

Update

Winter 2023



Christian
CREDIT UNION

Do your financial goals align with your God-given talents and purpose? - Romans 12:4-8

*Talk to an Advisor on how to set goals that lead to **contentment**.*

RRSP Deadline: March 1, 2023

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PM 43554019



Update from the CEO

by John Veldkamp

Welcome to our Winter Update newsletter! I hope you were able to take time to celebrate and reflect on God's amazing gift of His Son during the Christmas season. The fact that the Son of God would dwell among us in this broken world, pay for our sins through death on a cross and then signify His victory over death through His resurrection is an incredible source of comfort and joy when we are facing trials in this life.

We have all experienced trials in 2022 and there will certainly be trials in 2023 as well. Although the COVID-19 pandemic is mostly over, we are still dealing with the aftermath with ongoing supply chain issues, unusually high inflation, and significant increases to interest rates. Everything seems to be getting more expensive and many people are genuinely worried about how they will be able to keep paying for basic necessities. At Christian Credit Union, we come alongside our members and encourage them to apply Biblical principles to their management of the financial resources God has granted to them. This is not a quick fix and God does not promise us an easy life but God does give us hope for the future and contentment for today. In Matthew 11:28-30, He encourages us:

"Come to me, all you who are weary and burdened, and I will give you rest. Take my yoke upon you and learn from me, for I am gentle and humble in heart, and you will find rest for your souls. For my yoke is easy and my burden is light."

We believe that encouraging members to apply biblical principles to their finances makes a difference in their lives and so we have decided to become even more intentional regarding the promotion of Christian financial principles in our most recent strategic plan. Our strategic priorities for 2023 are:

1. Boldly Promote Christian Financial Values in Every Member Interaction
2. Build Brand Awareness with Christians
3. Improve Operational Efficiency
4. Enhance our Purpose-Focused Culture

We have seen how applying Christian financial principles has made a difference in the lives of many of our

members and we plan to be more intentional in this area because we anticipate our members will need this support even more in today's challenging environment.

Regarding the financial health of your Credit Union, our fiscal year end was October 31 and God has blessed us with another profitable year. The rising interest rates have helped our profitability mostly because we were able to significantly increase our return on our investments. Increases on loan interest had some contribution to our profit but this is mostly offset by increases to interest paid on deposits. Our capital position is strong with most of our capital consisting of retained earnings. We were also excited to welcome about 400 new members again during the past year.

Our increase in profitability means we were able to increase our profit sharing this year and we have more money for donations and sponsorships as we have committed to give back 10% of our profit before profit sharing and taxes each year. As part of this commitment, we will be paying out lump sums to our charitable members in early 2023. This is a change from previous years when we included this benefit in the form of a discounted interest rate. This is just another example of how we strive to build up and support the Kingdom of Christ.

We will provide more details of our 2022 results at our AGM on March 9, 2023. We are planning to host in-person events simultaneously in both Edmonton and Lethbridge. At the AGM we will also report the results of our Director election. Please see the information on the Director candidates elsewhere in this newsletter and be sure to vote once the details are sent out in January.

At our AGM in March our current Board Chair, Henry Bosch, will complete his term on our Board. During his 7 years of service Henry has made significant contributions to the improvement of our Credit Union. Thank you, Henry, for your dedication and leadership and may you be blessed with a time of refreshment.

We pray that all of our members may find contentment with their finances. May the hope of Christ be your source of strength throughout 2023.

Soli Deo Gloria



Phil Geusebroek
Marketing Director

Pete Peters
Director, Member Experience

Promoting Our Christian Values in Every Member Interaction

Have you ever heard the term "Unique Value Proposition?"

"A unique value proposition (UVP), also known as a unique selling proposition (USP), is a statement that clearly expresses your product or service's distinct selling points to potential customers. A UVP statement conveys more information than a tagline or slogan." (Masterclass.com)

This is a broad, business definition that may leave you scratching your head. The heart of it is really asking "What are we best at? What differentiates us from our competitors? What is our secret ingredient?"

