

IN OUR OWN BACK YARD

How credit unions of Alberta impact our local communities, one initiative at a time.



Alberta's credit unions reaffirmed their commitment to community support and development by contributing more than \$3.1 million in charitable donations and over 5,500 in volunteer hours. Credit unions continue to make a meaningful difference in the lives of Albertans and the communities they serve, whether through innovative charitable foundations, support for local organizations, or by giving back to members directly with profit-sharing.

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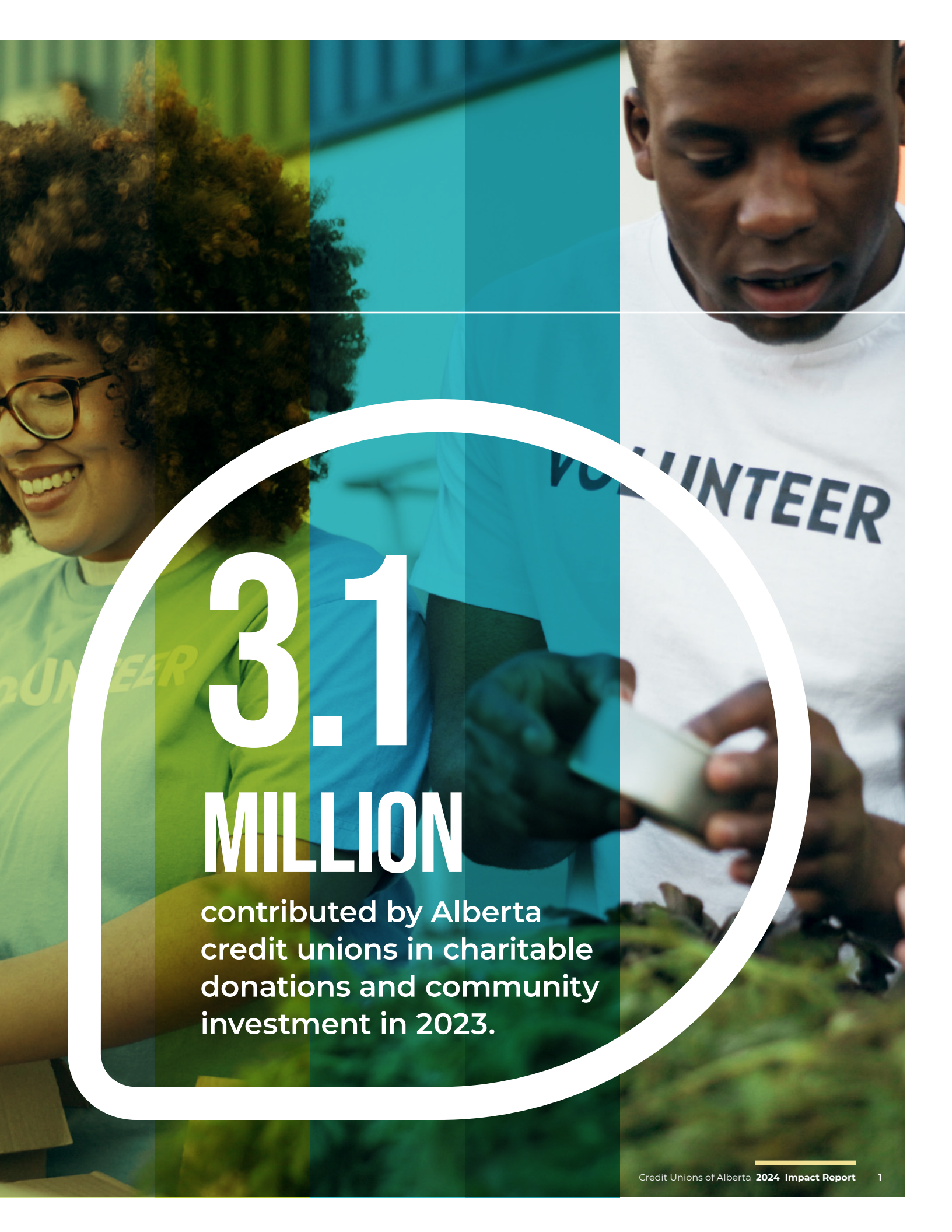
Servus Credit Union works to build a more diverse, inclusive and equitable world.

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Credit Unions of Alberta fosters future leaders with a scholarship program.

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What this means for the Alberta communities that credit unions serve.



3.1 MILLION

contributed by Alberta
credit unions in charitable
donations and community
investment in 2023.

