credit Union Financial Counselors (CCUFC) that provide professional and confidential coaching throughout the community.

1,961 residents attended 139 free seminars relating to the financial needs of our community. We offered classes from Couponing to Preparing for Retirement.

1,620 hours of language translation services were provided in numerous languages by our CEC Team, plus 812 calls to our telephone translation service, Lionbridge, to ensure access to financial goods and services for all Members.

\$8,263,225 in affordable loans, supported by financial coaching and education, were issued to Members to fill emergency needs, build their credit, and avoid the high rates of predatory lenders.

1,611 free financial coaching sessions were provided by our 38 on-staff CCUFC team members.

\$5,227,020 in New Road Loans were provided in 2023 to Members that would have otherwise turned to national sub-prime lenders to provide safe transportation for their families and to keep their jobs.

5,462 area students learned to navigate personal finances through free access to online and in-class learning tools. Students learned the power of good financial planning and strong personal habits around money.

602 people took part in the U.S. financial system for the first time with the help of Greylock's Certified IRS ITIN Agents. Our agents provided services for all of Greylock's branches in Berkshire County as well as Hudson, NY.



GRANTS AND SUPPORT TO COMMUNITY PARTNERS



Dick Alcombright, Deborah Leonczyk, and John Bissell celebrate the opening of the Greylock Federal Credit Union Human Services Conference Center at BCAC's new 14 Maplewood Avenue location in Pittsfield.

Dick Alcombright

BCAC Board of Directors Chairperson

Deborah Leonczyk

BCAC Executive Director

John Bissell

Greylock Federal Credit Union CEO/President

\$906,500

Thanks to our members, who are owners, Greylock is able to partner with many non-profit organizations across the region to support the needs of the communities we serve throughout the year.

That's the Power of the Credit Union Difference.

Community Support & Giving

- 18 Degrees
- 1Berkshire Foundation
- Adams Street Fair
- Albany Berkshire Ballet
- Alzheimer's Association
- American Foundation for Suicide Prevention
- Association of Marian Helpers
- Autism Awareness Team Zachary
- Barrington Stage Company
- Baseball in the Berkshires
- Bennington County Child Advocacy Center
- Berkshire Academy for Advanced Musical Studies, Inc
- Berkshire Agricultural Ventures
- Berkshire Bach
- Berkshire Bounty
- Berkshire Center for Justice
- Berkshire Community Action Council (BCAC)
- Berkshire Community College Foundation
- Berkshire Community Diaper Project
- Berkshire Concert Choir
- Berkshire County ARC
- Berkshire County Deputy Sheriffs Association
- Berkshire County Habitat for Humanity
- Berkshire County Historical Society
- Berkshire County Kids Place
- Berkshire Dream Center

- Berkshire Environmental Action Team
- Berkshire Family and Individual Resources
- Berkshire Family YMCA
- Berkshire Film & Media Collaborative
- Berkshire Grown
- Berkshire Immigrant Center, Inc
- Berkshire Innovation Center
- Berkshire Jazz, Inc
- Berkshire Museum
- Berkshire Music School
- Berkshire Nursing Families
- Berkshire Pride, Inc
- Berkshire Pulse
- Berkshire Running Foundation
- Berkshire South Regional Community Center
- Berkshire Theatre Group
- Berkshire United Way
- Bidwell House Museum
- Bindlestiff Family Variety Arts, Inc
- Boys & Girls Club of Berkshire County
- Boys & Girls Club of Greater Westfield
- Brien Center
- Center for Ecological Technology
- Child Care of the Berkshires
- Choices Mentoring Initiative
- Christian Center of Pittsfield
- Clarion Concerts in Columbia County
- Columbia Country Recovery Kitchen
- Columbia County ARC

- Columbia County Sanctuary Movement
- Columbia Memorial Health Foundation
- Columbia-Greene Community College Foundation
- Community Access to the Arts
- Community Health Programs, Inc
- Construct, Inc
- Dalton Community Recreation Association
- Dalton CRA Hall of Fame
- Dalton Lions Club
- Dalton Rotary Club
- Denise Kaley Fund
- Du Bois Freedom Center
- Earth Angels
- Edith Wharton Restoration
- Elder Services of Berkshire County
- Elizabeth Freeman Center
- Entrepreneurship for All (EforAll)
- Fairview Hospital
- FASNY Museum of Firefighting
- Festival Latino of the Berkshires
- Flying Cloud Institute
- Focus Is Our Children
- Food Bank of Western Massachusetts
- Friends of Hudson Youth
- Gladys Allen Brigham Community Center
- Great Barrington Firefighters Association
- Great Barrington Land Conservancy
- Great Barrington Rotary Club

Berkshire Community Action Council

"Greylock has always been a consistent and loyal partner in our work of supporting the under-resourced members of our community. From providing resources to purchase warm clothing for our Elf Program, underwriting important community events, supporting our fuel assistance program, providing space in their Empowerment Center where we can deliver services, to providing a significant capital grant to create a Human Services Conference Center in our downtown location, their support seems to know no bounds."

