



90 YEARS

2024 IMPACT REPORT



wheelhouse[®] CREDIT UNION | SAN DIEGO MADE[®] EST. 1934



Leadership Message



Lisa Paul-Hill *President & CEO*



Stephanie Rose *Board Chair*

2024 was a very special year for Wheelhouse Credit Union, as we celebrated serving the community for 90 years. We are **San Diego Made®** and dedicated to positively impacting the lives of our Members, Employees, Community, and Planet.

Over the past nine decades, we remained committed to offering personalized service, innovative products, and attractive dividend-earning deposits. Our competitively priced loans and state-of-the-art digital and product enhancements ensure our Members have all the resources necessary to succeed.

In 2024, we enriched our suite of offerings by introducing Reverse, FHA and VA Mortgages, launching a new set of Youth Accounts, providing Will & Trust services, and pioneering an amazing new Inspired Plus Checking Account that comes with Cell Phone Insurance Coverage, Roadside Assistance, Fraud Prevention, Retail Discounts and more.

We enhanced our digital properties with new self-service features, including the ability to renew and roll over maturing certificates directly within digital banking, and introduced a new feature that allows Members to track their month-over-month debit and credit reward point earnings. Additionally, we refreshed our debit and credit card rewards redemption site to offer a more visually appealing and user-friendly experience.

As a leader in sustainability, we continue to empower our community to reduce their carbon footprint. As experts in Green Energy Lending, Wheelhouse is a leader in providing a full suite of Solar and Energy Efficient (EE) Loans, including Battery, Xeriscape, HVAC and more. We have proudly financed over 244 million kilowatt hours of clean energy to date, funding over \$700 million in solar and energy efficient loans and working with solar contractors to complete nearly 25,000 projects for their customers. Over this past year, Wheelhouse expanded our preferred Solar Contractors and booked \$36 million in Solar and EE Loans. Members and contractors alike share the highest praise for our expertise in this area, something we are very proud of.

Over the past nine decades, we remained committed to offering personalized service, innovative products, and attractive dividend-earning deposits.

1930

City of San Diego population is 147,995.
San Diego County population is 209,659.

1934

San Diego Municipal Employees Credit Union, now known as Wheelhouse Credit Union, was founded on August 1934.

1938

San Diego Civic Center opens, designed by architect Samuel Wood.



Leadership Message



Congratulations to Lisa for being honored as a 2024 CEO of the Year for her leadership, which prioritizes providing our Members with a remarkable experience while making a positive difference in the community.

— Stephanie Rose, Board Chair

In 2024, we continued to offer our Members a safe and secure place to put their deposits, earning dividends well over the national average. These initiatives resulted in Member share growth of 3.1%. Our Inspired Checking products continued to be a market leader, resulting in a 52% growth in balances. The Credit Union promoted our low introductory rate Home Equity Line of Credit in response to Members' needs to leverage equity in their homes, leading to a 43% increase in production compared to 2023.

Wheelhouse Credit Union has a stellar reputation in the community, supporting hundreds of organizations every year. 2024 proved to be a big year in contributions, as our financial donations, volunteer commitments and outreach elevated the communities in which we serve. Each and every weekend, the Wheelhouse Give Back Team was out and about supporting causes near and dear to our Members, including: San Diego EarthFest, I Love A Clean San Diego, The Arbor Day Foundation, San Diego Police Officers Association, Make-A-Wish® San Diego, San Diego Fleet Week, and Sports4Kids to name a few. Furthermore, we continued our tradition of honoring local high school seniors by granting ten Sustainability and Badge of Honor scholarships to worthy recipients.

As we move towards 100 years of service as your trusted Credit Union, we remain steadfast in our commitment to evolving with the needs of our Members—embracing innovation and modernizing our services to deliver thoughtful, high-touch financial solutions that reflect both our heritage and our forward-looking vision.

Thank you for placing your trust in Wheelhouse Credit Union. We are honored to serve you and your families.

Sincerely,

Lisa Paul-Hill
President & CEO

Stephanie Rose
Board Chair

1940

City of San Diego population is 203,341.
San Diego County population is 289,348.9.

1945

San Diego voters approve 2 million dollar bond issue to begin development of Mission Bay.

1949

San Diego's last electric streetcar completes its run from Union Depot. "Fiesta Bahia" celebrates opening of Mission Bay Park.



Our Story



San Diego Made

In 1934, our Credit Union was formed by a group of City of San Diego employees determined to provide reliable, convenient and cost effective financial services to those who serve our community. We are San Diego Made®. Now in our 90th year, we continue to be an integral part of the San Diego ecosystem. As one of the oldest Credit Unions in San Diego, we have grown with our City, developing programs that positively impact our Members, our employees, our community, and our planet.

