



2022

# ANNUAL REPORT

**H**  **PI CREDIT**  
**A S S O C I A T I O N**  

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**F O R H O P I , B Y H O P I**

A Certified Native CDFI, Non-Profit 501 (c) (14)

# ABOUT OUR ORGANIZATION

Established in 1952 by a group of ranchers as a financial resource, HCA has now been in existence for over 70 years! The HCA is a certified Native Community Development Financial Institution (CDFI) that services Hopi tribal enrolled members living on Hopi land in Northeast Arizona.



## OUR MISSION

To enhance the quality of life by providing lending, financial education, and training opportunities for our Hopi Senom to become informed consumers



## OUR VISION

We envision a future for the Hopi Senom of all generations shaped through inspiration, knowledge, and economic stability.



## OUR VALUES

- We honor traditional Hopi Values.
- We are driven by the Hopi Senom.
- We weave respect into all we do.
- We maintain the highest level of moral standards and ethics.

## FROM THE EXECUTIVE DIRECTOR



**ALISSA CHARLEY**  
Executive Director

Greetings,

Happy New Year! I am pleased to present the first Annual Report of the Hopi Credit Association!

Reflecting on the past few years, we have faced many challenges on Hopi as a people and I am reminded of the strength our community has shown towards recovery.

Although Hopi Credit Association faced its share of challenges during the pandemic, we were able to use the time wisely to develop new projects, loan products, services, add to our team, and strategize for our future.

In response to the pandemic and with the help of Hopi Relief as a partner, we were able to create the Support Hopi Small Business Project and publish our first business directory. Read more about this project on page 5. We created an Emergency Small Business Loan product to help our small business owners through the pandemic with financial support.

Our membership expressed interest in electronic payment options, so we delivered! Hopi Credit Association now accepts debit cards for loan payments over the phone and online. Our new online service also allows customers to view their payment history as well as loan terms.

Changes in the HCA team also occurred. With my new promotion to Executive Director, a vacancy was created for the Loan Processor/Collector/Financial Educator position. We welcomed Randy Poleahla to our team to fill that vacancy. Randy is from the Village of Old Oraibi and is of the Corn Clan. Randy joined our team in September of 2022. Another recent addition to our HCA team is Lynnora Mahle-Talayumtewa. Lynnora is from the Village of Sichomovi and is Tobacco/Rabbit Clan. Lynnora joined our team in January of 2021 and serves as our Accountant.

Hopi Credit Association also completed our Strategic Directions for the 2022-2024 period. We are excited to accomplish our goals which include the possibility of an intern program, community outreach locations, and completion of a market survey.

I am looking forward to our future and proud of the accomplishments of our organization as a Native Community Development Financial Institution (CDFI)!

# Our Products & Services



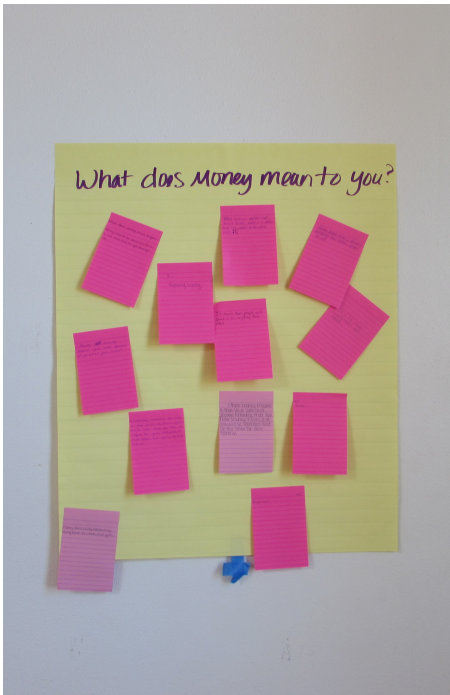
## LOAN PRODUCTS

- Consumer (Personal) Loans
  - Credit building
  - Ranching/Farm needs
  - Bill Consolidation
  - Education expenses
  - Medical expenses
  - Vehicle repairs
  - and other personal uses
  - Personal loan specials may also be implemented at various times throughout the year such as our Graduation, Back to School, and Holiday loan specials. Special loans are at a reduced interest rate with set terms.
- Business Loans
  - Business start-up
  - Expansion
  - Purchase of equipment
  - Micro-Enterprise Loans are also available for smaller business needs.
- Home Construction/Improvement Loans
  - Construction of new homes
  - Improvement to an existing home
- Mobile/Manufactured Home Loans
  - Purchase of mobile/manufactured homes for principal residence



