



GREYLOCK

FEDERAL CREDIT UNION



# BALANCE

IMPACT REPORT 2024



EQUAL HOUSING  
LENDER

INSURED BY NCUA

# WHY CHOOSE GREYLOCK?



# DIRECT INVESTMENT IN THE COMMUNITY

When you choose Greylock Federal Credit Union, your dollars are reinvested to keep your community strong, accessible, and welcoming.



# OWNERSHIP

As a member of a financial cooperative, you are an owner of our financial institution with a voice and a vote.



## IT'S ABOUT RELATIONSHIPS

At Greylock, you're more than a transaction. Whether you stop into a branch, give us a call, or visit us online, your experience is always our top priority.

*"Life is like riding a bicycle. To keep your balance, you must keep moving."*

*- Albert Einstein*





## 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 31 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 Brazilian Portuguese. The team is heavily involved in business and community collaborations, creates unique lending products, provides welcoming banking services to all, and sponsors school-aged financial literacy curricula and online budgeting tools. Thanks to the CEC and its team of Certified Financial Coaches, 1,904 individual coaching sessions were provided in 2024.





# 31

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

# 1,904

free financial coaching sessions were provided by our team of 31 on-staff Certified Credit Union Financial Counselors.

# 4,120

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.

# \$10,139,643

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.



# \$4,434,788

in new road loans were provided in 2024 to Members that would have otherwise turned to national sub-prime lenders to provide safe transportation for their families and to keep their jobs.

# 1,686

residents attended 107 free seminars relating to the financial needs of our community. We offered classes from Scam Protection to Preparing for Homeownership.

# 1,259

hours of language translation services were provided in numerous languages by our CEC Team, plus 1,218 calls to our telephone translation service, Lionbridge, to ensure access to financial goods and services for all Members.

# 769

people took part in the U.S. credit system for the first time through Greylock's IRS ITIN lending agent. Our agent provided services for all of Greylock's branches in Berkshire County as well as Hudson, NY.



## AT THE HEART OF BERKSHIRE COUNTY FOR OVER 100 YEARS,

the Gladys Allen Brigham Community Center has been empowering youth, supporting families, and strengthening our community. Everything we do is driven by our mission: to inspire kids, engage families, and create opportunities for everyone to meet their full potential. From early education and

after-school programs to aquatics, summer camps, and girl-focused youth development through our Girls Inc. of the Berkshires program, we are here to help children and their families grow academically, socially, and emotionally.

We could not do this work without incredible partners like Greylock Federal Credit Union. Their ongoing support—from sponsoring our events to championing programs like the campership drive, which gives girls

from across the Berkshires and their families the chance to experience Camp Stevenson-Witawentin, to backing our 52-year tradition of the Swim Meet—shows just how much they believe in the power of community. Together, we've been able to create life-changing experiences for children and families, building confidence, resilience, and skills that last a lifetime. Greylock doesn't just support us, they walk alongside us, every step of the way, helping turn our vision into a reality.

At the Brigham Center, we're all about creating real opportunities for growth. Whether it's helping kids meet their developmental milestones, supporting English Language Learners, or connecting families to resources through events like holiday celebrations and

# gladys allen BRIGHAM COMMUNITY CENTER



resource fairs, we meet people where they are and work together toward brighter futures. Partners like Greylock are with us through every achievement, celebrating each milestone and pushing us to do even more.

Strong families build strong communities, and we're proud to work with Greylock to make the Berkshires a place where everyone can thrive. Every child, every family, every step we take together moves us closer to a better, brighter future—and we're just getting started."

— Kelly Marion,  
Chief Executive Officer





# THE POWER OF THE CREDIT UNION DIFFERENCE

Thanks to our Members, who are owners, Greyllock was able to partner with many non-profit organizations across the region and provided **\$727,908** to support the needs of the communities we serve throughout last year.