At Christian Credit Union, our vision is to be the recognized leader in applying Christian values to financial services. We encourage and support our members in applying biblical principles to their day-to-day finances. Yet, as a member of Christian Credit Union, you may appreciate and support us for different reasons. Perhaps it's our friendly staff, competitive rates and fees, biblical financial advice, or how we support and give back to the community.

What you value as a member does not have to be the same as everyone else. However, it is important for your experience to be different from another financial institution, whether you are visiting a branch, speaking to an advisor, banking online, or meeting us at a community event. One of our strategic priorities this year and going forward is to "Boldly promote Christian financial values in every member interaction." How can we achieve this? The first step is to define our UVP and intentionally focus on and work towards ensuring that your member experience at Christian Credit Union reflects Christian values.

The Lord willing, in 2023, we will begin a brand building exercise that will define our UVP and guide us on how to communicate our values with the broader Christian community in Alberta. In this process we will be seeking input from our members and other key stakeholders, and this will help us achieve our goal to serve Christians across Alberta. The next time you visit a branch, ask a team member about the 5 biblical principles posters that are boldly displayed in their office. We can help you apply those biblical principles and find contentment with your finances.



Service Fee Update

Our service fees and bank accounts have been updated to serve you better.

- New Personal Banking fees took effect on **December 27, 2022**.
- New Business Banking fees took effect on **January 1, 2023**.

Please check your statements carefully. If you have any questions about the new fees, please contact a branch.

Board of Director Nominees

The Board nominated **Mary Lynn Huizinga**, **Johan (Hans) Vandenbrink**, and **Thiago Braga** to fill 3 vacancies and asked the membership to provide additional nominations. The membership has nominated **Pieter Van Ewijk** which means there are 4 nominees for 3 vacancies and we will be holding an election! The election will take place online beginning in January. Check our website or your inbox for more details coming soon!

About our Board of Director nominees:



Mary Lynn Huizinga

1. Please tell us about yourself.

I am an estate specialist with Advisors with Purpose, helping individuals and families with estate planning that reflects their life, faith, and values. My passion is educating and empowering clients to make well informed decisions with the resources God has entrusted to them. I am passionate about family businesses as I am also a bookkeeper for HWL Family Enterprises and part owner of Computronix, a software development company that provides regulatory software to government clients. Married for 33 years, my husband and I have 7 children (5 married additions), and 6 grandchildren. We attend and have volunteered at Saints Church (formerly WECA) for over 30 years. I love hospitality and frequently host events for a houseful. If you can't find me in my office, I'm probably at Costco getting supplies for the next event.

2. Christian Credit Union's mission is to "encourage people to be faithful stewards of the financial resources God has given to them." What does that mean to you?

For me, being a faithful steward means acknowledging that the earth is the Lord's and everything in it. I recognize that everything I have comes from God and I can honour Him by using my time, talents, and treasure to further His work on the earth. The verse, "And God is able to bless you abundantly, so that in all things at all times, having all that you need, you will abound in every good work." (2 Corinthians 9:8) is meaningful to me because it instructs on how I should live, and how I should use the resources God has blessed me with.

3. Why do you think it is important to offer Christians an opportunity to bank at a Christian financial organization?

Working with organizations that support and align with your beliefs and values is critical in life and in business. Ensuring that you can receive counsel and advice that is biblically sound is extremely valuable. I know that the Christian Credit Union aligns with my values; treating our membership as valuable people made in the image of God, working to promote biblical stewardship, and sharing the love of Christ by giving back to our community.

4. How will your skills and life experiences make a positive contribution to the Christian Credit Union Board?

I have served on the board of the Christian Credit Union for the last 3 years, and I have learned a great deal about the various facets and needs of our organization. Along with the current board and executive team, I've learned how to function as a high performing board while working toward a Certificate in Directorship Excellence from the Credit Union Executives Society. I bring to the board my perspective based on my experiences with family life, volunteering, Christian leadership, bookkeeping, small business ownership, financial planning, and personal banking.