-Deborah Leonczyk, Executive Director





“Berkshire Pride is proud to partner with Greylock Federal Credit Union, whose generous support has played a pivotal role in advancing our mission to create an inclusive and vibrant LGBTQIA+ community. With Greylock’s unwavering commitment, we’ve been able to expand our programs, foster community connections, and make a positive impact on the lives of many. Together, we are creating a more welcoming and supportive environment for all.”

*– Cass Santos-China
Executive Director*

- Great Josh Billings RunAground Triathlon
- Greater Hudson Promise Neighborhood
- Greenagers
- Hancock Shaker Village
- Hillcrest Educational Centers
- Hinsdale Lions Club
- Hoosic River Watershed Association
- Hudson Flag Day Parade
- Hudson Opera House
- In Flight, Inc
- Jacob’s Pillow
- Jimmy’s Fund Paul Dowd Golf Classic
- JLGT Foundation, Inc
- Kempville Flags, Inc
- Lee Community Gardens
- Lee Farmers Market
- Lenox Library Association
- Lianne Bordeaux-Buck Golf Tournament
- Literacy Network
- Loaves and Fishes Food Pantry
- Long Table Harvest
- Love of T Foundation
- Mahaiwe Performing Arts Center
- Mass Audubon Society
- Massachusetts College of Liberal Arts Foundation
- Massachusetts Small Business Development Center
- Multicultural BRIDGE
- National Alliance for Mental Illness, Western Mass
- NonProfit Center of the Berkshires, Inc
- Norman Rockwell Museum
- North Adams Steeplecats
- Northeast Sustainable Energy Association
- Northern Berkshire Community Coalition
- Northern Berkshire United Way
- Nutshell Playhouse
- Pediatric Development Center
- People’s Pantry
- Pittsfield 4th of July Parade Committee
- Pittsfield Babe Ruth
- Pop Cares
- Railroad Street Youth Project
- Relay for Life
- Rites of Passage & Empowerment (R.O.P.E.) Program
- Roots Rising
- Roving Actors Reperatory Ensemble
- Second Street Second Chances, Inc
- Sheffield Kiwanis Club, Inc
- Soldier On
- Stockbridge Library Association
- Stockbridge Sinfonia
- Tamarack Hollow Nature and Cultural Center
- Tanglewood
- Tapestry Health Systems
- Thanksgiving Angels
- UCP of Western Massachusetts
- UNICO of Pittsfield
- W.E.B. Dubois Sculpture Project

- WAM Theatre
- West Stockbridge Historical Society
- Western MA Lions Club
- Western Massachusetts Council of Boy Scouts of America
- Westside Legends, Inc
- Williamstown Habitat for Humanity
- Women’s Fund of Western Massachusetts
- Wreaths Across America

Partners & Affiliates

- 1Berkshire Alliance
- African-American Credit Union Coalition
- Attune Co. – formerly a part of the Financial Health Network
- Associated Industries of Massachusetts
- Banzai (for schools) – online financial literacy
- Chambers of Commerce:
Columbia, Lee, Southern Berkshire, Westfield, Williamstown, Southwestern Vermont
- Columbia County Veterans Service Agency
- Cooperative Credit Union Association
- CUPride
- Defense Credit Union Council
- Filene Research
- Financial Services Roundtable for Supplier Diversity, Inc
- Greater Boston Chamber of Commerce Foundation
- Greater New England Minority Supplier Diversity Council

- GreenPath Financial Wellness
- Humanidei & O’Rourke
- Inclusiv
- Massachusetts Round Table Pacesetters
- Multicultural BRIDGE
- National Association of Latino Credit Unions & Professionals (NLCUP)
- New York Credit Union Association
- Schools throughout Berkshire County, MA and Columbia County, NY
- United States Department of the Treasury
- Williams Elementary School Partner in Education

High School Scholarships Berkshire & Columbia Counties

- BART High School
- Hoosac Valley High School
- Lee High School
- Lenox Memorial High School
- McCann Tech High School
- Monument Mountain High School
- Mt. Everett High School
- Mt. Greylock High School
- New Lebanon High School (NY)
- Pittsfield High School
- Taconic High School
- Wahconah Regional High School

Financial Education

“When I heard I would be able to attend a financial class with the other girls from R.O.P.E. (Rites of Passage & Empowerment), I was super excited. I wanted to learn how to take care of my money for the future, especially my education. My mom told me about financial stuff, but it was nice to get it from someone who had experience with all types of financial situations. After the financial education class with Greylock, I know now how important it is to have a bank account and different ways to save money. Thank you Greylock for helping me learn to manage my money now and into the future.”

*– Reina Jara, 13 years old
Lenox Memorial Middle & High School*





Construct, Inc

“Greylock’s support touches every aspect of Construct’s mission from helping individuals with microloans to access homes they can afford to partnering with us to acquire and build the housing itself. Greylock’s partnership helped us leverage over \$2 million to create New Marlborough’s first affordable housing through the Federal Home Loan Bank. Greylock is literally transforming our vision of what homes for essential workers and vulnerable neighbors means.”

