

# member bulletin



## NOTICE OF AGM

The 75th Annual General Meeting of Sunshine Coast Credit Union will be held on Wednesday, April 27<sup>th</sup> 2016, at 7:00 p.m. at the Raven's Cry Theatre, 5555 Sunshine Coast Highway, Sechelt, BC.

## WHAT'S INSIDE

- DIRECTOR NOMINATIONS
- MEMBERS MATTER
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- MOBILE SERVICES
- WIN A TABLET!
- COACHING CULTURE
- IN OUR COMMUNITY



## MESSAGE FROM THE CEO

As we prepare to celebrate our 75<sup>th</sup> year on the Coast, we reflect back on 2015 as a year of accomplishment, with your Credit Union once again within the top quartile among BC credit unions, based on performance. Despite continued industry challenges related to competition, low interest rates and increased regulatory requirements, we are pleased to report that as of mid-December, our results remained strong. Growth in both deposits and lending has resulted in earnings similar to our previous year. These results are directly due to your support, strong employee engagement and a unified focus to deliver value back to our members.



Shelley McDade, CEO

Our vision is to enrich our members' lives and the communities we serve. This means taking a member-centric approach in all aspects of our organization, from developing process to providing advice. Here are examples of our 2015 accomplishments:

**One Stop Shop Convenience.** We were pleased to announce a new collaboration with The Co-operators, allowing us to provide members and clients with convenient access to a complementary suite of financial and insurance products and expertise. Insurance services are provided by Sunshine Coast Insurance Services Inc.

**Convenience and Choice.** An upgraded SCCU Mobile App and extended Live *Chat* hours were designed to make banking simple and efficient, at a time and place most convenient for you.

**Focus on Advice.** Our commitment to remove administration from our branches means we have more time to spend listening, understanding your needs and offering the right solutions at the right time.

**Collaborating with Community.** When our community thrives, so do we. That's why we are collaborating with a variety of local partners to create value where we all live and work. Initiatives range from supporting investments in entrepreneurs to complimentary governance and strategic planning for non profit organizations.

**Members Matter.** As we continue to focus on member growth, we know how important personal referrals can be. Our new promotion thanks members for their advocacy by providing you with \$25 per successful referral.

Our goal is to be the Coast's best community partner. We gave back more than \$80,000 to our communities in the form of sponsorship, donations and in-kind expertise this past year alone. In addition to the volunteer hours devoted to serving on committees, boards and at events in our community, employees continue to volunteer time to leading the free Money Skills Program with a mission to make financial literacy accessible to everyone in our community.

As our industry continues to change at an unprecedented rate through new technologies and rapid innovation, it is our commitment to remain our members' first-choice financial institution. One of the ways we will do so is by retaining earnings in capital so that we are prepared to take advantage of opportunities that provide the best value to our members today, and to ensure we remain relevant to our members for decades to come. We will continue reinvesting back into the organization to ensure we meet your expectations related to pricing, innovative solutions, accessibility and expert advice. As such, patronage will not be distributed to members, a decision that is consistent with the majority of credit unions in the BC system.

I would like to sincerely thank our employees who have demonstrated their commitment to making Sunshine Coast Credit Union the thriving organization it is today. We also wish to recognize your Board of Directors who represent membership and govern the organization with diligence and care.

From all of us here at Sunshine Coast Credit Union, a sincere thank you for the support you have shown us, enabling us to embark on our 75<sup>th</sup> year from a position of strength and momentum. Your loyalty is a key contributor to your Credit Union's success; all the best to you and yours in 2016.

Dividend payments will be deposited directly into member accounts this month:	
Class B Membership Equity Share Dividend	1.30%
Class C Transaction Equity Share Dividend	1.90%
Class D Voluntary Equity Share Dividend	3.00%
TOTAL TO BE PAID TO MEMBERS	OVER \$100,000

2015 Equity Share Dividends may be reinvested back into your respective equity share account. Please contact your branch to request this transfer.



## CALL FOR 2016 DIRECTOR NOMINATIONS

The Board of Directors is accountable to the general membership and for directing the affairs of the Credit Union. The role of Director is a rewarding but challenging one, with responsibilities ranging from strategic oversight to prudent financial management and governance. In addition to completing educational requirements, directors may spend approximately 10 to 15 hours a month preparing for and attending meetings, in addition to time required for development, community events and business planning sessions.

Diversity is essential to developing a high functioning Board. We seek individuals who reflect the communities we serve to ensure diversity of thought, background, experience, gender and culture. Prospective candidates will be assessed against a list of desired skills and expertise, specifically chosen as those areas the Board wishes to strengthen for the coming year. In 2016, this includes wealth management expertise.

In addition to desired areas of expertise, core competencies required include:

- **Capacity for succession**
- **Strategic thinking**
- **Problem solving and judgment**
- **Leadership**
- **Interpersonal skills, and**
- **Financial literacy**

Nominations for qualified candidates for Sunshine Coast Credit Union's 2016 Board of Directors will be accepted beginning January 11<sup>th</sup> 2016 at the Administration Office, 985 Gibsons Way, Gibsons, B.C., V0N 1V8. Nominations will close at 5:00 pm on February 11<sup>th</sup> 2016.

