



People First
CREDIT UNION
We're Stronger Together

OUR STORY, YOUR FUTURE

2025

Social Impact Report

peoplefirstcu.ie

Introduction to our Social Impact Report

At People First Credit Union, our success is measured by more than financial performance alone. While strong governance and financial stability are essential, we believe our true impact is reflected in the positive difference we make in the lives of our members, our communities, and the environment we all share.

This Social Impact Report captures the breadth of our activity throughout the year — highlighting not only the services we provide to members, but also the wider social, community, and environmental initiatives that underpin our cooperative values. As a not-for-profit, community-owned financial institution, People First Credit Union exists to serve the needs of our members, support local development, and reinvest back into the communities where we operate.

In an increasingly competitive financial landscape, we remain committed to offering a trusted, sustainable alternative — one that combines modern financial services with a strong personal connection and a deep understanding of local needs. Demonstrating our social impact allows us to show how these values translate into real outcomes for members, volunteers, community groups, and local organisations.



We also recognise our responsibility to operate in a way that protects the environment and supports long-term sustainability. Throughout the year, we have continued to review our processes, reduce our environmental footprint, and embed responsible practices across our operations.

In line with the wider credit union movement, we ensure that our work contributes positively to social inclusion, economic resilience, and environmental stewardship. This report is an opportunity to reflect on that contribution and to share with our members how, together, we are building stronger communities for today and for the future.

Seán Dunne
CEO

Access to Financial Services

At a time when banks are closing doors, you can have peace of mind that your local Credit Union remains open for business. People First Credit Union can take pride that no member is directed to a machine in any of our branches.

Presence

- Over 13,500 members walk through our doors each month.
- Average of 350 members transact with us Saturdays throughout all branches.
- Average of 1,050 members avail of online services on Saturdays.
- Our dedicated Member Services Team help over 2,000 members each month (by phone/online)

Stradbally Re-Launch & Extended Opening Hours

We invested in our Stradbally branch, securing a new premises, undertook total refurbishing and allocated more staff to the branch. In March 2025 we re-opened the fresh look branch with extended opening hours. Stradbally branch is open five days per week with late opening on a Friday.

- Tue - Thurs - 9.15am- 5pm
- Closes Friday - 6pm
- Closes Saturday - 1pm



Current Account & Debit Cards

Over 1,646 members have current accounts with full debit card and digital payment options.

PFCU can now be your complete financial services provider – make payments anywhere in the world and access your funds at any time with our current account.

2,137
members applied for access to online banking

418
new current accounts opened in 2025

452
debit cards issued to members in 2025

202,333
website page visits from 25,648 users in 2025

Digital
Our digital services aren't about replacing relationships, it's about extending them, we want members to experience the same personal touch whether they're in branch, on the phone, app or website.

Our members can choose how they want to do their business!

Opening Hours

In 2024, PFCU revised branch opening hours across all branches. To facilitate members, our head office opens earlier on Saturdays. Branches are open six days per week including Saturday and we offer later opening on a Friday evening.

- Operate across four branches.
- Average 36 member facing hours per week, per branch
- Late opening Friday:
Portlaoise, Abbeyleix, Stradbally & Athy
9.15am - 6pm
- Saturday opening:
Portlaoise, Stradbally open - 9.15am - 1pm
Abbeyleix open 9.15am - 12.45pm
- 24/7 online facilities

Members Service Centre

Our Member Service Centre provides over 43 hours support each week and was responsible for:

1,900 inbound calls answered, and **1,300 outbound calls** made per month in 2025.

Our staff are highly trained professionals who are experts in all the services and financial products.



2025 Lending

Approved over 4,651 loans in 2025.

Total loan value issued in 2025

€24,127,844, down slightly by 3.54% on loans issued for year end 23/24.

Gross Loan Value in 2025 30th September is **€48,705,436**, an increase of 7.33% for year end 23/24.

38.8% of loans we approved in 2025 were for Car Loans, followed closely by Personal loans coming in at 33.3%.