Health &  
Human Services  
\$329,240



Education &  
Financial Literacy  
\$173,973

Economic  
Development  
\$103,610

Arts & Culture  
\$121,085

## Community Support & Giving

- 18 Degrees
- 1Berkshire Foundation
- ACS Girls Softball
- Adams Cheshire Little League
- Adams Theatre Presents
- ALS One
- American Foundation for Suicide Prevention
- Arts in Recovery for Youth
- Association of Marian Fathers
- Barrington Stage Company
- Baseball in the Berkshires
- Becket Arts Center
- Bennington Little League
- Berkshire Agricultural Ventures
- Berkshire Art Center (formerly IS183)
- Berkshire Black Economic Council
- Berkshire Bounty
- Berkshire Center for Justice
- Berkshire Children's Chorus
- Berkshire Community Action Council
- Berkshire Community College Foundation
- Berkshire Community Diaper Project
- Berkshire County Arc
- Berkshire County Head Start
- Berkshire County Historical Society
- Berkshire County Kids' Place
- Berkshire County Sheriff's Charitable Foundation
- Berkshire Dream Center
- Berkshire Dyslexia Learning Center
- Berkshire Environmental Action Team
- Berkshire Family & Individual Resources
- Berkshire Family YMCA
- Berkshire Food Project
- Berkshire Grown
- Berkshire Horse Works
- Berkshire Immigrant Center
- Berkshire Innovation Center
- Berkshire Jewish Film Festival
- Berkshire Lyric Theatre

## GREYLOCK'S COMMUNITY PARTNERS



## BERKSHIRE AGRICULTURAL VENTURES

is dedicated to strengthening the local food system and food producers that form its foundation.



“One of our areas of strategic focus is our Market Match Fund where we fundraise for Berkshire area farmers’ markets to be able to double the SNAP dollars available to low-income shoppers at the markets. It’s a triple win. It supports our local farmers, enhances the vitality of our farmers’ markets, and helps our low-income neighbors to access locally grown fresh produce, meat, and other products. We understand the vital role the Market Match Fund plays in strengthening our local communities, and we are so grateful to Greylock for being the first sponsor of this impactful program. We could not do what we do without strong local partners like Greylock.”

*- Rebecca Busansky, Executive Director*

- Berkshire Medical Center
- Berkshire Museum
- Berkshire Nursing Families
- Berkshire Pride
- Berkshire Running Foundation
- Berkshire South Regional Community Center
- Berkshire Theatre Group
- Berkshires Tomorrow, Inc
- Berkshire United Way
- Bidwell House Museum
- Bindlestiff Family Variety Arts
- Birch Festival
- Boys & Girls Club of Greater Westfield
- Boys & Girls Club of the Berkshires
- Brien Center
- Center for Ecological Technology
- Center for Peace Through Culture
- Childcare of the Berkshires
- Christian Center of Pittsfield
- Christmas Brook Figure Skating Club
- Columbia County Agricultural Society
- Columbia County Arc
- Columbia County Foundation
- Columbia County Recovery Kitchen
- Columbia County Sanctuary Movement
- Columbia Greene Community College Foundation
- Columbia Greene Mental Health Association
- Columbia Memorial Health Foundation
- Community Access to the Arts
- Community Images
- Construct, Inc
- Creative Council on the Arts
- Dalton Community Recreation Association
- Dalton CRA Hall of Fame
- Dalton Lions Club
- Dalton Rotary Club
- Denise Kaley Fund
- Dewey Memorial Hall
- Drive Fore Demar
- Ducks Unlimited of Massachusetts
- Elder Services of Berkshire County
- Elizabeth Freeman Center
- 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
- Goodwill Industries of the Berkshires and Southern Vermont
- Gould Farms
- Great Barrington Historical Society
- Great Barrington Land Conservancy
- Great Barrington Public Theatre
- Great Barrington Rotary Club
- Greater Hudson Promise Neighborhood
- Greenagers
- Harmony Project Hudson
- Heart & Soil Collective, Inc
- Hillcrest Educational Centers
- Hinsdale Lions Club
- Hoosic River Watershed Association
- Housatonic the Beautiful
- Hudson Children's Book Festival
- Hudson Development Corporation
- Hudson Flag Day Parade

## GREYLOCK'S COMMUNITY PARTNERS



# BERKSHIRE COMMUNITY DIAPER PROJECT

“The Berkshire Community Diaper Project (BCDP) was founded in 2014 in response to research which showed a strong correlation between diaper need experienced by low-income mothers and the occurrence of maternal depression.

Additional research showed almost one in two families across America struggle to afford diapers. Of those families, one in four reported having missed more than five days of work out of the prior 30 due to not having sufficient diapers on hand to utilize daycare for their child.

Despite diapers being necessary to provide basic infant care, they are not covered by either SNAP or WIC programs. Diapers are items which are routinely requested at food pantries, but typically not available. The Berkshire Community Diaper Project, a fully-volunteer organization, is the only agency in Berkshire County providing diapers to 25 food pantries and human service agencies year-round.”