Thiago Braga

1. Please tell us about yourself.

My name is Thiago Braga, I'm a Christian since childhood, proud son of a pastor, and currently serving at Beulah Alliance and CentrepoinTE Reformed Church. I'm married to a blessed wife and I am a father of 4 kids (1 in heaven and 3 with us).

I have 20 years of experience in Procurement/Supply Chain and led 4 transformation programs. From Brazil, to the United States, and Canada, I helped organizations both in the private and public sectors. Currently, I'm the Director of Supply Chain Management & Chief of Logistics for the City of Edmonton. I'm also the Vice-Chair & Director at Supply Chain Canada, a national association with 7,000 members, and have been the Treasurer and Director of the same organization in Alberta. In addition, I am member of Christian Credit Union's Audit & Finance Committee and have absolutely enjoyed learning about the organization and the great leadership team behind it.

2. Christian Credit Union's mission is to "encourage people to be faithful stewards of the financial resources God has given to them." What does that mean to you?

Psalms 24 proclaims that the earth, and everything in it, is the Lord's. With that, financial stewardship means that I'm just a steward of what God entrusted me to manage. It's not mine, it belongs to Him and should be well-managed for His glory and purposes. It's a much taller task than if it was my own money since I'm accountable to Him to be a good manager. In practical terms, it means that I should avoid debt which causes slavery, invest wisely, and act generously through offerings and supporting the local economy. It also means that God is giving me the means to advance His kingdom through the church and its mission work (near and far), also helping those in need. In the end, it's not about me, but how well I can manage what belongs to Him on a day-to-day basis.

3. Why do you think it is important to offer Christians an opportunity to bank at a Christian financial organization?

Clients and consumers are requiring corporations to take a more assertive position in a wide range of social matters. At times, other financial organizations are supporting causes that are in clear contradiction with God's direction, whether that is donating, sponsoring, or supporting causes that don't honour God. As Christians, we need to support financial institutions aligned and committed to managing assets, products, and services following the same biblical principles we believe in. Christian Credit Union is a lighthouse in the financial services industry offering Christians an opportunity to partner and bank with an organization committed to managing assets and resources in a God-honouring way.

4. How will your skills and life experiences make a positive contribution to the Christian Credit Union Board?

Supply Chain is one of the most interconnected functions in many organizations. From involvement with Sales & Business Development, Acquisitions, HR, Finance/Accounting, Operations, and Corporate Services, for 20 years I have been involved in liaising multiple internal areas and external service providers (goods & services providers, regulatory bodies, etc.). After working in 3 countries and more than 11 organizations in various sectors (Automotive, Aerospace, Energy, and more recently Public Government), I bring strong diversity of experience and perspective. On top of that, I'm experienced in business strategy development, growth, and cost containment efforts.

The Financial Industry has been evolving rapidly and I can bring good lessons learned from other industries while recognizing the nuances of Christian CU's industry. In addition, I have been involved in Boards performing both governance and treasury roles and have gained an appreciation for organizational awareness and improvements through multiple lenses.



Johan Vandenbrink

1. Please tell us about yourself.

I am a professional accountant (CPA-CMA), who has been assisting small businesses with their accounting needs for over 20 years.

I have been married for over 37 years, and we have 4 grown children and 5 grandchildren. We attend Bethel CR Community Church, and I have been treasurer there for 10 years. My interests are sports, reading and being with family.

2. Christian Credit Union's mission is to "encourage people to be faithful stewards of the financial resources God has given to them." What does that mean to you?

Being a faithful steward of God's resources to me means that I do my best to spend and invest wisely, to give generously, to avoid unnecessary debt, and use my resources to help people, and to further God's kingdom.

3. Why do you think it is important to offer Christians an opportunity to bank at a Christian financial organization?

I think having a Christian Credit Union is important, because it, a) gives the community an opportunity to exercise the financial principles that we espouse, and b) it gives a model to copy, in as much as the credit union truly models these same principles.

