

# member bulletin

## NOTICE OF AGM

The 76<sup>th</sup> Annual General Meeting of Sunshine Coast Credit Union will be held on Tuesday, April 25<sup>th</sup> 2017, at 7:00 p.m. at the Raven's Cry Theatre, 5555 Sunshine Coast Highway, Sechelt, BC.

## WHAT'S INSIDE

- CALL FOR DIRECTOR NOMINATIONS
- WHAT'S NEW
- SERVICE FEES
- INVESTING WITHIN
- MEMBER VOICE
- IN OUR COMMUNITY
- INVEST LOCALLY



**Sunshine Coast  
CREDIT UNION**

*Together, we enrich lives.*



**SunCu Financial  
SERVICES INC.**

A subsidiary of Sunshine Coast Credit Union

Call 604.740.2662  
Chat [www.sunshineccu.com](http://www.sunshineccu.com)



## MESSAGE FROM THE CEO



Shelley McDade, CEO

It is a pivotal and exciting time for the financial services industry. An unprecedented evolution in digital banking, payments, channels and online competition is impacting our investment decisions and the pace of our technology adoption. At the same time, it's essential that our members can rely on receiving the right financial advice at the right time through our trusted, knowledgeable experts. To ensure we will meet our members' expectations today and tomorrow, we're committed to collaborating to achieve scale, keeping pace with innovation, and investing in our people in support of your financial well-being.

### Collaboration

Cooperation is one of our core principles and a familiar strategy at Sunshine Coast Credit Union (SCCU). Collaborating with other credit unions empowers us to leverage our collective strength and access technologies that may have been out of reach. For example, omni-channel refers to a streamlined, seamless approach to service delivery, however you connect with us. As this quickly becomes the norm, it's essential that we achieve the necessary scale and scope to deliver this experience to you. Our most recent collaboration with ten credit unions identifies technology trends such as omni-channel, and sets the stage to proactively and efficiently address these trends through strategic collaboration.

### Keeping Pace

A lot has changed since your credit union began 75 years ago. Our 16,000 members span six generations and reflect a diverse set of needs and expectations. Delivering across this diversity begins with ensuring you are able to bank when, where and how you want to. In addition to our three full-service branches, members can remotely connect with us for advice or banking through our website's Live Chat feature, the SCCU Mobile App, and our mobile advisors. We're transitioning to a centralized service centre so you can receive on the spot assistance, and recent enhancements such as *Interac Flash*<sup>®</sup> technology and *Interac Online*<sup>®</sup> service make payments a breeze. Considerations in 2017 include mobile payments, international funds transfer, and enhancements to *Interac e-Transfer*<sup>®</sup> service.

### Investing Within

Our vision is to enrich lives. We are committed to making sure you are in a better financial position than when you first walked, called or clicked in. We continue to invest in our people through learning and development opportunities, fostering knowledgeable employees who can advise you best by first understanding your needs and following up with proactive advice and innovative solutions. We're confident that our newly launched leadership and mentorship programs will positively impact capacity-building and engagement, ultimately translating to a remarkable experience for our members.

While industry disruption requires focus to shift to the external environment, our commitment to our community remains strong. This past year we assisted non-profit organizations such as the Sunshine Coast Community Solar Association and the Sunshine Coast Affordable Housing Society with free strategic planning and governance training. In addition to providing \$80,000 in funding through our Community Enrichment Program, we are supporting School District #46 in their objective to increase financial literacy within local high schools. A collaboration with Community Futures has created unique options for local investment, and SCCU employees continue to give countless volunteer hours at local events, in addition to contributing through committees and boards.

Due to strong growth in both deposits and lending, we surpassed our financial objectives making 2016 another successful year for your credit union. Reinvestment back into the organization will ensure we can deliver on members' diverse expectations and members will receive dividend payments as set out below. On behalf of everyone at SCCU, I would like to sincerely and gratefully thank you, our member. Your continued support allows us to grow stronger and achieve even more together. I also wish to thank our employees and Board of Directors for their commitment and contributions. We wish you and yours a very happy, healthy and prosperous 2017.