ABCU Credit Union Charitable Foundation helps those who need it most.

Tiffany was no ordinary dog. To six-year-old Gabbie and her family, she represented hope encased in fur – a lifeline on four legs. Due to a severe medical condition, Gabbie faces daily challenges, and Tiffany became not just a companion, but also a medical aid and an understanding friend. One key reason Tiffany could become part of Gabbie's life was the support provided by ABCU Credit Union's Charitable Foundation to the Aspen Service Dogs Program.

This transformative initiative trains and supplies service dogs to those in need. Tiffany, a two-year-old black Labrador trained from puppyhood, is one such graduate.



Alberta credit union
employees put forward

5,500
VOLUNTEER HOURS.

ABCU Credit Union affirms its dedication to the community through its partnership with the Aspen Service Dogs Program since 2022, one of many examples of local organizations that the Foundation contributes to.

“Providing enhanced support to our communities is at the heart of ABCU Credit Union’s mission. Our Charitable Foundation is committed to improving the lives of our members and their communities by backing local organizations within our service areas,” said Magda Domanska, Chair of the ABCU Community Charitable Foundation.

“We’re always seeking volunteers, and if you love animals, please contact Aspen Service Dogs to learn how you can help,” said Aspen Service Dogs CEO, Maureen McKay.

The collaboration between the Foundation and the Aspen Service Dogs Program united two entities with a common goal: fortifying the community by assisting its most vulnerable individuals. As Gabbie and Tiffany became inseparable, the genuine impact of this partnership was evident – it transcended philanthropy, signifying a transformation of lives, one wagging tail at a time.

MEGAN AND TANO

One of the client and support dog partnerships at Aspen Service Dogs.



SUPPORTING OUR COMMUNITIES IS AT THE HEART OF ABCU.

Magda Domanska, Chair of the ABCU Community Charitable Foundation.

Bow Valley Credit Union creates local connections by sponsoring more than seventy events.

“At its core, Bow Valley Credit Union is driven by a simple but powerful guiding purpose: to build brighter financial futures for members while creating strong and vibrant communities, which is why you see us out in the community all the time, supporting events big and small. It’s part of who credit unions are and why we exist.”

Vin Coco, Regional Manager, Bow Valley Credit Union.

Bow Valley Credit Union (BVCU) is all about making a difference where it counts – in the heart of the Bow Valley communities that they serve. From fueling local food banks, animal rescues, family support organizations (such as Made by Momma), and senior’s centers, BVCU is wherever their members need them to be. BVCU believes in making their communities thrive with a “boots on the ground” presence, whether that be at a charity golf tournament, Canmore’s Highland games, or many other local events.

In 2023, BVCU was a silver sponsor for the 10th Annual Illumina a Noche (Light the Night) Gala in support of Heath Care in Alberta, contributed to a tree at the Airdrie Boys and Girls Club Festival of Trees, and

participated in the Cochrane Lions annual Labour Day rodeo. And that’s just the tip of the iceberg – they were behind the scenes at many other events and initiatives, from AirdrieFest to YWCA Banff fundraisers, spreading goodwill and support.



NICOLE DEBOER (Left) and **SHAMMY QUANO** (Right) from Bow Valley Credit Union drop off donations to Project Warmth.



Bow Valley Credit Union

**SPONSORED
70+ EVENTS.**

Rocky Credit Union builds community by sponsoring four recreation areas in their community.

Employee
Volunteer hours



1,600
Rocky
Credit Union

5,500
Credit Unions
of Alberta*

**available data
collected for 2023.*



Rocky Credit Union

**VOLUNTEERED
MORE THAN
1,600 HOURS
AND
CONTRIBUTED
\$200,000
TO THE
COMMUNITY.**

Rocky Credit Union is the largest single-branch credit union in Canada, dedicated to serving the town of Rocky Mountain House and surrounding communities. Rocky Credit Union's community roots run deep, nurtured by their investment in financial literacy program, and support of community initiatives. In the last year alone, Rocky Credit Union's staff volunteered more than 1,600 hours, supporting local organizations and community events.

Rocky Credit Union has even had a hand in literally building the community they operate in through their large co-operative investments in local recreation infrastructure, including their sponsorship of their Community Athletic Field, Town Aquatic Centre, and a brand-new Spray Park. To commemorate their 80th anniversary, along with Evergreen Co-op, they contributed \$200,000 to aid in the realization of two world class bike pump tracks.

"We live by our guiding values of ownership, community and innovation, as we work to build our community from the ground up."