While online and app applications continue to be popular, our members have shown that they still want to meet us and 42% of our overall applications were held in our branches.

We are delighted to back the online trend and meet your financial needs.



3,338
members applied
for loans online



Approved
€10,353,383
in loan value, through
our open banking
system



610
new members
joined on-line



A total of
17,118
members have
online banking access

Member Protection

Life Saving Claims

In 2025, 163 deceased accounts were covered by the Credit Unions Loan & Savings Insurance.

Irish Life Financial Services

88 members availed of a Free Financial Review with Irish Life, this FREE service is available to members on a range of financial products from Protection, Retirement, Savings and Investments.



“When I walk into the branch, I am always greeted with a smile and it's really welcoming. A pleasure to be a member of People First Credit Union”

People First CU Member

Allianz Insurances

Through our partnership with Allianz Insurance, 21 members availed of insurance discounts.

You can now access Car, Home, and Pet Insurance directly through People First Credit Union — with great savings

15% OFF
Pet Insurance

13% OFF
Home Insurance

18% OFF
Car Insurance

Get 18% off
your car insurance
as a Credit Union member



Scan the QR code to find out more about our Allianz insurance.

Life Saving Insurance

Life Savings cover is a unique and valuable service provided by credit unions to their members that can pay a life savings benefit, on the death of an eligible member.

40,585 PFCU members are protected because of the provision of the Life Savings services arranged by PFCU.

These services are unique to credit unions and are designed to provide a valuable service to members, by protecting eligible members when they borrow and save with their credit union.

Access to Affordable Credit

Whether you are planning home improvements, purchasing a car, consolidating debt, or investing in your business, our competitive interest rates and flexible repayment terms are designed with you in mind.

Lower Value Loans

Our lower amount loans are still the most popular. In 2025 we issued:

2K-5K
1,203 Loans

1K-2K
944 Loans

0-1K
1,293 Loans



Business Lending

We have a designated Business Development Manager who can meet to discuss SME/Agri lending options with members.

Our SME/Agri rates are competitive & fixed. PFCU offers unsecured lending of up to €75K on SME/Agri, no penalties for early / lumpsum repayments.

Overdrafts

We can facilitate overdrafts on current accounts, maximum of up to €5K

Mortgages

Our interest rate is variable. No penalties if you want to repay your mortgage earlier. People First Credit Union is listed as an approved financial provider with **Laois & Kildare County Councils for Affordable & Social Housing.**



In 2025 we issued **€1.2 million** in mortgages.



"Buy Now, Pay Later" Loan

We offer a "Buy Now, Pay Later" loan which helps members avoid high-interest rate credit cards or money lenders and avail of a more reasonable cost of credit. There are no transaction fees and members can avail of their services/ goods straight away.

For a full list of approved retailers that have signed up to the loan visit www.peoplefirstcu.ie/loans/buy-now-pay-later-loan or scan the QR code



Community Financial Supports

People First Credit Union is more than just a place for savings and loans; we are a place for community and support.

Student Bursaries

PFCU gave away **€7,000 in prizes** to winning students from each of the seven secondary schools within our area.



Monthly Cash Draw:

"The Monthly Cash Draw" is a hugely popular event.

In 2025 we gave away a total of **€219,300** in cash prizes and a total of 108 members WON CASH PRIZES!



Main sponsor for the Laois Community & Voluntary Awards

People First Credit Union is the main sponsor of the Laois Community & Voluntary Awards, which are organized in collaboration with Laois PPN and Laois County Council.

These awards recognize the contributions of volunteers and community groups across County Laois.





We are Community Champions



Community Loan

The People First Community Loan is designed specifically for community groups to help make their vision become a reality.

We can finance larger projects on a co-funding basis with Community Finance Ireland.

Community Funding

The PFCU Community Fund was set up to support local community groups and charities that require extra funding for community-based projects.

In 2025 we donated €72,691 to support local community groups.