#### Dividend payments will be deposited directly into member accounts this month:

Class B Membership Equity Share Dividend	<b>1.30%</b>
Class C Transaction Equity Share Dividend	<b>1.90%</b>
Class D Voluntary Equity Share Dividend	<b>3.00%</b>
<b>TOTAL TO BE PAID TO MEMBERS</b>	<b>OVER \$90,000</b>

**2016 Equity Share Dividends may be reinvested back into your respective equity share account. Please contact your branch to request this transfer.**

## CALL FOR 2017 DIRECTOR NOMINATIONS

The role of director includes strategic oversight, governance and financial management. Directors may spend 10 to 15 hours per month preparing for and attending meetings in addition to completing education and professional development, as well as attending community events and planning sessions.

The Board of Directors is accountable to the general membership and for directing the affairs of the Credit Union. Diversity in thought, background, experience, gender and culture is actively sought to ensure a board that represents the communities we serve. Diversity in skills and expertise is also desired and prospective candidates will be assessed against those areas the Board is looking to strengthen. Core competencies 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 2017 Board of Directors will be accepted beginning January 19<sup>th</sup> 2017 at the Administration Office, 985 Gibsons Way, Gibsons, BC V0N 1V8. Nominations will close at 5:00 pm on February 19<sup>th</sup> 2017.**

The terms of three directors will expire at the 2017 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  
 Chris Fawcus, 2<sup>nd</sup> Vice Chairperson  
 Sue Anne Linde, Member at Large  
 Tim Anderson\*  
 Betty Baxter\*  
 Glen Bonderud\*  
 Mark Giltrow  
 Manjit Kang

*\*Terms expire at the 2017 Annual General Meeting*

## WHAT'S NEW

### Quick as a Flash

Pay for small purchases quickly and securely with our new *Interac Flash*<sup>®</sup> *Member Card*<sup>®</sup> debit card. Simply hold your card in front of the merchant's terminal during checkout and payment is processed. Quick as a flash! Ask for your new card in-branch or learn more:

[www.sunshineccu.com/Flash](http://www.sunshineccu.com/Flash)

### Pay Your Way Today

Looking for an alternative to using a credit card for online shopping? *Interac Online*<sup>®</sup> service allows you to pay for online purchases at participating Canadian retailers directly from your account instantly.

Learn more: [www.sunshineccu.com/Online](http://www.sunshineccu.com/Online)

### US Funds at Your Fingertips

Preparing to travel but unable to visit us during branch hours? For the ultimate convenience, our Gibsons and Sechelt ATMs now disburse US funds.

### Debit Cards in the US

The United States is transitioning to new payment technology. During this time, Canadian debit cards may not work as expected. Contact us for alternate solutions before you go!

### Recognizing Financial Abuse

Financial abuse is common among seniors and in many cases, goes unreported. As a financial institution, we have a role to play in increasing awareness. In support of this, all SCCU employees have completed a course related to recognizing and responding to financial abuse.

Learn more: [www.sunshineccu.com/FinancialAbuse](http://www.sunshineccu.com/FinancialAbuse)

## SERVICE FEES

Some of our service fees are changing. The changes and effective dates are set out below.

SERVICE	CURRENT FEE	NEW FEE	EFFECTIVE DATE
<b>HEADSTART</b> <sup>®</sup> Youth E-Chequing Account	\$2/month	\$0/month	Feb. 1, 2017
<b>STUDENT</b> E-Chequing Account			
Change of Signors	\$0	No fee for one change of signors annually	April 1, 2017
		\$25 per additional change of signors	

## Deposit Anywhere<sup>™</sup>

Deposit cheques with a snap.

Download SCCU's Mobile App at [www.sunshineccu.com/m](http://www.sunshineccu.com/m) today!



Tap.



Snap.



Send.



Relax.

<sup>®</sup>Interac Flash, <sup>®</sup>Interac e-Transfer and <sup>®</sup>Interac Online are Trade-marks of Interac Inc. Used under license.

<sup>®</sup>HEADSTART is a Trade-mark owned by Canadian Credit Union Association, used under license. DEPOSIT ANYWHERE<sup>™</sup> is a Trade-mark of Central 1 Credit Union, used under license.

## INVESTING WITHIN

Investing in our people and supporting career aspirations contributes to strong engagement and retention, positively impacting our member experience. In 2015, we were honoured to be one of seven BC organizations recognized for a coaching culture when we received the CoachingWise Designation from the Vancouver Charter Chapter of the International Coaching Federation (ICF). To further support our commitment, this past year we developed and launched leadership and mentorship programs.