Nancy LaPerriere, Manager, Member Experience,
Rocky Credit Union.

Christian Credit Union helps local charities grow through \$42,000 donated through non-profit loan programs.

At Christian City Church in Calgary, every dollar counts. Staff and volunteers work tirelessly to give back to those in need. So, when they were looking for a financial institution, they wanted somewhere that was willing to do the same. That's where Christian Credit Union came in.

Christian Credit Union launched its Charitable Non-Profit Loan Program in 2023. This program redefines what it means to serve the community. This innovative initiative goes beyond traditional banking, providing charitable organizations not only with financial support, but also with a powerful way to reinvest in their missions.

Through this program, charitable organizations who borrow through Christian Credit Union are eligible to annually receive a donation back to them. This donation is based on a percentage interest saved and is given back to these organizations as a direct contribution to their cause. In 2023, approximately \$42,000 was donated back. And already for 2024, they have seen an additional \$24,000 increase, for a total donation of \$108,000 within the first two years of the program.

"A minimum donation is based on a 10-basis point reduction and an ambitious goal of 25 basis points.



Christian Credit
Union donated

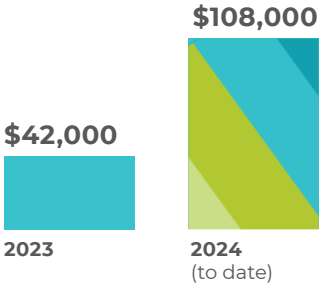
\$108,000

IN THE FIRST TWO YEARS OF
IT'S NON-PROFIT LOAN PROGRAM.

This means that we can not only support organizations with their borrowing needs but effectively transform every loan into an opportunity for greater good,” said Phil Geusebroek, Director of Marketing, Christian Credit union.

For the Christian Credit Union, it’s more than just a financial program – it’s a commitment to multiplying the positive effects of community service. Every donation made through this program strengthens the hands of those working tirelessly to make the world a better place.

Non-profit Loan Program
\$ Donated*



** Based on a percentage of interest saved and given back to non-profit organizations as a direct contribution.*



TRANSFORMING EVERY LOAN INTO AN OPPORTUNITY FOR GREATER GOOD.

Phil Geusebroek, Director of Marketing,
Christian Credit Union.

Vermilion credit union fosters financial literacy for local kids.

VERMILION CREDIT UNION TAKES GREAT PRIDE IN ITS LONG-STANDING TRADITION AS A COMMUNITY PARTNER.

Through various sponsorship programs, donations and volunteer efforts, giving back to the community is a big part of where they invest their resources, time and energy. Financial and general literacy is of particular importance. They place significant emphasis on supporting educational initiatives, such as the FAT CAT® Accelerated Reading Program, which helps fund school libraries and enhance classroom resources to assist educators in fostering literacy skills. By continually nurturing relationships with local schools through weekly volunteer opportunities, the FAT CAT® Accelerated Reading Program and Each One, Teach One Financial Literacy Workshops allow Vermilion Credit Union to positively impact the lives of local kids and educators.

Vermilion Credit Union also supports organizations by helping to fund initiatives like upgrades to increase accessibility at community venues with the Public Library Elevator project and Seniors Centre upgrades. In 2024, \$8,000 was donated to these programs alone. And they didn't stop there – they also support local charities and non-profits by providing them with service charge free accounts, helping groups save money on fees so every dollar can go back to those in need. The benefits of this offering were worth \$25,000 in 2023, strengthening Vermilion Credit Union's positive community impact even more.



CAT @ Accelerated
Lending Program.

Teach One, Teach One
Financial Literacy Workshops.

Public Library Elevator
project.

• Seniors Centre upgrades.

\$25,000

given back to non-profits
through service charge
free accounts.



In 2023, credit unions
in Alberta distributed

127.5
MILLION
IN PROFIT SHARES
AND DIVIDENDS.

Vision Credit Union shares profits to show members why they matter most.

Vision Credit Union's "What's Your Share?" program is a testament to the cooperative spirit at the heart of credit unions. Since 2019, Vision has returned \$62.8 million in profit shares, distributing approximately 75% of its profits back to its members. This commitment to sharing success is a powerful reminder of the benefits of community-driven financial institutions.

The impact of these profit shares can be seen across Alberta, where members have reinvested their earnings into their homes, farms and businesses. Take Cliff, who used his more than \$28,000 total share to reinvest in his cattle auction business, or George and Margaret who used some of their more than \$23,000 total share to renovate their home and help pay for their children's weddings.

