



**Sunshine Coast**  
CREDIT UNION

MEMBER BULLETIN 2018

# *Elevating* OUR MEMBER EXPERIENCE



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## NOTICE — OF — AGM

**77<sup>th</sup> Annual General Meeting of Sunshine Coast Credit Union**  
Tuesday, April 24, 2018, 7:00 pm  
Raven's Cry Theatre  
5555 Sunshine Coast Highway  
Sechelt, BC

# Together, we enrich lives.

## A MESSAGE FROM THE CEO



**Thank you**, Sunshine Coast Credit Union Member, for your continued support. Choosing us as a partner in your financial well-being allows us to reinvest in our organization and give back to the communities we share. It is my privilege to report that together, we accomplished a lot this year.

### We're here to Invest in You.

As a member-owned co-operative, we invest in people, first and foremost. Whether it is helping a family buy their first home, an entrepreneur launch her business, or in helping youth learn about managing their finances, empowered people make a thriving community, and a successful credit union. We've invested our time collaborating with other credit unions to achieve the scale needed to deliver digital solutions that save you time, and enable you to transact where and when you want. This is how we enrich lives, together.

### Earning your trust, supporting your financial health.

We work hard to be the only financial institution you need. Serving you professionally and proactively while exceeding your expectations is how we measure progress. It is your voice that helps us to learn, improve and grow. Our comprehensive Member Voice Survey invites your opinion annually, either in spring or fall. We also request your feedback after

every major transaction you complete with us, such as a new mortgage or investment account.

Members are telling us that being flexible, demonstrating expertise, improving your financial health and enabling you to transact where and when you want are important factors in choosing or recommending us. We are committed to constant improvement in all of those areas. Last year, we invested in a number of new products and services to meet these needs, including an additional mobile advisor, an enhanced mobile app, a dedicated member service centre, a suite of advisory tools and new ATMs.

### 2018: Embracing change, while staying true to our values.

2018 is anticipated to be another transformative year for your credit union. Digital disruption in the financial services industry continues to drive improved access, greater speed and enhanced convenience through seamless multi-channel access to services.

As an example of this, we will be enhancing our online experience so that new members may join us quickly and easily online. The same technology will also allow existing members to secure a loan online in record time. The entire process can be completed via a member's computer, phone or tablet—including

documentation. This same technology will be available to our employees, reducing processing time and increasing time spent on activities that add value for our members—sharing our expertise and offering solutions.

While embracing and optimizing technology to serve you better, we remain rooted in our co-operative values: neighbours helping neighbours, for more than 76 years. You can still visit any of our three branches and receive hands-on personal advice and expertise.

When you choose us for all of your financial needs, we invest your money right back into our people, the organization, and our communities, all with the goal of creating the best possible experience for our more than 16,500 members. Thank you.

I also wish to acknowledge our employees and Board of Directors for their talents, passion and dedication to those we serve.

Wishing you all a very happy and healthy New Year.

**Shelley McDade**  
Chief Executive Officer

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

Class B Membership Equity Share Dividend	2.00%
Class C Transaction Equity Share Dividend	2.00%
Class D Voluntary Equity Share Dividend	4.00%
TOTAL TO BE PAID TO MEMBERS	>\$100,000

**2017 Equity Share Dividends may be reinvested back into your respective equity share account. Please contact your branch to request this transfer.**

## WE VALUE YOUR VOICE!

Your feedback helps us build a better member experience.

Make sure your opinion and impressions are heard by participating in our Member Voice Surveys. To receive an invitation to complete our surveys, please be sure we have your current email address on file. Contact us or self-serve online:

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

# - CALL FOR - 2018 DIRECTOR NOMINATIONS

## BOARD OF DIRECTORS

John Wiseman, Chairperson\*  
Richard Wilson, 1st Vice Chairperson  
Chris Fawcus, 2nd Vice Chairperson\*  
Sue Anne Linde, Member at Large\*  
Tim Anderson  
Betty Baxter  
Manjit Kang

\* Terms expire at the 2018 Annual General Meeting

Sunshine Coast Credit Union's Board of Directors is accountable to the general membership, and is responsible for directing the affairs of the credit union. Personally connected to the Sunshine Coast, directors have first-hand experience in the communities we serve, and represent the evolving priorities of our members. The role is complex, involving strategic oversight, governance and financial management. Directors may spend ten or more hours each month preparing for and attending meetings, completing education and professional development as well as attending events and planning sessions.

To ensure the Board reflects the communities we serve, we strive to represent diversity in background, experience, gender and culture. A mix of skills and expertise is desired, and prospective candidates will be assessed against those areas the Board is looking to strengthen. In addition to desired areas of expertise, core competencies such as strategic

thinking, leadership and capacity for succession are required.

The terms of three directors will expire at the 2018 Annual General Meeting (AGM). 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 Alex Kostenko, Corporate Secretary at 604.740.2662 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.