## DEVELOPMENT SERVICES

- Financial Education/Literacy
  - Education offered on topics such as budgeting, credit, identity theft, banking, etc. to improve the financial well-being of our Hopi Senom.
    - Classes offered throughout the year for the general public with both in person and virtual options
    - One on one appointments available
    - Group or employee options
    - Youth Financial Literacy Camp
- Business/Entrepreneur Support
  - One on one appointments available
  - Group business development classes offered periodically





## SPECIAL PROJECTS

### Purpose and Background

The Support Hopi Small Business Project (SHSBP) project was inspired by the pandemic and the impact it had on local small businesses. The project is an effort to help provide support for economic relief and services to Hopi small businesses and entrepreneurs. The project was created with the help of our partner, Hopi Relief

### Goals and Objectives

The goal of the project is to help build resilience and sustainability for the small business owner on Hopi through and beyond the pandemic. Objectives of the project are to:

- Create and periodically update a directory of small businesses located on Hopi.
- Provide training opportunities for small business owners on Hopi.
- Provide a marketplace for participants in the directory.
- Create a network of small business owners to provide information and opportunities for collaboration.



### Future of the Support Hopi Small Business Project

Hopi Relief and the Hopi Credit Association held a work session in November 2022 to discuss future planning of the project as well as reflect on the project to date. Enhancements to the 2023-2024 directory were discussed and will be reflected when published. Future plans to expand the project include:

- Sponsorship opportunities
- Advertisement space in the directory for participants
- Expanding listings to include a business logo
- Opportunity for organizations to order their own copies of the directory for distribution as limited copies are available for the public
- Gathering of project impact data from the business owner as well as Hopi residents for grant opportunities for the project
- Quarterly in person networking opportunities
- Development of a brochure for the project
- Development of an annual business award gala
- Possible creation of a Hopi Chamber of Commerce



# Who We Serve

Hopi Credit Association serves the Hopi Tribe.

Main eligibility requirements for our loan products are:

- Enrolled with the Hopi Tribe
- 18 years of age and older
- Reside on Hopi land full time, exceptions:
  - when loan proceeds will be used for a residence and/or business located on Hopi

Main eligibility requirements for our development services are:

- Financial education/literacy classes are open to the public
- Business support services emphasize on Hopi owned businesses and businesses located on Hopi

Want to learn more about our organization and products? Connect with us for more information: 928.738.2205; [www.hopicredit.us](http://www.hopicredit.us); or [admin@hopicredit.us](mailto:admin@hopicredit.us)

## HCA Membership

Hopi Credit Association (HCA) is a membership owned organization overseen by a five-member board of directors elected from the HCA membership.

Membership is obtained when shares are purchased through loan fees paid when a loan is secured with the HCA. Membership activities:

- Annual HCA Membership meetings
- Eligibility to serve on the HCA Board of Directors



# Hopi Credit Association

## 2022 Financials

### STATEMENT OF ACTIVITIES

#### REVENUE

Interest Income	\$80,835.68
Investment Income	\$7,166.12
Grant Income	\$458,584.58
Bad Debt Recovery	\$332.00
Fee Income	\$27,648.18
Misc Income	\$6,868.64
<b>TOTAL REVENUE</b>	<b>\$581,435.20</b>

#### EXPENSES

Salaries, Fringe Benefits, Payroll Taxes	\$188,156.47
Non-Cash Expenses	\$44,802.72
Other Expenses	\$243,523.70
<b>TOTAL EXPENSES</b>	<b>\$476,482.89</b>

**NET INCOME** **\$104,952.31**

### STATEMENT OF FINANCIAL POSITION

#### ASSETS

Checking and Savings	\$1,948,127.72
Accounts Receivable	\$850,133.97
Other Current Assets	\$21,019.12
Fixed Assets	\$55,950.59
<b>TOTAL ASSETS</b>	<b>\$2,875,231.40</b>