€10,000 Community Champions Award

This is a special €10K prize for community groups that are making a real difference within their local communities. We sponsor the €10K award and this shows how much we care about working together and making our community a wonderful place for everyone.

The award supports local groups leading sustainable and impactful projects.

The initiative was created to empower volunteers and help environmentally conscious projects grow—demonstrating the credit union's ongoing commitment to sustainability and community enrichment.

Not for Profit Financial Benefits

All surplus is retained in the Credit Union or returned to members via dividend and community donations. As a not-for-profit member owned community-based co-operative, credit unions are uniquely placed to serve their members. Members can deposit and withdraw money from their shares and deposit accounts as well as carry out online transfers and transactions – all with no transaction fees.

FEE Free Savings Accounts

No Transaction Fee... on Shares Saving Accounts

FREE Electronic Transfers

Thousands of electronic transfers are made from PFCU accounts every year.

This service is FREE to all members.

A member can choose to set up an EFT either in branch with one of our staff or from their online banking on phone or computer.

*There may be fees incurred on current accounts.

Deposit Guarantee Scheme

Credit unions in Ireland are covered by the Deposit Guarantee Scheme which is administered by the Central Bank of Ireland protecting all member savings up to €100,000 per member.

Free Current Accounts Students & Over 66's

Students in full time education from the age of 16 yrs and members that are 66 years and over can avail of our FREE Debit Card, linked to their current account.

Cash Facilities

PFCU facilitates full cash handling facilities in every branch meaning you can lodge or withdraw funds when you need to.

Foreign Exchange

Did you know there is NO COMMISSION on Foreign Exchange for members 66yrs & over.

Pay Zone

Pay bills, top up ESB cards, pay tolls, and more!

Loan Application

We launched “open banking”, which allows members to securely share their financial information without printing, photocopying, downloading, or emailing bank statements. As a result of choosing this option, your loan application with People First Credit Union will be processed faster and we are helping the environment!

PFCU Presence across our communities

People First Credit Union is rooted within our local communities; we can see this as our membership increases in size.

Membership Growth

2025 Membership Figures

1,424

new members joined

691

reversed dormant accounts

814

members joined in branch

610

members joined online

“ Hi,
I had to draw down a loan
for my divorce proceedings.

It's been a very draining few
months and I applied over the
weekend. I got talking to the Loan
officer, Sharon, who went above
and beyond to get me sorted.

I just wanted to share my
appreciation for the efforts and
friendliness of these ladies. It
made my experience the best that
it could possibly be and I will be
forever grateful for the
professionalism and just how easy
they made it for me.

Thank you
People First CU Member

We're very social

Social Media & Website

Our social media channels
are growing as well...

6,133

Facebook Followers

1,502

Instagram Followers

552

TikTok
(account set up mid 25)