4. How will your skills and life experiences make a positive contribution to the Christian Credit Union Board?

My skills and life experiences would contribute to the credit union board in that I have solid accounting knowledge, and experience in what business owners might be looking for from their bank.



Pieter Van Ewijk

1. Please tell us about yourself.

Pieter has a career in management spanning 36 years, and has served as Director of Administration and Finance at Streets Alive Mission in Lethbridge for the past four years.

He and his wife April have been married for 28 years, and have a blended family of six biological, adopted, and foster children. After attending Park Meadows Baptist Church for 25 years, they are now attending Coaldale Mennonite Brethren Church. Pieter is also a lay-preacher at both CMBC and Streets Alive Mission.

2. Christian Credit Union mission's is to "encourage people to be faithful stewards of the financial resources God has given to them." What does that mean to you?

Instead of merely tithing from what we have, we are responsible for each and every dollar God has entrusted us with. Managing our own assets for growth should be matched with providing services to those who may not have much knowledge in the area of finances; sharing with the less fortunate is a key component as well. The Christian Credit Union helps its individual members

get ahead, teaching those who need help and providing a portion to those in need - all in line with Biblical principles.

3. Why do you think it is important to offer Christians an opportunity to bank at a Christian financial organization?

Banks are only in it for profit and bigger bonuses - no real thoughts or concerns for their customers and certainly not interested in 'sharing the wealth'. With Christian Credit Union, the Mission Bible verse is on the wall, never to be forgotten by customers and employees.

4. How will your skills and life experiences make a positive contribution to the Christian Credit Union Board?

Being employed at non-profit organizations for the past eight years has opened my eyes to the needs that are out there, and are clearly not met by the big banks. My 36 years' management experience will allow me to provide questions, insight and input from an angle that may not often be presented at Board level. Having some additional representation from the South-region may also strengthen the representativeness of the Board.



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An Uncommon Guide to Retirement

by David van Berkel, CFP®, CKA®

There is no chapter and verse in the Bible that tells us what a Christian's post retirement life should look like. Many look forward to rest after decades of work, some see it as an extended vacation, while others might never be able to retire fully. As longevity increases and retirement age stays mostly static in the developed world, it could be time to reconsider our ideas on work and retirement.

This was the theme of a Kingdom Advisors monthly study group that our Financial Planning team looked at several years ago. It was a study that was prepared by Jeff Haanen, CEO and Founder of Denver Institute for Faith & Work. I thought that it would be a good exercise to revisit this study and share with a broader audience because it has some terrific matters to consider for those preparing for or nearing retirement.

As a financial planner in the thick of what has been commonly referred to in the industry as "RRSP Season", I find that the season has become less of the time to focus on selling RRSPs, but rather doing one of the main elements of financial planning - retirement planning. And retirement planning encompasses more than just financially preparing for retirement; it is an exercise in listening for God's calling on your retirement years. When preparing for retirement, there a number of common considerations that ought to be looked at in planning the financial aspect of it. These include:

- Work** - Do we plan to completely cease working? Work part-time? Volunteer? Reinvent ourselves for an encore career?
- Time** - Will we be able to afford a full life for the next 20 - 30 years?
- Leisure** - In retirement, how much do we plan to travel, rest, or engage in hobbies? Some find that a retirement focused on leisure can lead to depression.
- Family** - What is the right balance between family relationships, friendships, independence, and increasing dependence on others as we age?
- Calling** - What is God's purpose for my life after I retire?