#### LIABILITIES

Accounts Payable	\$17,787.29
Other Current Liabilities	\$37,494.62
Long Term Liabilities	\$718,635.04
Equity	\$2,101,314.45
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>\$2,875,231.40</b>

### Grants Received

Fiscal Year 2022

\$458,585

Economic Development  
Grant (Operations)

\$157,718

CDFI Technical Assistance  
Grant (Training & Capacity  
Building)

\$114,866

CDFI Rapid Response  
Program (Lending)

\$100,000

Hopi Foundation Grant  
(Support Hopi Small  
Business Project)

\$15,000

Oweesta - Equity &  
Opportunity for Native  
CDFI's (Lending)

\$75,000



## 2022 Data & Strategic Planning

### 2022 Total Loans

215 Loans

\$368,906

114 Consumer (Personal)  
Loans

\$197,056

1 Home Construction Loan

\$13,100

1 Business Loan

\$2,500

9 Graduation Loans

\$12,600

50 Back to School Loans

\$88,050

40 Holiday Loans

\$55,600

### STRATEGIC DIRECTIONS

In 2021 Hopi Credit Association completed strategic directions with the help of Seven Sisters Community Development Group, LLC. Our strategic direction plan is for the period 2022-2024.

- Understanding Community Needs to Expand Loan Products & Services
  - Develop strategy to expand loan products & services
  - Expand marketing efforts
- Investigate New Approaches to Physical Location
  - Identify satellite office and/or mobile locations to better serve community members in all parts of Hopi
- Expand Financial Resources
  - Develop capitalization plan that identifies funding needs & fundraising strategies
- Strengthen Organizational Capacity
  - Finalize Acting Executive Director as permanent
  - Develop staffing/hiring plans that address organizational needs
  - Develop an internship program

Quarterly review and action plans have been implemented to achieve our directions.

2022 Year End Loan Portfolio Total

\$964,450

# Hopi Credit Association

## HCA Team



ALISSA CHARLEY  
Butterfly/Badger Clan  
Sichomovi Village

Alissa has been with the HCA for a total of 22 years. Alissa currently serves as the Executive Director.



LYNNORA MAHLE –TALAYUMPTWEWA  
Tobacco/Rabbit Clan  
Sichomovi Village

Lynnora became part of the HCA team in 2021. Lynnora currently serves as the Accountant .



JOSEPHINE LOMAHAPTEWA  
Butterfly Clan  
Mishongnovi Village

Josie has been with the HCA for 20 years. Josie currently serves as the Administrative Assistant.



RANDY POLEAHLA  
Corn Clan  
Old Oraibi Village

Randy became part of the HCA team in September of 2022. Randy currently serves as the Loan Processor/Collector/Financial Educator

## HCA Board of Directors



VAUGHN SIEWEUMPTWEWA  
Sunforehead Clan  
Sipaulovi Village

Vaughn currently works for the Hopi Health Care Center and serves as the HCA Board President.



KATRINA SILAS  
Roadrunner Clan  
Moenkopi Village

Katrina currently works for the Moenkopi Legacy Inn and serves as the HCA Treasurer.



SHAWN NAMOKI, SR.  
Bear Clan  
Sipaulovi Village

Shawn currently works for the Sipaulovi Village and serves as the HCA Board Vice President



GLORIA GROVER  
Bear Clan  
Kykotsmovi Village

Gloria currently works for the Keams Canyon Elementary School and serves as an HCA Board Member.



VACANT

HCA currently has one vacant board seat for the 2023 board election.