202,333

Website
visits from 25,648 users

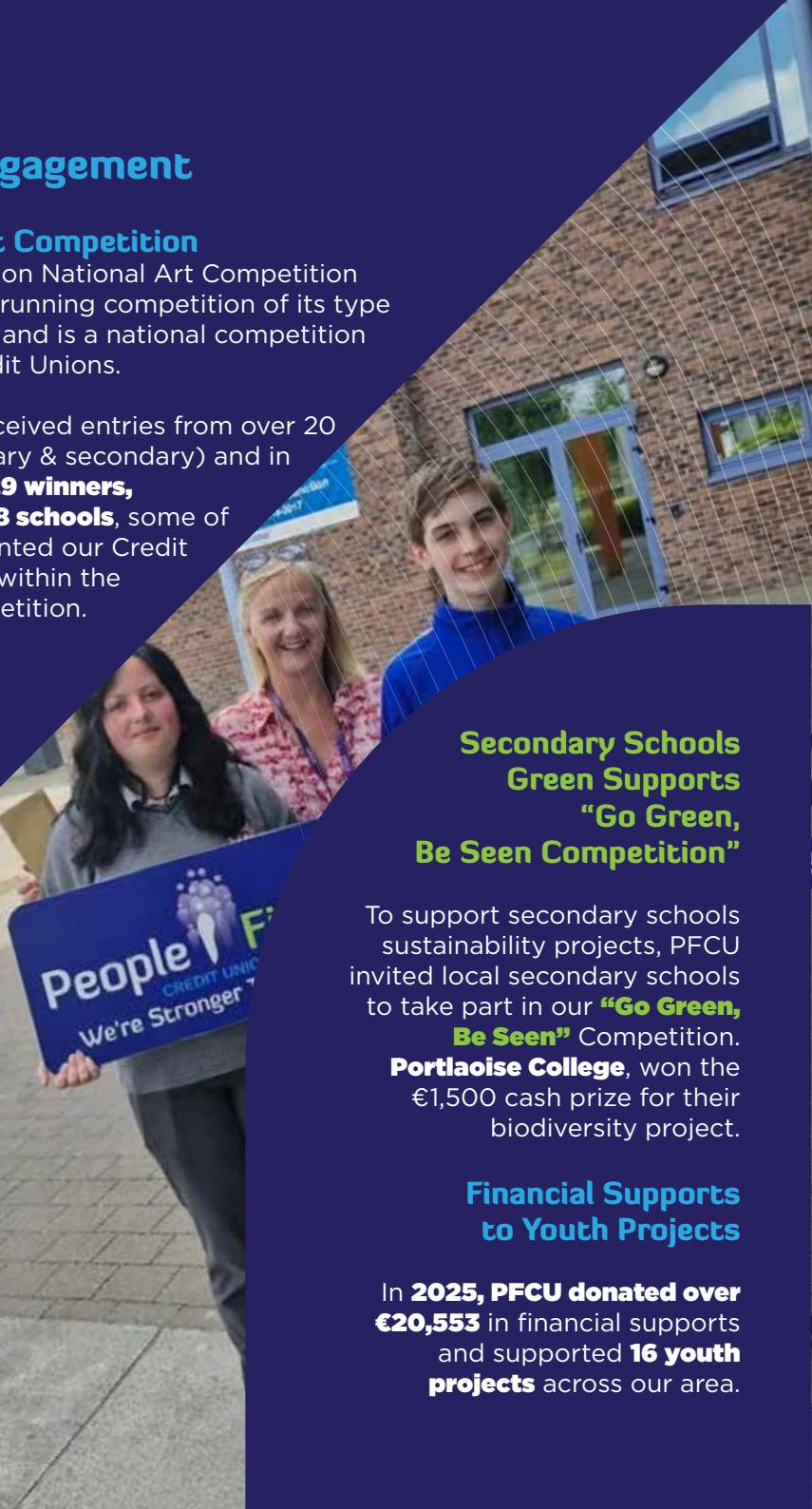


Youth Engagement

National Art Competition

The Credit Union National Art Competition is the longest-running competition of its type across Ireland and is a national competition across all Credit Unions.

In 2025 we received entries from over 20 schools (primary & secondary) and in total we had **29 winners**, **representing 8 schools**, some of which represented our Credit Union further within the national competition.



Secondary Schools Green Supports "Go Green, Be Seen Competition"

To support secondary schools sustainability projects, PFCU invited local secondary schools to take part in our "**Go Green, Be Seen**" Competition. **Portlaoise College**, won the €1,500 cash prize for their biodiversity project.

Financial Supports to Youth Projects

In **2025**, **PFCU donated over €20,553** in financial supports and supported **16 youth projects** across our area.

Youth Information Hub on our website

Set up a designated information web hub for teachers, parents and students. This area is a one stop shop, providing details on all PFCU's available supports.



Engagement with Primary Schools

Increase our engagement with Primary Schools, visited 30 primary schools in our area, delivered staff room hampers and provided information on Credit Union financial supports, activities and events.

Financial Education & Empowerment

Provided age appropriate financial literacy presentations to Secondary School students on the importance of becoming a member of their local credit union, savings, budgeting, fraud and money muling. The plan for 2026 is to roll out this programme to primary schools as well.