Profit shares can be seen across the communities Vision serves, from supporting local agriculture and construction businesses, to funding growing small businesses and retirement funds.

"Vision Credit Union's profit share program is about making a real difference in the lives of our members and communities. We give back such a large portion of our profit to members because they are who matter most to our credit union – and it is thanks to them that Vision continues to be successful and grow," said Steve Friend, CEO, Vision Credit Union.

These stories, showcased through Vision's "Stories of Alberta" campaign, capture the essence of what it means to be part of a credit union – where the success of the whole is measured by the prosperity of each member.

THE IMPACT OF THESE PROFIT SHARES CAN BE SEEN ACROSS ALBERTA, WHERE MEMBERS HAVE REINVESTED THEIR EARNINGS INTO THEIR HOMES, FARMS AND BUSINESSES.



connectFirst Credit Union inspires employees to build a culture of volunteerism.

In 2023, connectFirst Credit Union significantly expanded their employee volunteer program. The numbers speak for themselves: collective volunteer hours surged from 1,500 in 2022 to an impressive 3,900 hours in 2023 – a staggering 160% increase! This achievement was fueled by connectFirst's commitment to empowering communities and by inspiring employees to get involved, including offering paid time off for employees to participate in volunteer activities.

Jennifer Stinn loved the fact that her credit union supports initiatives that allows staff to support organizations in the community. Because of this, she most recently encouraged her co-workers in

her department to help Hull Services with their "Stampede Breakfast" and the Salvation Army with their "Back to School" campaign. Staff left with a full heart and felt more connected to their team!

The response to connectFirst-hosted volunteering opportunities was overwhelmingly positive. Every participant reported satisfaction with their experience, and 99% expressed a renewed appreciation for being part of a credit union.

connectFirst's dedication to enhancing their employee volunteering program is truly a win-win. Communities benefit from the valuable support provided by volunteers, while employees experience a deepened sense of pride and engagement in their roles.

"We not only saw increased employee engagement and appreciation for being part of a credit union, but we also saw that 99% of respondents felt empowered to take on more community initiatives as a result of their volunteer work, which is the ultimate goal: to increase community support and volunteerism across the board. These collective efforts directly contribute to building stronger, more vibrant communities where our members live, work and flourish."

Cindy Nguyen, Community Investment & Communications Specialist
connectFirst Credit Union.

connectFirst volunteer
hours increased

160%
FROM 2022 TO 2023.

99%

of connectFirst
employees had a
**POSITIVE RESPONSE TO
VOLUNTEER OPPORTUNITIES.**



**CONNECTFIRST
EMPLOYEES**
volunteering at
a local food bank.



Servus Credit Union works to build a more diverse, inclusive and equitable world.

In 2023, Servus took significant steps to strengthen its commitment to diversity and inclusion by establishing the South Asian Resource Circle and the Black, Indigenous, and People of Colour (BIPOC) Employee Resource Circles. These new groups joined the existing Servus Pride Employee Resource Circle, and all three groups work closely with Servus' Diversity, Equity, Inclusion and Belonging (DEIB) Council to foster a culture of belonging within the organization.

The positive influence of these groups extends far beyond the workplace. To mark the launch of the new employee resource circles, Servus made donations of \$5,000 to two vital organizations: Ruth's House, which provides culturally informed programs for families facing domestic violence, and Black Canadian Women in Action, an organization that supports Black female entrepreneurs.

And, for the second consecutive year, the Servus Pride Employee Resource Circle played a key role in supporting the "Drag Me Out to the Ball Game" event in Edmonton – an annual drag-themed charity baseball game. The 2023 event raised an impressive \$32,000, benefitting two organizations: the Bent Arrow Traditional Healing Society, which supports the holistic well-being of Indigenous children, youth and families, and the Imperial Sovereign Court of the Wild Rose, which raises funds for the LGBTQ2S+ community.

Through these initiatives, Servus not only champions diversity and inclusion within its own walls, but also contributes meaningfully to the province, reinforcing its commitment to fostering resilient and prosperous communities.

Servus Credit Union contributed

**\$2
MILLION+**

**IN SPONSORSHIPS, PHILANTHROPIC
GIVING, AND COMMUNITY INITIATIVES.**

Working with approximately

400

**ORGANIZATIONS THROUGHOUT ALBERTA,
SERVUS CONTINUES TO BUILD STRENGTH
AND PROSPERITY IN OUR COMMUNITIES.**





Innovation in community-building with the Servus Spring Food Drive!

