



## ANNUAL REPORT – CORPORATE SOCIAL RESPONSIBILITY COMMITTEE

Dear Fellow Credit Union Owners,

Isn't this a great day to be a CU owner?

You, actually, own, a bank. Imagine that!

A bank, in that we offer all of the same products and services, but much more, way better, than what is typically known as a bank. At our core, a credit union is an agent of change and a community developer.

The very first credit union opened in 1932 in Little Dover, Nova Scotia. Six years later, 1938, Community CU was formed. We were pioneers in the CU movement, brave, strong, going against the tide even way back then. And here we are tonight, celebrating our 80<sup>th</sup> Anniversary - still brave, strong, but this time in history we are creating the tide.

On behalf of our Committee, I'm thrilled to present Community Credit Union's Corporate Social Responsibility Report to you, our owners, on this the occasion of our 80<sup>th</sup> annual general meeting.

You will hear shortly the details on the numbers, our financial performance and how we compare to statistical standards.

What I want to share with you is the why and how, we get to these results.

Like many you, I have been a part of the community credit union long enough to know that we have tried, in the past, to be a bank first, and a community owned finance institution second. Trying to be a bank never worked for us. In fact, it almost put us into insolvency.

But, here's the secret - once we got back to the basics of our credit union values, we thrived!

Like many of you, I had often wondered why the CCU hasn't given dividends in years. It's not that we are not doing well. The answer is simple – we are investing in our communities in a big way!

Over the past year (and in previous years), your credit union has supported 26 local organizations - from food banks to seniors programs, recreation programs to youth outreach, and everything in between.

We have provided significant sponsorship for community infrastructure including the Business Innovation Center that we are in tonight. We have invested well over \$1.4 million. Few of these projects would have come to fruition without the commitment and leadership of Community Credit Union.

Behind every number that you will hear about tonight - whether it is a member gained, a loan, a mortgage, or a loss – is a person, a community member, that has been touched by Community Credit Union. Let’s hear what some of them had to say – in their own words (video).

Over the next year, the Corporate Social Responsibility Committee will continue to innovate and seek new ways for Community Credit Union to truly make a systemic difference. We are exploring big, out of the box ideas such as launching a healthcare clinic to a tuition trust for at risk youth.

Corporate Social Responsibility can only thrive inside a credit union when it is embedded in the culture and the leadership style of management.

We are indeed very fortunate to have a CEO who is engaged and passionate about our credit union values and how we can use our wealth and influence to make a difference.

Thank you, Darrell Kuhn for providing such great leadership and being the community champion that you are.

Thank you for your 10 years of service and commitment. Those who know you, know your work ethic and commitment. They know you put in endless seven-day weeks, with passion, on our behalf.

It is not surprising to us that you were the one and only Credit Union CEO named an Atlantic Canada Top 50 CEO for 2018. Congratulations and well done. We are proud to call you “ours”.

Finally, we are officially launching, at this meeting, the 80<sup>th</sup> Anniversary of Community Credit Union with a number of exciting community initiatives planned for the remainder of the year. We will be engaging our high schools in a video, story contest on “Community” and why credit unions matter. Two \$1000 prizes will be awarded. We also be giving our credit union members an opportunity to win a \$5000 travel voucher. Stay tuned for more details.

In closing, as Father Moses Coady said “go forth and do the good work of building your communities. And don’t ask for any ones permission to do it”.

Respectfully,

A handwritten signature in black ink that reads "D Kelderman". The signature is written in a cursive, flowing style.

Dianne Kelderman, Chair, Corporate Social Responsibility Committee