Athy Youth Reach Programme



National Quiz

The School's Quiz is one of the most important and enjoyable events organised by the Credit Union.

**In January 2025
we held our biggest
schools quiz ever!**

Over 20 primary schools entered and we had just under **100 children** taking part on the night.

Shanahoe National School and Gaelscoil Portlaoise were winners and went on to represent their Credit Union in the national finals, which were held in the RDS.

Youth Information Hub on our website

Set up a designated information web hub for teachers, parents and students. This area is a one stop shop, providing details on all PFCU's available supports.



360 Loan

Launched our Educate 360 Loan, designed to cater for needs of students and parents.

This loan provides finance to all ages wishing to participate, train or return to education.

The Educate 360 loan does not just cover tuition, it also covers:

- Tools and equipment you need for your courses
- Transportation costs (e.g. car expenses) to get you to class.

Further education courses to help you reach your career goals.



Scan
to find
out more

Volunteering

People First Credit Union is built upon the efforts of our Board and Volunteers, who give freely of their time and skills to in the spirit of cooperation.

The value of volunteers involvement at Board and Committee level is vital to PFCU as they provide beneficial feedback, independent oversight and are actively engaged in the decision making at Board and Committee levels.

In total we have 21 volunteers, consisting of 9 board members, 3 Board Oversight Committee members and 9 volunteers who sit on our board committees.

No. of hours contributed by volunteers

At minimum 1-3 hours per month (2 hours Board meeting, 1 hour committee meeting) this may vary depending on how many committees a volunteer is sits on. Not all volunteers are Board members.

Interested in volunteering?

Scan the QR code and register your interest today



9 Volunteers sit on various Committees

Pat Scully, Laura Doran, Shane O'Rourke, Joe Quigley, Niamh Ryan, Richard Butler, Nabiha Rukaiya Chowdhury, Sharon Boyce and Patricia Mulhall

3 Board Oversight Committee

Mary Crowley (Chair), Michael Scully, Adrian Daly

9 Board of Directors

Clive Daivs (Chair), Gerald Preteau (Secretary), JJ Carey (Vice-Chair), Brigid Lalor, Evelyn Dunne, Julian Nagi, Caroline Clarke, Mary Carmody, Kevin Slattery

Training for Board & Volunteers

New Board and BOC members receive induction training within the first 6 months of their appointment, all board and BOC members must complete mandatory training modules (AML, DP, Ethics, Conduct Standards IAF and Cyber Security).

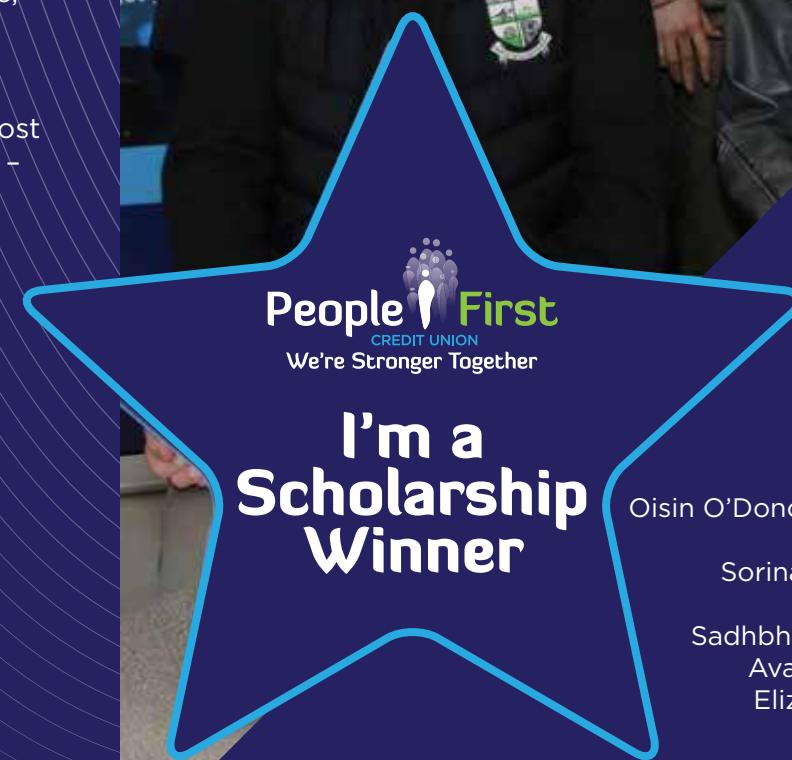
At minimum members of our Board and BOC receive 5 hours mandatory training per year. Additional training is provided to the Board and BOC on Governance and is tailored to their training needs e.g. Risk Management training was provided to the Board and BOC in July of this year, Investment and Liquidity training was provided to the Board earlier this year.