The terms of three directors will expire at the 2016 Annual General Meeting. Sunshine Coast Credit Union's Rules require that certain criteria and procedures must be met during the nomination and election process. For details regarding election of directors, directors' responsibilities and the Credit Union's Rules regarding nominations, contact Shelley McDade, CEO at 604.886.2122 or visit our website at [www.sunshineccu.com](http://www.sunshineccu.com). To be eligible to vote in an election you must be a non-junior member, in good standing 90 days prior to the election.

### BOARD OF DIRECTORS

John Wiseman, Chairperson  
 Richard Wilson, 1<sup>st</sup> Vice Chairperson\*  
 Glen Bonderud, 2<sup>nd</sup> Vice Chairperson  
 Tim Anderson  
 Chris Fawcus  
 Mark Giltrow\*  
 Manjit Kang\*  
 Sue Anne Linde

\* Terms expire at the 2016 Annual General Meeting

## Members Matter

As a credit union member, you're more than a customer; you're an owner, and your experience matters to us. That's why we will be introducing additional ways for you to provide us with feedback about your experience, new ideas, products and services. If you would like to be part of a member panel with which we consult from time to time, we welcome your participation. Visit [www.sunshineccu.com](http://www.sunshineccu.com) to learn more or talk to us in-branch.

## POWER OF THE CO-OPERATIVE MODEL

For more than 65 years, the Co-operative Development Foundation of Canada (CDF) has been mobilizing resources — mostly from Canadian co-ops and credit unions — to make the world a better place. For much of that time, CDF has worked with the Canadian Co-operative Association (CCA) and other partners to help communities fight poverty and create more secure lives through community-owned co-ops in Africa, Asia and Latin America.

Small scale farmers in northern Peru face a multitude of challenges providing for their families. Low education levels, little access to information, small farms and climatic instability frustrate their efforts to improve their living and work conditions. The Sustainable Product Diversification project was carried out from 2010 – 2015 by CCA's partner, Norandino, an apex organization grouping 94 associations of 7,000 coffee, sugar cane, cacao and fruit producers in Northern Peru. The goal of the project was to help 800 producers gain access to local and international markets in order to generate sustainable income for their families and community members. CDF contributed funding to the project.

CEO Shelley McDade was honoured to have been invited to attend a guided tour of the new co-operative. "As SCCU is a supporter of CDF, this was an opportunity to see the tremendous impact of that support first-hand. Two things really stayed with me. The first was the obvious difference between those producers within the co-operative and those that were not. Under the co-operative model, the product was of the highest quality and because of that, they were able to demand a premium price globally. This has such a ripple effect within a community. The second was how this model empowered the women to take a leadership position in their community. It was inspiring and full of insight to bring back to our local community as we consider the Coast as a potential leader in co-operative start-ups. These glimpses into the power of co-operatives re-fuel the passion and motivation to keeping the model alive and well."

Learn more about this project and others at [www.coopscanada.coop](http://www.coopscanada.coop).



This project improved and increased Norandino's capacity to produce, process, and market export quality fair trade organic coffee, cocoa, and panela (cane sugar). Their members continue to win prizes locally and internationally for their high quality cocoa and panela.

## TRANSACTION & RECEIVE ADVICE ANYTIME, ANYWHERE

Life is busy; let us help you carve more time out of your day! The combined functionality of the services below will give you greater access to your financial information, the ability to conduct transactions anytime, anywhere, and best of all, provide direct and secure access to SCCU Advisors when you can't make it into the branch.

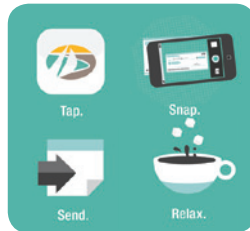
### SCCU MOBILE

SCCU Mobile for smartphones allows you to do your banking securely anywhere you happen to be. Pay bills, transfer funds, deposit cheques and review account balances in the palm of your hand.



### DEPOSIT ANYWHERE™

A fantastic feature through SCCU Mobile, Deposit Anywhere™ allows you to deposit cheques in a snap using the camera on your smartphone.



### LIVE CHAT

Live Chat is available through our website; simply click on the Live Chat button and start securely chatting with a knowledgeable, local SCCU Advisor from your desktop, tablet or smartphone. Have your money questions answered quickly by the advisors you know and trust.



### SECURE EMAIL

As financial fraud statistics continue to climb, we are always looking for ways to increase security. Secure Email ensures that the conversation between us is protected, allowing time sensitive information to be exchanged quickly and securely.



### MOBILE EXPERTISE

Visiting the branch isn't always an option, so our mobile experts will come to you.

Mortgage Advisor: 604.740.2089  
Commercial Advisor: 604.885.8789  
Wealth Advisor: 604.885.3792



## A CHANCE TO WIN A TABLET!

Your Credit Union spends over one hundred thousand dollars sending statements to members annually, printing close to 200,000 sheets of paper and 94,000 envelopes. With the rising cost of postage and paper, this expense will only increase in the future, redirecting funds away from new channels, products and services.