**Nominations for qualified candidates for Sunshine Coast Credit Union's 2018 Board of Directors will be accepted beginning January 19th, 2018 at the Administration Office: 985 Gibsons Way, Gibsons, BC, VON 1V8. Nominations will close at 5:00pm on February 19th, 2018.**

## WE'RE HERE TO

*Grow* YOUR BUSINESS

Make your store ping, and your sales ring, with a free listing on our mobile app.

Elevate your brand and promote an exclusive offer to SCCU members with our *Pay It Local* app. When members are near your storefront, they'll receive a geo-alert on their smartphone featuring your logo and special offer. It's that easy. Win new customers, retain existing ones and grow loyalty. Contact us to learn more today or visit: [www.sunshineccu.com/PayItLocal](http://www.sunshineccu.com/PayItLocal).



## Investing IN THEIR FUTURE: SPOTLIGHT ON RESP's

**A great first step in saving for your family is a Registered Education Savings Plan (RESP).**

An RESP is a special education savings account registered with the Government of Canada, giving you access to a number of government grants. In addition, interest earned in an RESP is tax-deferred until your child begins using the money for school.

**The key to an RESP? Start Today.**

Starting early means you'll enjoy the potential gains of compound interest over the years the funds are invested. You will also want to take advantage of all the grants your child may be eligible for as soon as possible. Some grants are available even without a required contribution.

**What's my next step?**

Contact us and we'll provide you with personalized advice, help you open an

RESP, and ensure you receive the grants your child may be eligible for.

### EDUCATION GRANTS AVAILABLE\*

CANADA EDUCATION SAVINGS GRANT	UP TO \$7,200
CANADA LEARNING BOND	UP TO \$2,000
BC TRAINING AND EDUCATION SAVINGS GRANT	\$1,200

\*Eligibility requirements and terms and conditions apply. Ask us for details.

WE'RE HERE TO

Invest

IN YOU



We're here to support your financial health and add more time into your day. Some of our newest initiatives are summarized below; contact us in person, by phone, or Live Chat with us online to learn more.



**REAL PEOPLE; HERE TO HELP**

Open during business hours and available by phone, email or Live Chat, we're on hand in our new Member Service Centre to quickly answer your questions, book an appointment or connect you with an advisor.



**ADVICE DELIVERED TO YOUR DOOR**

At home or in the local coffee shop, our new Mobile Financial Advisor will come to you, equipped with sound advice from investments to lending: 604.989.5609.



**DIGITAL ADVICE**

Robo-advice, from VirtualWealth®, is a simple and convenient online investing service that provides you with a professionally managed, low-cost portfolio to match your personal financial goals.



**7 WAYS TO GET PAID**

To support our business members, Payfirma offers seven flexible digital payment options allowing you to accept payments virtually anywhere - online, in store, or in-field.



**MY MONEY TOOLS**

Let us help you create a personalized money plan when you visit us in-branch. Our new online tools and calculators help us tailor a plan that's just right for you.



**NEW ATMs**

In addition to increased reliability, our new ATMs allow members to deposit cheques and cash together, without the need for envelopes – more convenient and environmentally friendly.



**PAY IT LOCAL**

SCCU members never miss a chance to support local merchants and get a great deal! Our free Pay it Local Mobile App notifies you through your smartphone when you're near a business offering exclusive perks.

VirtualWealth® is a registered trademark of Qtrade Securities Inc., Member of the Canadian Investor Protection Fund.

**INTERESTED IN HOSTING AN EACH ONE, TEACH ONE WORKSHOP**

IN YOUR ORGANIZATION OR BUSINESS?

CONTACT US AT FINANCIALLITERACY@SUNSHINECCU.NET

**Lunch N' Learn**

January 17, 12pm-1pm  
Introduction to RESPs  
January 31, 12pm-1pm  
RRSPs & TFSAs

SCCU Sechelt Branch  
5655 Teredo Street, Sechelt  
To register: 604.886.4385

www.sunshineccu.com/FinancialLiteracy

Investing IN KNOWLEDGE FINANCIAL LITERACY



Centre: Pender Harbour High School Student Rachel Wilson, winner of an SCCU \$500 saving starter and Scott Bruce, Pender Harbour Secondary School Counsellor. From left to right: SCCU presenters and Each One, Teach One facilitators Tracey Hemmelgarn, Miranda Beall and Kelsey Dunn.

Financial literacy is the first step toward establishing healthy financial habits. We are pleased that more than 40 SCCU employees are trained to offer Each One, Teach One workshops to support financial literacy within our membership and the communities we serve. Last year, SCCU attended the Sunshine Coast Post-Secondary Conference, sharing information with more than 200 grade 11 and 12 students, in preparation for success after high school.

# IN YOUR *Community*



## COUNTING ON ACTION

As part of the SCCU sponsored **Enactus Capilano University's Counting on Action** program, these Chatelech Secondary School leadership

students are making marketable goods by diverting material from our landfill. The proceeds from their recycled products, including candles and bath bombs, are delivered back into the community through Rhea Bath and Candle Co.