*– Jane Ralph
Executive Director*

Safety Net Program / Partners

Done in partnership with local employers, these affordable small-dollar loans help credit challenged Members meet emergency needs.

- 18 Degrees
- Berkshire Community Action Council (BCAC)
- Berkshire County Head Start
- Berkshire Family YMCA
- Berkshire Housing Development Corp
- Berkshire Family & Individual Resources
- Brien Center
- Community Health Programs, Inc
- Construct, Inc
- Elder Services of Berkshire County
- Fairview Commons
- Gladys Allen Brigham Community Center
- Goodwill Industries
- Habitat for Humanity
- Hillcrest Educational Centers
- IntegriNurse
- Integritus Companies
- Interprint
- Kimball Farms
- Molari, Inc
- Mt. Greylock Extended Care
- Multicultural BRIDGE
- North Adams Commons
- Northern Berkshire Community Coalition
- UCP of Western Massachusetts
- Volunteers in Medicine (VIM)
- Williamstown Commons

Financial Literacy / Education

Greylock is proud to partner with various community groups to provide financial education classes and coaching.

- Berkshire Community College
- Berkshire County House of Corrections
- Berkshire Pride
- Elizabeth Freeman Center
- Massachusetts College of Liberal Arts

Major Community Event Sponsorships

- Berkshire County Chapter of the NAACP - Juneteenth Event
- City of Hudson - 40 Under 40 Event
- City of North Adams - Community Events: Beach Party, Motorama, Winterfest
- City of Pittsfield - Community Events: Eggstravaganza Egg Scramble, Outdoor Movies, Halloween Parade, Community Free Public Skate
- Columbia County Sanctuary Movement’s Latinx Parade and Festival
- Live on the Lake - Free Community Concert Series
- Party in the Park - Free Community Concert Series
- Town of Clarksburg - 225 Anniversary Celebration
- Town of Great Barrington - Bandstand Concerts



Columbia County Sanctuary Movement

Columbia County Sanctuary Movement (CCSM) works with immigrants and allies to collectively support, empower, and defend our communities.

“With Greylock’s support, we hosted the third annual Latinx Parade and Festival, bringing together more than 1,500 predominantly Latinx people to Hudson, NY, to celebrate our community and culture. This event represents decades of aspirations for the local Latinx community, and helps financially invigorate upstate New York immigrants. We are grateful for Greylock’s continued support, which also helps us host financial empowerment workshops, ensuring that immigrants have the tools to cultivate financial wisdom.”

– Ivy Hest, Co-Executive Director
Co-Directora Ejecutiva



BUSINESS BANKING

In 2023, Greylock originated 75 business banking loans for \$13 million dollars, including 17 loans totaling \$3.4 million for women-owned businesses, like KB Accounting.

At Greylock, we are committed to helping small businesses in our community grow and thrive.



“When I was given an opportunity to expand my business, Greylock was there as a great partner for me to help me achieve my business goals.”

*– Katie Brelsford
President*

KB Accounting is a full-service accounting firm offering everything from bookkeeping to fractional Chief Financial Officer services, and more. Founded in 2021 by Katie Brelsford, the former Vice President of Finance with 1Berkshire, KB Accounting now has four employees (Brelsford included).



Westside Legends Homeownership Program

The Westside Legends Homeownership Program reflects a partnership between the Westside Legends and Greylock. Through this transformative program, in 2023, 20 families became first-time homeowners.



"This is a dream come true for all involved. What a powerful way to show the Westside community you care by helping them obtain homeownership."

-Tony Jackson, President

MORTGAGE LENDING



By the Numbers:

- » 366 purchases totaling **\$97,975,864**
- » 56 refinances totaling **\$11,207,484**
- » **\$40,118,450** in new home equity loans and lines of credit
- » Partnering with FHLB, we secured grant funds to 28 households totaling **\$858,000.**
- » **28%** of new home owners (buyers) identified as persons of color.
- » **52%** of new home owners (buyers) earned less than 120% of area median income which means they are considered low to moderate income.

AWARDS & RECOGNITIONS

*In August, Greylock had the honor of welcoming **Rodney E. Hood**, past chair of the National Credit Union Administration (NCUA) board to our Greenport-Hudson branch in Columbia County, NY.*



During his visit, the former chairman toured the branch and met with the Greylock team, and community development partners to learn more about Greylock's ongoing initiatives around financial inclusion.



Greylock is proud to have the **No.1 and 5 mortgage loan originators in western Massachusetts*** with Erin Carlotto and Sarah Gaffey (respectively).

**According to Banker & Tradesman.*

Best Credit Union Award

For the 12th straight year, we are honored to be recognized as the Berkshire's Best Credit Union by Berkshire Eagle readers.



Rural Intelligence Reader's Choice Award – Best Credit Union

Greylock is honored to have been chosen once again as the favorite credit union by readers of the regional media outlet, Rural Intelligence, which covers the Berkshires and Hudson Valley in New York.