1950

City of San Diego population is 333,865.
San Diego County population is 556,808.

We Value Our Members

At Wheelhouse, we're committed to guiding our Members toward a brighter future by exceeding expectations with exceptional products and expert support. Rooted in integrity, respect, and trust, we make every Member feel welcome and valued. Through personalized service and community connection, we foster growth, build lasting relationships, and strive to make a positive impact on our Members, employees, and the planet.

1954

San Diego's new Public Library opens.

1958

Interstate Highway 8 opens in February, following ancient Indian trails through Mission Valley.



1934 - 1955



San Diego Municipal Credit Union

1956 - 1996



San Diego
Metropolitan
Credit Union

Earning your trust. Building your future.

1997 - 2017



2018 - Present



Giving Back is in our Wheelhouse

Wheelhouse Credit Union is proud to support the following organizations.



Make-A-Wish® San Diego

Star/Pal

San Diego Automotive Museum

Arbor Day Foundation

San Diego Police Officers Association

San Diego Police Foundation

I Love A Clean San Diego

Rady Children's Hospital San Diego

Knox Middle School

Toys for Tots

Movember

American Cancer Society

Alexa's PLAYC

East County Chamber of Commerce

Sports for Exceptional Athletes

First Responder's Scholarship

Sunshine Little League

Sports4Kids



D. Cruz Gonzalez Memorial Grant

Wheelhouse Credit Union recently presented its second annual D. Cruz Gonzalez Memorial Grant to Sports4Kids, a nonprofit organization dedicated to supporting local youth facing homelessness. The \$5,000 grant helped fund Bags of Hope care packages for unhoused students at Perkins Elementary School. Wheelhouse employees also volunteered at the event to assemble and distribute the packages. The grant, established in 2023 in memory of former Board Chair Daniel "Cruz" Gonzalez, honors his commitment to volunteerism and community outreach. Sports4Kids, founded by Arden Pala, focuses on providing sports opportunities and other support to low-income youth.

1960

City of San Diego population is 573,224.
San Diego County population is 1,033,011.

1967

\$27 million San Diego Stadium opens in Mission Valley as home to the Chargers and San Diego State University football team.

1969

San Diego-Coronado Bay Bridge opens, replacing ferry service across San Diego Bay.



Step by Step, Wish by Wish

The Trailblaze Challenge® San Diego, presented by Wheelhouse Credit Union, is an annual endurance event that combines physical achievement with philanthropic impact. Participants embark on a 28.3-mile hike along the Pacific Crest Trail in Big Bear, California, over a single day. This journey not only tests personal limits but also raises funds to grant wishes for children with critical illnesses in the San Diego community.

Wheelhouse Credit Union has been a dedicated sponsor of the Trailblaze Challenge® San Diego. Their commitment extends beyond sponsorship; they actively engage in fundraising efforts, including offering a one-time \$100 donation toward participants' fundraising goals when they open an Inspired Checking account. This partnership exemplifies a shared dedication to making a tangible difference in the lives of local children facing serious health challenges.



1970

San Diego becomes California's second-largest city, City of San Diego population is 696,474. San Diego County population is 1,357,854.

1975

Mayor Pete Wilson launches plans for a dramatic redevelopment of downtown San Diego, creating Centre City Development Corporation.

1979

San Diego Metropolitan Credit Union expands its membership base beyond municipal workers, offering financial services to a broader community.



Scholarship Programs



The Credit Union's annual College Scholarship Program was created in 2005 to support high school seniors in San Diego County. Wheelhouse has since expanded the program to support students committed to sustainability and family members of first responders.

Since 2020, The Badge of Honor Scholarship was added to honor first responders and their families, supporting

high school seniors with a parent, grandparent or legal guardian who serve as an active member of law enforcement, fire protection service, healthcare or EMT in the San Diego region.

Since the creation of these programs, Wheelhouse has awarded \$126,000 in scholarships to local students, proudly investing in the futures of the next generation.

2024 Badge of Honor Scholarship Recipients:

Natalie Guevara

Bonita Vista High School, attending the University of Chicago

Chaeli Hammes

Valley Center High School, attending Franciscan University

Lacey Oliver

Santana High School, attending Grossmont-Cuyamaca College

Samantha Richardson

Patrick Henry High School, attending La Salle University

Heaven Woldai

Preuss School, attending Harvard College

2024 Sustainability Scholarship Recipients:

Brooke Amos

Santana High School, attending San Diego State University.