*“Greylock Federal Credit Union has been a steady supporter of the BCDP since 2019, and their funding has allowed us to distribute more than 161,000 diapers to families in need throughout Berkshire County.*

*The need for the diapers we provide has increased dramatically over the last three years, and we’re proud that the BCDP has continued to meet that need. Since our inception we have provided more than 2.4 million diapers to families in need.”*

*- Daltrey Turner, Executive Director*

- In Flight
- Jacob's Pillow Dance Festival
- Jazz in the Berkshires
- Jimmy's Fund Paul Dowd Golf Classic
- Junior Achievement of Western MA
- Kiwanis Club of Lee
- Kiwanis Club of Pittsfield
- Kripalu Health & Yoga Center
- Latinas413
- Lee Historical Society
- Lenox Library Association
- Lenox Police & Fire Charities
- Let It Shine Public Art Partnership
- Life Needs Coop
- Literacy Network
- Loaves & Fishes Food Pantry
- Love of T Foundation
- Mahaiwe Performing Arts Center
- Massachusetts Association for the Education of Young Children
- Massachusetts College of Liberal Arts Foundation
- Massachusetts Small Business Development Center
- Multicultural BRIDGE
- National Alliance on Mental Illness, Western Mass
- Nonprofit Center of the Berkshires
- North Adams Steeplecats
- Northern Berkshire United Way
- Nutshell Playhouse
- Pediatric Development Center
- People's Pantry
- Perfect Ten After School
- Pittsfield 4th of July Parade Committee
- Pittsfield Babe Ruth League
- Pittsfield Little League
- Railroad Street Youth Project
- Relay for Life (American Cancer Society)
- Rites of Passage and Empowerment
- Roots & Dreams and Mustard Seeds, Inc
- Roots Rising
- Rotary Club of Williamstown Foundation, Inc
- Roving Actors Repertory Ensemble
- Salvation Army Community Center of Hudson
- Second Nature Arts
- Second Street Second Chances
- Seeing Rainbows
- Shakespeare & Company
- Sheffield Farmers' Market
- Sheffield Kiwanis Club
- Soldier On
- Stockbridge Sinfonia
- STRIDE, Inc
- Strong Little Souls
- Tamarack Hollow Nature and Cultural Center
- Tanglewood
- Tapestry Health Systems
- Thanksgiving Angels
- The Mount
- UCP of Western Massachusetts
- UNICO of Pittsfield
- Ventfort Hall Association
- Volunteers In Medicine
- WAM Theatre
- Westside Legends
- West Stockbridge Historical Society
- Williamstown Community Chest
- Women's Fund of Western Massachusetts
- Wreaths Across America
- Zonta Club of Berkshire County

## GREYLOCK'S COMMUNITY PARTNERS

# MAHAIWE PERFORMING ARTS CENTER

cultural events year-round, and we are deeply grateful for Greylock Federal Credit Union's 18-year partnership. Thanks to Greylock's support of our Performing Arts Education Program, more than **27,000 students from 76 different schools** have seen a field trip production at the historic theater over those years. In 2024, Greylock's support of our Partnering with

"Since 2005, the nonprofit Mahaiwe Performing Arts Center has presented live performances, films, and

Latinx Communities Program allowed the Mahaiwe, in collaboration with its Spanish-language Community Advisory Network (SCAN) advisors, to welcome **1,900 attendees** to live music by world-renowned Latinx artists and free Spanish-language movies.

Thank you, Greylock, for helping to ensure that the Mahaiwe is accessible to a broad range of audiences from the Berkshires and beyond."

*- Janis Martinson, Executive Director*





## Partners & Affiliates

- 1Berkshire
- 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 VT
- Berkshire Housing Development Corporation
- 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 Roundtable Pacesetters
- Multicultural BRIDGE
- National Association of Latino Credit Unions & Professionals
- 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

### Safety Net Program / Partners

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

- 18 Degrees
- Berkshire Community Action Council
- Berkshire County Head Start
- Berkshire Family YMCA
- Berkshire Housing Development Corp

- Berkshire Family & Individual Resources
- Brien Center
- Central Berkshire Habitat for Humanity
- Community Health Programs, Inc
- Construct, Inc
- Elder Services of Berkshire County
- Fairview Commons
- Gladys Allen Brigham Community Center
- Goodwill Industries
- 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
- Williamstown Commons



## FASNY MUSEUM OF FIREFIGHTING

"We are thrilled to have Greylock's support of Molly the Museum Dog. She is much more than our museum mascot. Molly is a certified therapy dog who regularly visits the Firefighters' Home for retired firefighters and meets with school groups that travel from across the state to the museum. She also functions as a canine fire safety educator, demonstrating 'stop, drop, roll, get low and go' to museum visitors."