BOD and BOC members may complete additional training through CU Learn or attend seminars on behalf of PFCU.

Volunteering is a great way to try something new, build confidence, and make a real difference in your community. You can learn new skills, discover new interests, and gain experience that looks great on your CV or college application. It's also a chance to meet new people, grow your network, and use your talents to help others. Most of all, volunteering gives you a sense of purpose and achievement - knowing you've made a positive impact.



**Interested in
volunteering?**
Scan the QR code and
register your interest today



**Student Scholarships
2025 winners**
Oisin O'Donohue - Ardscoil na Trionoide
Rian Maher - St. Mary's CBS
Sorina Stratu - Portlaoise College
Tara Ring - Scoil Chriost Ri
Sadhbh Bergin - Dunamase College
Ava Churchouse - Heywood CS
Elizabeth Byrne - Athy College

Sense of Belonging

People First Wins Local Community Award

We were incredibly proud to win the “Business Supporting Community” award at the Laois 2025 Business Awards, hosted by Laois Chamber Alliance. This award celebrates businesses that have invested time, effort, and resources to support local communities.

Credit Unions Most Reputable Brand-2025

In 2025, Credit unions have been ranked as the most reputable organisation in Ireland, topping the Ireland Reputation Index 2025 for the third consecutive year.



Nomination for All Ireland Credit Union Award

People First Credit Union was nominated for the best Social Impact category at the prestigious All Ireland CU Awards in 2025.

This nomination recognized the arduous work of our Community Funding Committee and the impact of our €10,000 Community Champions Award.

Unfortunately, we were unsuccessful on the night!

Credit Unions Best Customer Experience

For a record-breaking 10th consecutive year, credit unions have topped the league table for best customer experience in Ireland, according to the 2024 Customer Experience Insight (Cxi) Report, a testament to the consistency of their CX excellence.



ILCU Foundation

Irish League of Credit Union Foundation

The ILCU Foundation is an arm of our national representative body which promotes the credit union ethos and financial inclusion around the world, particularly in third world countries.

In 2025 PFCU donated €5K to this charity.

Environmental Initiatives

Credit Union ESG (Environmental, Social, and Governance) refers to how Credit Unions manage stainability and monitors their ethical impact.

In 2023 PFCU established our ESG Committee and developed ESG Policy across four pillars – Climate, Investing in our people, Members and the Community and Governance.

Your Credit Union is committed that ESG will remain a strategic focus across all activities and services.



Go Green, Be Seen Initiative

Energy Audits

Completed SEAI Energy Audit for Portlaoise branch and currently working through improvement recommendations. Further audits will be scheduled across other branches.

Hybrid Working & Online Meetings

PFCU facilitates hybrid working options, some staff can work from home for a portion of the week. More meetings (Board & Staff) are conducted online, this reduces the need to travel, allowing teams across branches and locations to work together.

Considerable proportion of staff have laptops so they can log-in to work remotely when required.