Piper Brenthall

Scripps Ranch High School, attending Scripps College.

Bea Colobong

Hilltop High School, attending the UC San Diego.

Reed Ganzer

Poway High School, attending the University of Massachusetts Amherst.

Rylan William

Eastlake High School, attending San Diego State University.

1980

City of San Diego population reaches 875,538.
San Diego Region population is 1,861,846.

1985

The San Diego Supercomputer Center opens at the University of California, San Diego, providing the national research community with access to the highest-performance computers available.

1989

First San Diego River Improvement Project completed on reclaimed Mission Valley river banks.



Designed to Make Life Easier

Introducing Inspired Checking Plus

Wheelhouse Credit Union proudly introduced Inspired Plus Checking in 2024, a cutting edge financial product designed to offer Members enhanced benefits and higher earnings. This account allows Members to earn up to 3.00% APY* on their checking balances by making 20 qualifying debit card purchases each month.

Beyond competitive dividend rates, Inspired Plus Checking includes a suite of valuable features. These comprehensive benefits reflect Wheelhouse Credit Union's commitment to providing innovative financial solutions that prioritize both the financial growth and everyday convenience of our Members.



Earn up to 3.00% APY^{*1}

Earn as high as 3.00% APY* on your checking account balance by just making 20 Debit Card purchase transactions per month online or in person.



Cell Phone Protection^{3,4}

Protection for individuals and their family's phones.



Roadside Assistance

24/7 roadside assistance anywhere in the US.



Health Savings

Discounts on prescriptions, eye care and hearing aids at thousands of locations.



Credit Monitoring

Credit/Identity Monitoring and Credit Score, powered by Experian's best of class tools.



Buyer's Protection^{3,4}

Extended warranties on purchases up to \$2,500 and up to double product warranties.



Debit Rewards²

Earn 1 (one) reward point for each \$3 (three dollars) spent with your Wheelhouse® Visa® Debit Card



ID Theft Assistance^{3,5}

Recovery, restoration and protection when ID theft happens.



Bill Negotiation⁵

BillShark® trained negotiators and subscription tracking services unclutter legacy and expensive subscriptions.



Inspired Fuel⁶

Earn fuel rewards when you swipe for everyday purchases. Redeem and save at the pump.



Accidental Death Insurance^{3,4}

Peace of mind in time of need. Immediate coverage when account requirements are met and maintained.



Local Deals and Discounts

Over 400,000 exclusive deals available from local and national stores.



1990

City of San Diego population reaches 1,110,549.
San Diego County population is 2,498,016.

1995

ARCO Olympic Training Center opens in Chula Vista.
Reconstructed House of Charm opens in Balboa Park.

1998

Voters approve convention center expansion and downtown Padres ballpark, \$1.5 billion city school bonds.



Volunteer Board

Board of Directors

In addition to our dedicated Executive Team, Wheelhouse is guided by our Board of Directors and Supervisory Committee. Our Board of Directors and Supervisory Committee are comprised of Members who volunteer to contribute their time, resources and energy to ensure Wheelhouse Credit Union serves the needs of our Membership.

Stephanie Rose Chair

Robert Wilson Vice Chair

Dan Sobel Secretary/Treasurer

Michael Ahlering Director

Sharon Floyd Director

Robert Lawrence Director

Marcia McLatchy Director

Mario Modiano Director

Laura Young Director

Supervisory Committee

The Wheelhouse Supervisory Committee is comprised of volunteer Members who independently evaluate internal controls ensuring they are followed by management. A primary responsibility of the Supervisory Committee is to hire an external audit firm to review the Credit Union's internal controls, financial statements, and to verify the loan and share accounts of our members. The Supervisory Committee engaged the national CPA firm, Turner, Warren, Hwang & Conrad AC (TWHC) to perform the Annual Financial Audit as of December 31, 2024. TWHC's responsibility, as prescribed by professional standards, is to express an opinion about whether the financial statements prepared by management with oversight are fairly presented, in all material respects, in conformity with accounting principles generally accepted in the United States of America.

The audited financials were presented to the Supervisory Committee and Board of Directors and filed with the records of the Credit Union, as well as submitted, as required, to State and Federal regulators. The Supervisory Committee is pleased to share that the audit report confirmed the Credit Union's financial statements for the year ended December 31, 2004 were materially correct and fairly presented in conformity with U.S. Generally Accepted Accounting Principles.