- Jamie Quinn, Executive Director



## Financial Literacy / Education

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

- Aging Mastery Program
- Alternative Living Center, North Adams
- Alternative Living Center, Pittsfield
- Berkshire Community College
- Berkshire County House of Corrections
- Berkshire Pride
- Central Berkshire Habitat for Humanity
- Childcare of the Berkshires
- College Internship Program Berkshire
- Columbia Greene Community College
- Elizabeth Freeman Center
- Flying Cloud Institute
- Franklin County Technical School
- Have Hope Peer Recovery Center
- Keenan House for Men, North Adams
- Keenan House for Men, Pittsfield
- MassAbility
- Massachusetts College of Liberal Arts

- MassHire
- Railroad Street Youth Project
- Remedy Hall
- Roots Rising
- Second Street Second Chances

## High School Scholarships Berkshire & Columbia Counties

- BART Charter School
- Drury High School
- Hoosac Valley High School
- Hudson High School (NY)
- Ichabod Crane High School (NY)
- Lee High School
- Lenox Memorial High School
- McCann Tech High School
- Monument Mountain High School
- Mt. Greylock High School
- Pittsfield High School
- Taconic High School
- Wahconah Regional High School

## Major Community Event Sponsorships

- Berkshire County Chapter of the NAACP – Freedom Fund Awards, Juneteenth Event
- City of North Adams – Community Events: Beach Party, Motorama, Winterfest
- City of Pittsfield – Community Events: Eggstravaganza Egg Scramble, Outdoor Movies, Halloween Parade, Community Public Skating
- Columbia County Sanctuary Movement – Latinx Parade & Festival
- Live on the Lake – Free Community Concert Series
- Party in the Park – Free Community Concert Series
- Town of Great Barrington – Bandstand Concerts

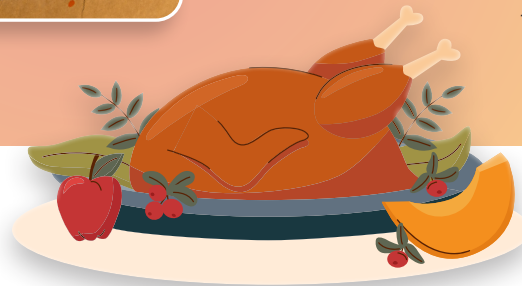




# THANKSGIVING ANGELS

"We are so very grateful to Greylock for their continued support! They donated generously, and many of their staff volunteered their time to help. Thanks to our generous partners like Greylock, this year we provided 2,200 turkeys and all the fixings for a traditional turkey dinner! This wonderful community event helped make Thanksgiving brighter for many families throughout Berkshire County."

- John Richardson, Board Director



# BUSINESS BANKING

In 2024, Greylock originated 77 business banking loans for \$23 million, including 10 loans for minority-owned businesses totaling \$1.9 million, and 19 loans for women-owned businesses totaling \$3 million.

Small businesses are the heart of our community and here at Greylock, we're committed to helping them grow and prosper.



Greylock Federal Credit Union has proudly empowered The Berkshire Black Economic Council's (BBEC) mission and technical assistance efforts since the organization's inception.

In 2024, BBEC supported the Berkshire community with more than \$125,000 in capital assistance efforts and programming. One of BBEC's notable efforts was Vibe North Street, a grant program dedicated to revitalizing Pittsfield's North Street by filling vacant storefronts with entrepreneurs seeking to relocate their businesses to downtown Pittsfield.

This past August, from Greylock's Commercial Lending department, Chris Barry, AVP/Business Banking Officer, participated in a panel discussion, teaching BBEC's participants on the topic of *How Others See Your Financials*. This included education on how to analyze income statement ratios, industry comparisons, cash flows, and other key performance indicators.

The Berkshire Black Economic Council is grateful for the support of the Greylock team.

– A.J. Enchill, Executive Director





*Greylock is once again ranked the #1 mortgage lender in Berkshire County*

**By the numbers:**

**303** purchases totaling **\$71,075,310.**

**\$50,524,000** in new home equities.

Partnering with various programs, through the Federal Home Loan Bank (FHLB) and Mass Housing, we secured down payment assistance for **39** households totaling **\$1,022,789.**

We helped **160** first-time homebuyers with closing cost credits totaling **\$453,901.**

**60%** of all new mortgages were secured by low-to-moderate income borrowers.

## MORTGAGE LENDING



Greylock is proud to have five of the top 10 mortgage loan originators (total number of loans) in western Massachusetts.\*

\*According to Banker & Tradesman.





## 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.



## 2024 Top Lender in Berkshire County

#1 for number of loans  
#2 in volume of loans



## Best of the Berkshires Best Credit Union Award

For the 13th straight year, we are honored to be recognized as the Berkshire's Best Credit Union by Berkshire Eagle readers.