Servus was selected as the recipient of Alberta Central's 2023 Community Goodwill Award for their Spring Food Drive program. This award recognizes innovative and impactful community giving initiatives at Alberta credit unions. The Servus program delivered a unique approach to a food drive, where more than 500 volunteers parked trucks outside grocery stores and handed out lists of needed items to shoppers to encourage donations. The result was more than 40,000 pounds of food and \$25,000 in cash donations for food banks serving the 26,000 people across Fort McMurray and Fort Saskatchewan.



35%

**OF ALBERTA CREDIT UNION
SENIOR LEADERS AND
BOARD DIRECTORS ARE
FEMALE.**

Credit Unions of Alberta help students achieve their educational dreams.

Sydney Ward has always wanted to be a role model and leader in her community. This dream led her to study education in post-secondary with the goal of becoming a social studies teacher. When she graduates, she looks forward to inspiring her students to participate in Canadian democracy and engage in what is happening around them.

Sydney's educational dreams are a reality thanks in part to her \$5,000 scholarship from Credit Unions of Alberta (CUOA). Representing all 12 credit unions across the province, CUOA gave away \$30,000 in scholarships in 2023 and 2024 to Albertan students.

These funds are in addition to the more than \$50,000 in scholarships given out by credit unions directly to

students in high school who are about to graduate and those already enrolled in post-secondary. 11 out of 12 credit unions across the province give out scholarships that recognize everything from academic achievement to volunteer hours and community support. Many are targeted to specific industries and programs that are important to the communities the students live in, such as agriculture or STEM (Science, Technology, Engineering or Math).

The scholarships distributed by credit unions are in addition to the many custom products – such as no-fee or “Learn and Earn” accounts – that credit unions offer to encourage students to learn about finances and save. When combined with the financial literacy

As Sydney puts it, “Receiving this scholarship allows me to finish my last year with less financial stress and spend more time focusing on my degree. [When I graduate,] teaching will allow me to guide my students and take a nurturing role in developing them to be responsible beings who can successfully engage in the world around them.”



SYDNEY WARD

Recipient of a \$5,000 scholarship from Credit Unions of Alberta.

educational programs that many credit unions offer, with specialized content and learning sessions for students at local schools, this ensures that students across the province are equipped with the skills, knowledge and tools they need to make good financial decisions.

Scholarships and financial literacy are just two examples of how credit unions make students a priority in the communities they operate in.

Alberta credit unions gave

\$80,000

**TO ALBERTA STUDENTS
IN THE FORM OF SCHOLARSHIPS
AND BURSARIES IN 2023.**



**BY SUPPORTING
YOUNG PEOPLE
IN THEIR
EDUCATIONAL
PURSUITS,
CREDIT UNIONS
ARE HELPING TO
BUILD FUTURE
LEADERS.**

WHAT IT MEANS FOR THE COMMUNITIES CREDIT UNIONS OF ALBERTA SERVE.



Profit sharing

**\$127
MILLION**

Went back to members in the form of profit shares, dividends and annual returns.

Community Impact

All figures from 2023 unless indicated.

\$3.1 MILLION

donated to community groups, charities and non-profit organizations by Alberta credit unions.

5,500 HOURS

volunteered in the community by credit union employees.

**\$80,000 IN
SCHOLARSHIPS
AND BURSARIES**

were given to high school and post-secondary students to support their education goals.

35%

of Alberta credit union executives and board members are female as of June 2023.

Lending

\$14.3 BILLION

(Increase 4% year-over-year) in residential loans .

\$10.4 BILLION

(Increase 13% year-over-year) in credit union commercial lending.

\$1.9 BILLION

(Increase 7.1% year-over-year) in lending to support Alberta's agriculture and agri-food industry.

WHO WE ARE.

12	3,400	198	641,000
Credit unions across Alberta	Employees	Branches located in communities large and small	Members are from both rural and urban communities



albertacreditunions.com/find-a-credit-union/



Credit unions offer the same variety of products and services as other financial institutions, plus a network of surcharge-free ATMs and innovative online banking platforms and mobile apps.



But unlike other financial institutions, credit unions are owned and operated by our members. That means when you join a credit union, you become a member, and have a say in how we operate and how your money is invested back into the community.



The impact of credit unions across Alberta can be seen in how we support the communities we operate in, the organizations and causes we stand behind, and most of all, in what we do for our members.



For more information on an Alberta credit union near you, please visit:

albertacreditunions.com