In an effort to deploy your funds in the most valuable way possible, we will be:

- Encouraging members to choose e-Statements
- Charging a printed statement fee in 2017

## FAST FACTS

### PRINTED STATEMENTS ANNUAL FIGURES

\$110,000	print & postage
197,000	sheets of paper
94,000	envelopes

## E-STATEMENTS OFFER THREE KEY BENEFITS:

### Environmentally-friendly information.

Reduce your carbon footprint by decreasing paper consumption, fuel use and greenhouse gases.

### Faster, secure delivery.

Your e-Statement arrives securely in Online Banking quicker than through traditional mail.

### Clutter-free 7-year record keeping.

E-Statements are accessible online for 7 years and may be saved to your personal computer or printed as you wish.

*When you opt out of receiving paper statements, we all benefit!*

## OPT-OUT TODAY FOR A CHANCE TO WIN!

Decreasing the number of printed statements is important not only to ensure we are responsibly using your funds, but also to be kind to the environment.

**Every member opted out of paper statements as of February 29<sup>th</sup> 2016 will be automatically entered to win one of five tablets!**

Opt out of printed statements through Online Banking (My Accounts/Statement Preference) or contact us for assistance.

604.740.2662  
inquiries@sunshineccu.net  
Live Chat [www.sunshineccu.com](http://www.sunshineccu.com)

DEPOSIT ANYWHERE™ is a trademark of Central 1 Credit Union. Sunshine Coast Credit Union is a licensed user.

*in our community...*



1 As sponsor of the Home & Garden Expo, we treated attendees to on-the-spot advice and a turn in the very popular photo booth. Pictured: SCCU's Lori Veen and Sharon Anderchek. 2 SCCU's well attended event *The Business of Tourism* welcomed an esteemed panel of speakers from the tourism industry. Pictured: Ian Robertson - Past CEO, Tourism Industry Association of BC; Marsha Walden - CEO, Destination BC; Shelley McDade - CEO, SCCU; Candace Campo - Director for the Shishálh Nation's Culture; Cheryl MacKinnon - Painted Boat Resort & Board Member, Sunshine Coast Tourism. 3 SCCU's Karen Kane and Dawn Shorrock made an early start with Sue Duxbury from Transportation Choices (TRAC) to meet and greet Bike to Work Week participants outside of the Gibsons Branch. 4 SCCU and The Co-operators celebrated their new collaboration, with the community in May. Pictured: Terry McRorie - The Co-operators; Shelley McDade - SCCU. 5 Sarah Duro, Gibsons Branch Manager presented a contribution to the Gibsons Elementary Playground Fund to Kim McEachren, Chair of the School's Parent Advisory Council. 6 Members of the Multi-Cultural Community Kitchen came together over twelve weeks to bond with other Coast newcomers, share culture, learn language skills and how to prepare food from a variety of countries. SCCU sponsored this new Welcoming Communities' initiative.

**CREDIT UNION RECOGNIZED FOR ITS COACHING CULTURE**

Seven of BC's leading organizations were named inaugural CoachingWise Designation recipients in May 2015 at the North American launch of a new recognition program conceived by the Vancouver Charter Chapter of the International Coaching Federation (ICF). Recognized organizations included: Fraser Health Authority, BC Hydro, Surrey Food Bank, David Suzuki Foundation, JOEY Restaurants, University of BC and Sunshine Coast Credit Union.

CoachingWise celebrates organizations for their commitment to build and sustain a coaching culture as a strategic business driver, as well as a talent management tool. "We were thrilled to be chosen to take part in this inaugural celebration and to receive the CoachingWise designation," says September Dixon, VP Human Resources at Sunshine Coast Credit Union. "We know that our organization's success is a direct result of the people who choose to grow their careers at SCCU. A coaching culture is an essential part of our strategy to attract and retain top talent, and increase the scope of our leadership team. All of this positively impacts the people we are ultimately here for: our members."

*Reminders*

**DO YOU EARN INTEREST?**

A Message from Revenue Canada: If you earn interest, the Income Tax Act requires that you provide your Social Insurance Number to your financial institution. If we do not have your Social Insurance Number, please call your branch with the information.

**FIRE INSURANCE**

Under the terms and conditions of your mortgage and/or chattel lien (a common form of auto loan) you are required to maintain insurance to the full insurable value of your property and/or chattels with loss, if any, payable to Sunshine Coast Credit Union as our interest may appear. A copy of the policy suitably endorsed must be furnished to the Credit Union whenever a coverage is changed or renewed.



**YOUR FRIENDS ARE GOING TO LOVE US**

Refer a friend and receive \$25\*

Learn more at [www.getyourshare.ca/sccu/referral](http://www.getyourshare.ca/sccu/referral)

\*Limited time offer. Terms and conditions apply: [getyourshare.ca/terms](http://getyourshare.ca/terms)

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