If a Member has questions or concerns, they may send a letter to the attention of the Supervisory Committee at: P.O. Box 719099, San Diego, CA 92171-9099

George Thomas Chair

Edward Prendell Vice Chair

Gail Glutting Secretary

McRay Murdock

Scott Wahl



San Diego's Finest Leadership

Join us in congratulating Scott Wahl, a member of the Wheelhouse Credit Union Supervisory Committee since 2017, for being appointed as the City of San Diego's 36th Chief of Police on June 7, 2024. Chief Wahl oversees the police department for the eighth-largest city in the nation and is a fourth-generation San Diegan who grew up in the Clairemont community.

2004

Petco Park opens in downtown, becoming the new home for the San Diego Padres. The USS Midway Museum opens, offering visitors a chance to explore a historic aircraft carrier.

2018

San Diego Metropolitan Credit Union rebrands to Wheelhouse Credit Union, to better reflect its commitment to sustainability and community engagement.

2024

Wheelhouse Credit Union celebrates 90 years serving the community.

2021

Wheelhouse Credit Union and San Diego Automotive Museum announce multi-year partnership to sponsor educational exhibits focusing on eco-friendly alternative fuels and electric automobile technology.



Disclosures

* APY = Annual Percentage Yield. Rates are effective as of 06/01/2025 and are subject to change without notice.

- 1 To receive the APY of 3.00%, you must make a minimum of 20 qualifying purchase transactions using your Wheelhouse® Visa® Debit Card associated with an Inspired Plus Checking account per calendar month and/or maintain an average daily balance of \$75,000 or higher. No minimum balance is required to earn dividends. Inspired Plus Checking is a variable rate account. The APY may change after account opening. APY is accurate as of the last dividend declaration date. Fees could reduce earnings on the account. Inspired Plus Checking requires an initial minimum deposit of \$10, monthly direct deposits totaling \$450 or more, an active digital banking registration, and eStatements within 90 days of account opening, plus a monthly fee of \$9 (nine dollars). If requirements are not met and maintained, the account will be converted to a Basic Checking Account which may be subject to different terms, conditions, and restrictions and access to BaZing® will be removed.
- 2 Earn Debit Reward points each time you use your Wheelhouse Visa® debit card on qualifying Non-PIN based point-of-sale (POS) transactions. Qualifying Non-PIN based POS transactions include debit transactions, contactless payments, card swipes, and signature-based transactions. Cash advances and ATM transactions are not considered qualifying transactions. All reward points will post to your account upon verification of qualifying transactions. For every qualified three dollars (\$3.00) charged to the cardholder's enrolled debit card, you will earn one (1) reward point. Log in to Digital Banking to view and redeem points. For a complete list of qualifying categories, visit [WheelhouseCU.com/BonusRewards](https://www.wheelhousecu.com/BonusRewards). Contact the Cards & Operations Department at (619) 297-4835 with disputes regarding qualifying transactions.
- 3 Subject to the terms and conditions detailed in the Guide to Benefits.
- 4 Insurance products are: NOT A DEPOSIT. NOT FEDERALLY INSURED. NOT AN OBLIGATION OR GUARANTEED BY THE CREDIT UNION, ITS AFFILIATES, OR ANY GOVERNMENT AGENCY.
- 5 Billshark®, identity monitoring, and credit monitoring each require additional activation to begin.
- 6 You'll receive a one-time activation reward of \$0.10 per gallon when you activate BaZing® Fuel. You'll earn a monthly reward of \$0.10 per gallon each month when you have 15 eligible debit card transactions post and settle during the Monthly Qualification Cycle (MQC), which is defined as the first day of the month through the last day of the month. Only transactions posted during the MQC will count towards the monthly reward for that MQC. The following activities do not count toward earning BaZing® Fuel: ATM withdrawals, transfers between accounts, deposit or refund transactions. Transactions posted during the MQC greater than the monthly reward requirement will be stored to count towards a bonus reward of \$0.10 per gallon. When you have 50 stored bonus transactions you will earn the bonus reward. You will continue to earn bonus rewards for every 50 stored bonus transactions accrued. If the required monthly reward transaction count is not met during the MQC, no transactions are counted for any reward during that MQC or the bonus reward. BaZing® Fuel is limited to 20 gallons of fuel per purchase, per vehicle, or fraud limits placed by Shell® and/or limits placed on your payment card by your financial institution, each of which may be lower. Refer to the BaZing® Fuel Terms and Conditions for full disclosures. BaZing® Fuel offer may be changed at any time and without notice.

Other restrictions, terms, and conditions may apply. Membership required.

wheelhouse®
CREDIT UNION

SAN DIEGO
MADE®
EST. 1934

619-297-4835 | [WheelhouseCU.com](https://www.WheelhouseCU.com)