*This program not only facilitates a smooth transition from peer to leader, but also develops leadership qualities in those who may not choose a supervisory career path. We can all be leaders, regardless of the position we hold. - Vic, Senior Branch Manager*

*One of the many advantages of participating was the opportunity to be exposed to a variety of committed and passionate leaders. It was an incredible opportunity to develop my skills and enhance my self-awareness in ways that are truly invaluable. - Janice, Commercial Services Advisor*

While coaching is usually conducted between direct reports and focuses on achieving outcomes specific to a current role, mentorship can occur between people without a direct reporting relationship and focuses on personal development and professional success.

**The Leadership Program focuses on growing employees' leadership competencies through interactive training, executive guest speakers, and social skills development.**



*The opportunity to access seasoned professionals who are open to sharing their own journey with us is priceless. We are benefiting from incredible insight, alternative perspectives and a chance to grow and take on new challenges. - Sarah, Branch Manager*

*This program is a fantastic opportunity for people in different areas of the organization to connect and learn from one another. It's a win for the mentor, the mentee and ultimately, our members. - Dawn, CFO*

## MEMBER VOICE

We recently introduced a number of new ways to hear from you. Thank you for participating in our surveys; we use this information in our planning and to understand how best we can support your financial well-being. If you wish to be included in future surveys and polls, please contact us with your email address today.

### Member Survey

Our annual member survey invitation was emailed to members in the fall. Your feedback tells us a great deal about what is most important to you, how we are doing in meeting these expectations and the areas we best focus on to continue to earn your business.



### Transactional Surveys

We are now asking members for their feedback after completing a transaction such as new membership, mortgage or investment. The information assists us in identifying and filling gaps related to processes, products, or service.



### Quick Polls

As the financial services industry continues to evolve at a record pace, polls will help us stay member-centric as we consider and implement new initiatives.



## Quick as a *Flash*

Smart, secure and stress-free buying is now at your fingertips!

> Learn more at [www.sunshineccu.com/Flash](http://www.sunshineccu.com/Flash)

MEMBER CARD & MEMBER CARD DESIGN are registered certification marks owned by Canadian Credit Union Association, used under license.

*in our community...*



1 Celebrating 75 years with refreshments and launch of our celebration video! Manjit Kang - SCCU Director, Jennifer Bell - SCCU and attendee, Art. 2 Sponsoring the Early Years Fair is always a treat. SCCU employees Holly McCrone, Dawn Diamond, Lori Veen and happy attendee, Ryan. 3 Proud sponsor of Community Future's event, *Local Dollars, Local Sense, an evening with Michael Shuman*, how choosing local impacts our economy. Pictured: Michael Shuman. 4 In support of our local business community, we were pleased to be presenting sponsor of the Sunshine Coast Business Excellence Awards hosted by the Chambers of Commerce. Pictured: SCCU employees Erin McGregor, Karly Wager and Melanie Gibb. 5 SCCU employees Andrea Wells and Avril Nemeth volunteer at Elphi Fall FunFest, raising funds for KidSport-Sunshine Coast and Elphi athletics. 6 Collaborating with the Resource Centre (RC) & Family Services of GV, SCCU employees share their knowledge at local high schools in support of financial literacy. Betty Baxter-SD46, Jodi Fichtner-SCCU & Christabelle Kux-Kardos-RC at SD46's Partners in Learning event.

**INVEST LOCALLY**



Rhiza Capital is a unique collaboration between Community Futures, Sunshine Coast Credit Union, and Powell River Community Investment

Corporation. We're working together to create new tools for our community to invest in local initiatives as well as creating opportunities for entrepreneurs to raise capital for their ventures. Learn more at [www.rhizacapital.com](http://www.rhizacapital.com).

One of the local investment options available is the Coast Community Investment Co-op. The provincially registered for-profit co-operative raises capital through the sale of membership shares. This capital is then invested in local projects and organizations that improve our community. To learn more about the Co-op, join us January 26<sup>th</sup> at 5:30pm at our Sechelt Branch. Visit [www.sunshineccu.com/InvestLocally](http://www.sunshineccu.com/InvestLocally) for more information.

*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.



Enriching lives for 75 Years.

We couldn't do it without you - *Thank You!*

[www.sunshineccu.com/75years](http://www.sunshineccu.com/75years)