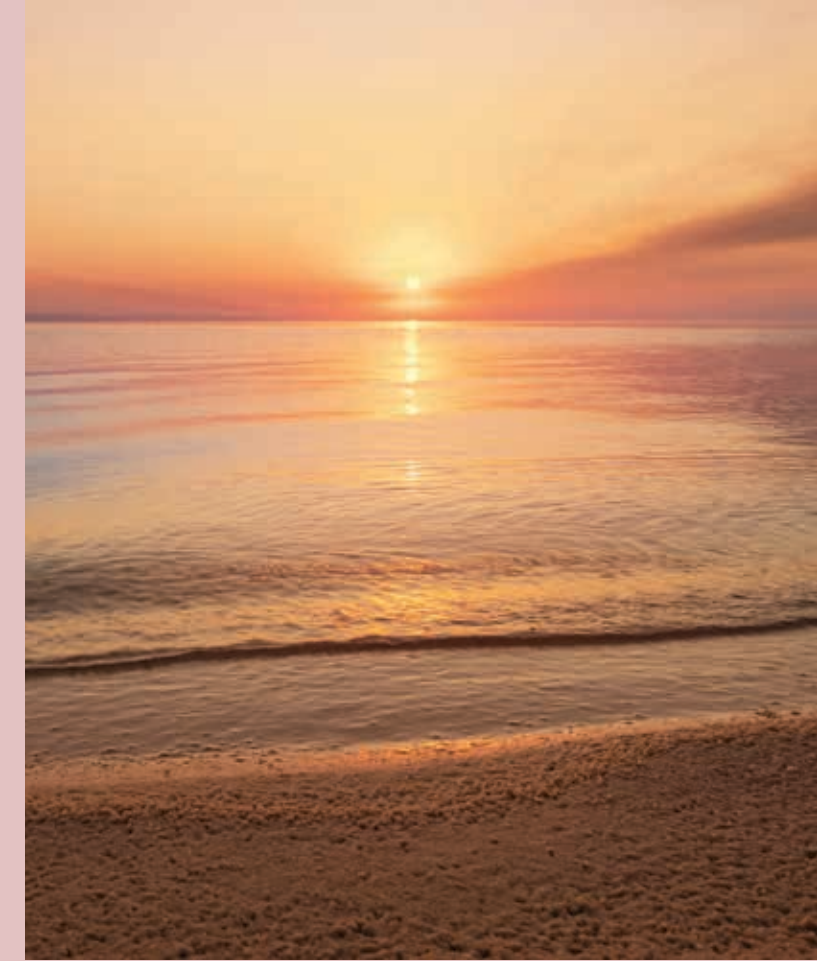
In Jeff Haanen's study he explores five points of action to help people find God's purpose for their retirement.

- 1. Culture** - Modern secular culture promotes preparing for retirement as a year-round vacation. What is your vision of a good retirement? How do you want to spend your days?
- 2. Sabbath Rest** - We ought to consider rhythms of Sabbath rest, renewal, and re-engagement when entering retirement. This re-centres trust in God's provision and re-grounds our identity as God's people who then see the needs of those around us.
- 3. Calling** - Many people don't have a choice in their vocational occupation. Calling is not simply self-actualization. Our highest calling as Christians is to love God with all our mind, heart, soul, and strength, and to love our neighbours as ourselves. Consider the following Calling Questions:
 - What is God doing in the world today that captures your imagination?
 - How can your unique skills, talents, or networks be leveraged for God's purposes in the world?
 - What stage of life are you in? What should you lay down as an "elder", and what should you take up in this season of life?
 - What are your circumstances?
 - How can your life experience be used to benefit others?
 - How can the pains you have had in life, career, and family benefit others?
 - What fears do you have?
- 4. Work** - Consider the different seasons of work and rest over a lifetime. What does it mean to re-engage with work as you retire? Is work a curse or is it inherently good? In a Christian worldview, work is a way we reflect the image of God. Work is not fundamentally about how much money we make, but what we give to the world.

5. Stewardship - Stewardship is our shared responsibility to future generations. We must steward our money, but also the breath of our lungs, the blood running through our veins, to the very last day of our life. A biblical view of retirement reflects a life of service, pointed beyond ourselves to the Servant in whose image we're made.

Have you considered God's calling for your life after you leave paid work? As a Certified Financial Planner my calling is to help people take a holistic view of retirement planning, not just reviewing the income and expenses planning process, but to also help clients make decisions based on godly wisdom.