# 2023 Financial Education & Community Outreach Schedule



## 2023 Financial Education/Community Outreach

FOR HOPI, BY HOPI

### 1<sup>st</sup> Quarter: January - March

Date	Time	Event/Class	Type	Location
01/18/2023	9:30 – 4 pm	Community Outreach	In Person	Moenkopi/Kykotsmovi
01/26/2023	12 – 1 pm	Being a Smart Consumer	Virtual	
02/22/2023	12 – 1 pm	Being a Smart Consumer	Virtual	
03/07/2023	6 pm – 8 pm	<i>3 Part Series: The Road to Financial Management</i>	In Person	Old Oraibi Learning Center
		<b>Part 1 – Money Culture/Financial Goal Setting/Developing a Spending Plan</b>		
03/14/2023	6 pm – 8 pm	<i>3 Part Series: The Road to Financial Management</i>	In Person	Old Oraibi Learning Center
		<b>Part 2 – Developing a Spending Plan (cont)/Retirement Planning</b>		
03/15/2023	9:30 – 4 pm	Community Outreach	In Person	Moenkopi/Kykotsmovi
		9:30-11:30 Lower Moenkopi Admin		
		2:00–4:00 Kykotsmovi Elections Office		
03/21/2023	6 pm – 8 pm	<i>3 Part Series: The Road to Financial Management</i>	In Person	Old Oraibi Learning Center
		<b>Part 3 – Credit/Being a Smart Consumer</b>		
03/23/2023	12 – 1 pm	Being a Smart Consumer	Virtual	

### 2<sup>nd</sup> Quarter: April - June

Date	Time	Class	Type	Location
04/04/2023	6 pm – 8 pm	Homebuyer Education	In Person	Sipaulovi Youth/Elder
04/12/2023	12 – 1 pm	Developing a Spending Plan	Virtual	
05/17/2023	9:30 – 4 pm	Community Outreach	In Person	Moenkopi/Kykotsmovi
		9:30-11:30 Moenkopi (Roadside)		
		2:00–4:00 Kykotsmovi (Roadside)		
05/17/2023	6 pm – 8 pm	<i>3 Part Series: The Road to Financial Management</i>	In Person	Polacca – TBD
		<b>Part 1 – Money Culture/Financial Goal Setting/Developing a Spending Plan</b>		
05/24/2023	6 pm – 8 pm	<i>3 Part Series: The Road to Financial Management</i>	In Person	Polacca – TBD
		<b>Part 2 – Developing a Spending Plan (cont)/Retirement Planning</b>		
05/25/2023	12 – 1 pm	Developing a Spending Plan	Virtual	
05/31/2023	6 pm – 8 pm	<i>3 Part Series: The Road to Financial Management</i>	In Person	Polacca - TBD
		<b>Part 3 – Credit/Being a Smart Consumer</b>		
06/21/2023	12 – 1 pm	Developing a Spending Plan	Virtual	

### 3<sup>rd</sup> Quarter: July - September

Date	Time	Class	Type	Location
07/06/2023	12 – 1 pm	Credit and You	Virtual	
07/19/2023	9:30 – 4 pm	Community Outreach	In Person	Moenkopi/Kykotsmovi
		9:30-11:30 Moenkopi (roadside)		
		2:00–4:00 Kykotsmovi (roadside)		
08/23/2023	12 – 1 pm	Credit and You	Virtual	
09/06/2023	12 – 1 pm	Credit and You	Virtual	
09/14/2023	6 pm – 8 pm	<i>3 Part Series: The Road to Financial Management</i>	In Person	Moenkopi - TBD
		<b>Part 1 – Money Culture/Financial Goal Setting/Developing a Spending Plan</b>		
09/20/2023	9:30 – 4 pm	Community Outreach	In Person	Moenkopi/Kykotsmovi
		9:30-11:30 Moenkopi (roadside)		
		2:00–4:00 Kykotsmovi (roadside)		
09/21/2023	6 pm – 8 pm	<i>3 Part Series: The Road to Financial Management</i>	In Person	Moenkopi - TBD
		<b>Part 2 – Developing a Spending Plan (cont)/Retirement Planning</b>		
09/28/2023	6 pm – 8 pm	<i>3 Part Series: The Road to Financial Management</i>	In Person	Moenkopi - TBD
		<b>Part 3 – Credit/Being a Smart Consumer</b>		

### 4<sup>th</sup> Quarter: October - December

Date	Time	Class	Type	Location
10/10/2023	6 pm – 8 pm	Couponing	In Person	TBD
10/25/2023	12 – 1 pm	Holiday Spending	Virtual	
		6 pm – 8 pm	In Person	TBD
11/15/2023	9:30 – 4 pm	Community Outreach	In Person	Moenkopi/Kykotsmovi
		9:30-11:30 Lower Moenkopi Admin		
		2:00–4:00 Kykotsmovi Elections Office		



## CONTACT US :



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