## BUILDING DREAMS

Payton's education career moved one step closer when he won an SCCU \$500 savings starter at **SD46's Got Talent**, a student talent showcase event. Sponsored by your credit union, the event generated \$3,000 for local charities.



## A WELCOMING COMMUNITY

SCCU's Isha Raina and Rizalino Valdez Jr. celebrated at the Multicultural Festival with a prize giveaway featuring a cookbook created by **Welcoming Communities**, sponsored

in part by SCCU. Welcoming Communities is a program of Capilano University and Sunshine Coast Community Services.



Photo Credit: Ingeborg Hardman

## FOOD BANK SUPPORT

The Salvation Army – Sunshine Coast received \$1,500 through SCCU's Community Enrichment Program.

L-R: SCCU Gibsons Branch Manager Sarah Duro and The Salvation Army – Sunshine Coast Officers Major Rosanne and Glen Fraser.

# MENTORSHIP *Across Miles*



## WOMEN IN MENTORSHIP

Last fall, SCCU was honoured to host **Canadian Co-operative Association (CCA) Women's Mentorship Program** participant Eleonor Santiago-Dillena, General Manager, Micro Entrepreneurs Multi-Purpose Cooperative (MEMPCO). "I'm enriched by my experience with SCCU and inspired by senior leadership and the people that I met" said Eleonor. With the goal of supporting innovation, leadership and collaboration at a global level, the program

creates an opportunity for shared learning by both the mentee and the participating credit union.

September Dixon, VP Human Resources commented, "Eleonor gave our team insights and a new perspective on the tremendous impact co-operatives are having worldwide."



## YOUNG LEADERS

Six Sunshine Coast Credit Union representatives participated in the **2nd annual BC Young Leaders (BCYL)** conference. BCYL is a network focused on supporting the relevancy of BC's credit unions by enriching, engaging, and inspiring today's young leaders.

Back L to R: Alex Kostenko, Janice Webb, Kelsey Dunn, Brandi Thomas. Front L to R: Melissa Mackie, Shelley McDade (CEO), and Karly Elliott.



# 5 FREE WAYS TO ADD MORE TIME INTO YOUR DAY

- 1. Download the SCCU Mobile App.**  
Pay bills, transfer funds using *INTERAC* e-Transfer® and check your account balances from the palm of your hand.
- 2. Deposit cheques with your smartphone.**  
Don't brave the weather. Deposit cheques using the Deposit Anywhere™ feature in our Mobile App.
- 3. Chat with us online.**  
The ultimate multi-task! Tick off your financial to-do list while you wait for an appointment or ride the ferry.
- 4. Think outside the branch.**  
For advice on mortgages, investments and commercial needs, our mobile advisors will meet you where you are.
- 5. Engage with our new Member Service Centre.**  
Local people here to help with one quick call, email or chat.



## REMINDER

### 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 (SIN) to your financial institution. If we do not have your SIN, 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.



SunCu Financial Services Inc. is a subsidiary of Sunshine Coast Credit Union, offering wealth management services to members and clients.

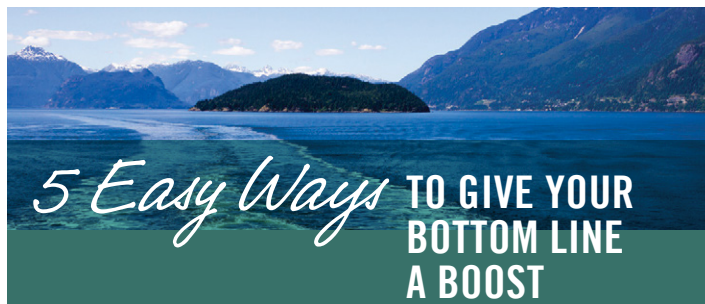


Rhiza Capital is a joint initiative between Community Futures Sunshine Coast, Sunshine Coast Credit Union and Powell River Community Investment Corporation. Rhiza Capital supports and invests in community-based businesses.



Sunshine Coast Insurance Services Inc.

Sunshine Coast Insurances Services Inc. is an insurance agency jointly owned by Sunshine Coast Credit Union and Co-operators Insurance Agencies Limited. The Co-operators® used by Co-operators General Insurance Company under license from The Co-operators Group Limited.



- 1. Download our FREE Pay it Local Mobile App.**  
Notifications through your smartphone mean you never miss a chance to support local merchants and get a great deal!  
[www.sunshineccu.com/PayitLocal](http://www.sunshineccu.com/PayitLocal)
- 2. Seek a higher return, without risk to your principal.**  
MarketConnect term deposits offer market earning potential with zero risk to your principal investment.
- 3. Pay yourself first.**  
Take a savings account and add an automated weekly contribution – you'll see your savings grow in no time.
- 4. Start saving for your kids' education early.**  
Now's the time to open a Registered Education Savings Plan (RESP) and take advantage of the many grants available.
- 5. Check out our collaboration with The Co-operators.**  
SCCU members enjoy exclusive savings and enhancements on home and travel insurance!

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