If you are interested in reading Jeff Haanen's book, An Uncommon Guide to Retirement - Finding God's Purpose for the Next Season of Life, please let us know and we'll be happy to give you a copy.



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Christian Credit Union has partnered with the Canadian National Christian Foundation (CNCF) to offer their clients a whole new way to give—with a CNCF donor-advised fund (a Giving Fund).

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The Lighthouse Project

by Darren Sinke, CEO - Emmanuel Home

Back in 2015, the Board of the Emmanuel Seniors Living Society took the first steps in seriously exploring the idea of a second seniors' home in Edmonton. The concept was readily embraced by Society members, and work began to sift through options. Many people contributed to the refining of the vision, and the humble generosity of our supporting community made the vision a reality through the purchase of a 4 acre piece of land in the mature Inglewood neighborhood, and in close proximity to a number of supporting churches.

With thanks to the Lord, we were able to break ground this past summer, and the Lighthouse construction has begun! Phase 1 of the Lighthouse will include 101 suites, fantastic common areas to build community, a commercial kitchen for meals, and all of the same services that have been provided at Emmanuel Home for almost 50 years. By replicating the successful model at Emmanuel Home, the Society will be able to provide a quality Christian environment for more seniors in the greater Edmonton area.

We look forward to welcoming new residents in the beginning of 2025. We look to the Lord for His continued faithfulness during construction, and rely on Him to sustain us as we live in community together!

Partnership with Christian Credit Union

The Christian Credit Union has journeyed alongside the Emmanuel Seniors Living Society throughout its history, and is as much a part of the Society's story as anyone else. Not only has the Christian CU been at the front of planning capital projects and securing construction and long-term financing, it also provides ongoing business banking services for the Society's daily operations. We appreciate Christian CU's commitment to supporting the larger Christian community, and its focus on stewardship, quality, and service makes the Christian CU the right partner for the Emmanuel Seniors Living Society as we seek to honour the Lord and serve our seniors.

For more information about the Lighthouse project, visit emmanuelhome.ca.



We encourage youth to meet their monthly savings goals by paying a bonus that is in addition to regular account interest. Participating schools also receive a matching bonus when youth achieve their savings goals.

The following bonuses were paid for the 2021-22 school year:

Edmonton and Area	
• Covenant Canadian Reformed School	\$2,062.00
• Edmonton Christian West School	\$256.00
• Edmonton Christian High School	\$772.50
• Edmonton Christian Northeast School	\$294.50
• Parkland Immanuel Christian School	\$1,223.00
Calgary	
• Calgary Christian School	\$312.50
• Trinity Christian School	\$207.00
• Tyndale Christian School	\$468.00
Lethbridge and Area	
• Calvin Christian School	\$2,394.00
• Coaldale Christian School	\$1,237.50
• Immanuel Christian School	\$1,053.50
• Providence Christian School	\$744.50
Grand Total	\$11,025.00

Did you know?

Setting up recurring transfers to your Savings account, High Interest Savings Account, TFSA, or Term Deposit greatly increases the likelihood of reaching your savings goals.

When you set aside savings every month, you learn to work with whatever you have left in your spending budget.

Recurring transfers can set up easily in online banking or the mobile app. Just look under the "transfers" menu. If you have any questions, please contact a branch.

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Shared With Members

We appreciate your business and one of the ways we give back to our members is through Profit Sharing.

This year the Board was pleased to provide the following:

- 2.90% Dividends on common shares
- 4.75% Rebates on interest paid by members
- 4.75% Bonus on interest paid to members

Christian Credit Union is growing and we require capital to fund our growth. Therefore, this year, 100% of profit sharing was paid to your common share account.

Thank you for being a member of Christian Credit Union!



Annual General Meeting

Thursday, March 9, 2023

Please join us as we celebrate the Lord's blessings in-person with food and fellowship! Featuring a presentation from **Rehoboth Christian Ministries!**

Stay tuned for more details!