Financially Supporting Community Green Projects

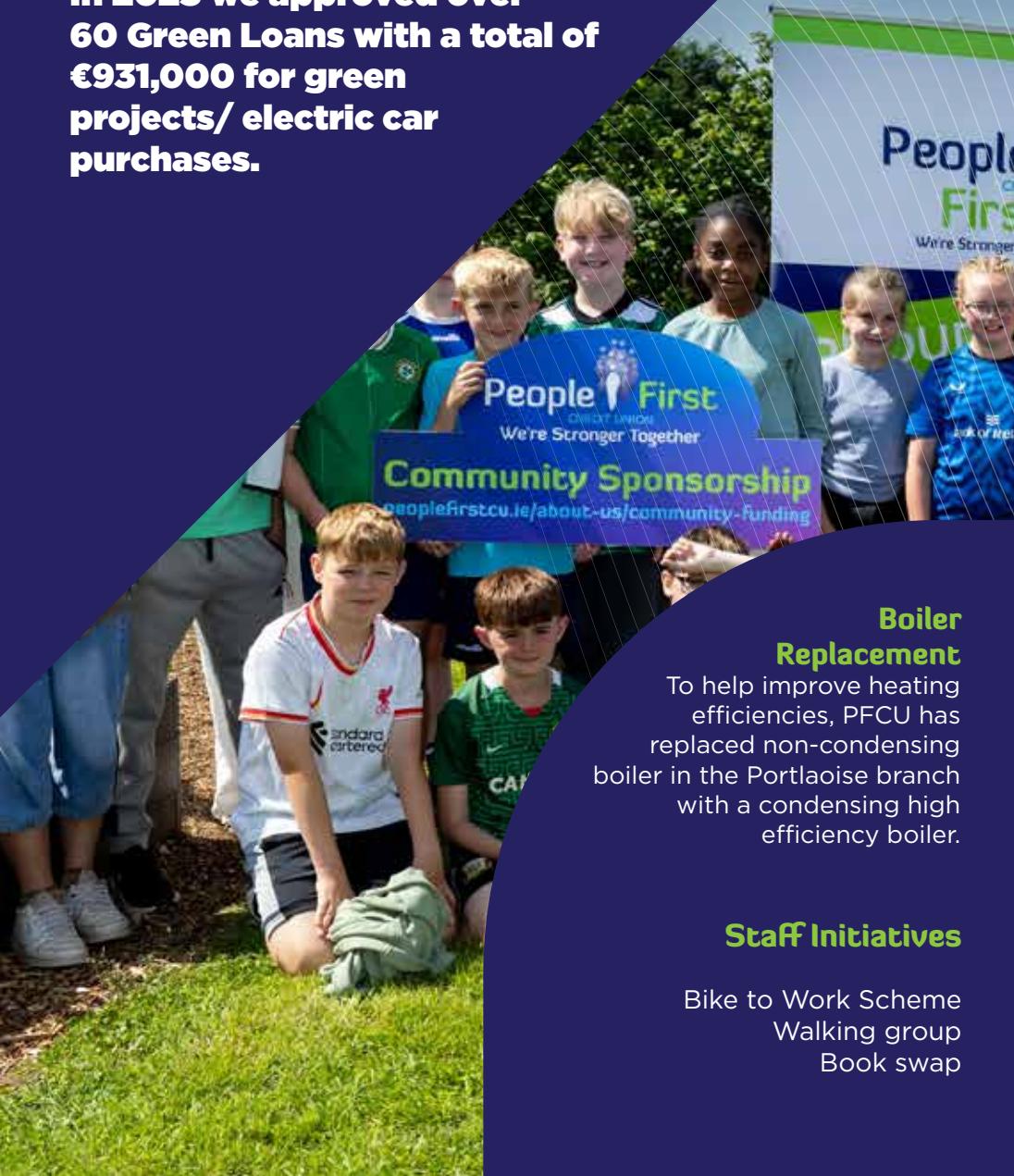
People First Credit Union financially supported many community groups that are on their own ESG journey!

Scoil Mhuire, Abbeyleix - Ar Spás Glas green initiatives
Timahoe National School – Outdoor improvements
Portlaoise College – Biodiversity project & signage
Abbeyleix Community Garden – Garden Canopy
Portlaoise Men's Shed – Preservation equipment for Bees
SVT Activity & Wellness Hub – Provision of gardening classes
St. Colman's School, Stradbally – Playground and garden improvements

Green Loans

PFCU has financially helped members achieve their own personal ESG goals.

In 2025 we approved over 60 Green Loans with a total of €931,000 for green projects/ electric car purchases.



Lighting

Motion sensor lights installed throughout all branches, to reduce lighting use.



Boiler Replacement

To help improve heating efficiencies, PFCU has replaced non-condensing boiler in the Portlaoise branch with a condensing high efficiency boiler.

Staff Initiatives

Bike to Work Scheme
Walking group
Book swap

Community

Selling Cuisle Christmas cards, collection buckets on counter for local charities, staff and BOD members volunteering with local charities.

Reduction in Printing

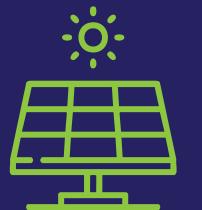
PFCU has reviewed printing requirements across the entire business. Our Lending Team have reduced the amount of paper used for Loan Packs and other departments have made similar paper reductions. A large reduction was made for the 2024 AGM.

PFCU printed just 400 AGM booklets compared to 23,680 AGM booklets in 2023.



Recycling

- All branches have recycling & compost bins for waste collections.
- Staff donate money raised from RE-Turn to local charities. In 2025 we donated monies to Laois Offaly Families For Autism (LOFFA) and Laois Domestic Abuse Services.
- Old uniforms are donated to the local Saint Vincent de Paul, for garment recycling.



Boiler Panels

Portlaoise branch has a large southeast facing roof with no shading, this makes it ideal for the erection of 80 solar panels. Panels will be installed early 2026.

Counter Signing Pads

In April 2025, PFCU has replaced paper counter withdrawals slips with electronic signing pads throughout all branches.

This results in the saving of 28 reams of paper per month across all branches.



Portlaoise
Head Office
James Fintan Lalor Avenue
Portlaoise, Co Laois
R32 XE18

057 862 2594
info@peoplefirstcu.ie
Tuesday 9:15 - 17:00
Wednesday 10:00 - 17:00
Thursday 9:15 - 17:00
Friday 9:15 - 18:00
Saturday 9:15 - 13:00

Abbeyleix
Credit Union House
Main Street
Abbeyleix, Co Laois
R32 XHH0

057 862 2594
info@peoplefirstcu.ie
Tuesday 9:15 - 17:00*
Wednesday 10:00 - 17:00*
Thursday 9:15 - 17:00*
Friday 9:15 - 18:00
Saturday 9:15 - 12:45

Athy
13-14 Emily Square
Athy
Co Kildare
R14 XV40

057 862 2594
info@peoplefirstcu.ie
Monday 9:30 - 17:00*
Tuesday 9:30 - 17:00*
Wednesday 10:00 - 17:00*
Thursday 9:30 - 17:00*
Friday 9:30 - 18:00

Stradbally
Shopping Centre
Stradbally
Co Laois
R32 KX94

057 862 2594
info@peoplefirstcu.ie
Tuesday 9:15 - 17:00
Wednesday 10:00 - 17:00
Thursday 9:15 - 17:00
Friday 9:15 - 18:00
Saturday 9:15 - 13:00

*Closed for lunch Tuesday - Thursday
from 12:30 to 13:30

*Closed for lunch Monday - Thursday
from 12:30 to 13:30

*Closed for lunch Tuesday - Friday
from 12:45 to 13:30

peoplefirstcu.ie

Terms and conditions apply. Loans are subject to approval. If you do not meet the repayments on your loan, your account will go into arrears. This may affect your credit rating which may limit your ability to access credit in the future. People First Credit Union Limited is regulated by the Central Bank of Ireland.