

INSIDE: Page 2 • Directors' Report, Heroes Among Us, 70 Years On the Coast. Page 3 • In Our Communities, Partnering for Financial Literacy. Page 4 • Banking on the Fly, Your CHIP MemberCard® is Coming Soon

Sunshine Coast Credit Union

Member Bulletin

OFFICIAL PUBLICATION TO MEMBERS OF SUNSHINE COAST CREDIT UNION

VOLUME 16, NUMBER 1 January 1, 2012

NOTICE OF AGM

THE 71ST ANNUAL GENERAL MEETING of Sunshine Coast Credit Union will be held on Wednesday, April 25, 2012, at 7:30 p.m.

Sechelt Seniors Activity Centre
5604 Trail Avenue
Sechelt, B.C.

Call for Year 2012 Director Nominations

Nominations for candidates for Sunshine Coast Credit Union's 2012 Board of Directors will be accepted beginning Monday, January 9, 2012, at the Administration Office, Box 799, 985 Gibsons Way, Gibsons, B.C., V0N 1V0. Nominations will close at 5:00 pm, Monday, February 6, 2012.

The terms of three directors will expire at the 2012 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, C.E.O., via the Administration Office or visit our website at www.sunshineccu.com. Click on *About Us*, *Who We Are*, and then *Board of Directors*.

To be eligible to vote in an election you must be a member, other than a junior member, in good standing 90 days prior to the election.

2011 BOARD OF DIRECTORS

Bernard Bennett, Chairperson
John Wiseman*, 1st Vice Chairperson
Robert Miller, 2nd Vice Chairperson
Tim Anderson
Karen Archer*
Glen Bonderud
Harris Cole*
Elfie Hofmann
Richard Wilson

* Terms expire at the 2012 Annual General Meeting.

**DEPOSITS ARE
100% GUARANTEED**

by the Credit Union Deposit
Insurance Corporation
of British Columbia.

For more information please refer to
www.cudicbc.ca.

Report from the Chief Executive Officer

We look back on 2011 as a year of connecting. After a successful banking system conversion in 2010, this past year provided us with the opportunity to re-connect with our stakeholders: members, community and employees.

We exist to improve the financial well-being of our members. We invested in a variety of member-related research initiatives last year including focus groups and a comprehensive member survey; thank you to all who took the time to participate. You told us that you feel the Credit Union's level of community involvement is excellent and very important to continue, that patronage (sharing in profits) is also important and demonstrates one of the main differentiators of being part of a cooperative. You confirmed that you are very satisfied with the service you are receiving and 88% of you would refer us to a friend or family member. Of course there are always areas for improvement and we have begun to put plans in place to address the areas of greatest importance to our members.

We are responsible to the communities we serve. We give back to the Coast in many ways including financial donations and sponsorships, volunteer expertise, and education. Last year, over \$119,000 was given back to our communities in the form of donations and sponsorships. In addition to donations, we are guided by a principle to provide education and improve our communities for the benefit of all residents. This year we commissioned economic reports on the future of the Sunshine Coast, (you can view the video presentation on our website under *What's New*), worked with the Sunshine Coast Botanical Garden Society to help them set their strategic course and collaborated with Coast businesses to bring the community a free outdoor family movie event. This year, we are very excited to be involved in the development and delivery of a new financial literacy program for the benefit of all residents.

Our employees are the cornerstone of our success. Without their collective dedication, enthusiasm and professionalism, Sunshine Coast Credit Union as we know it today, would not exist. In the past year we have created new ways to connect with staff, including soliciting company-wide involvement in the Credit Union's strategic

planning, the launch of a new Intranet tailored to dialogue and collaboration, and a newly formed cross-branch team dedicated to removing barriers to delivering exceptional service. In the upcoming year, people will remain a top priority in terms of investment at the Credit Union. We strive to be an employer of choice and our goal is to locate, hire, develop and retain the best people in the industry.

Organizational results. We are once again very pleased with the Credit Union's financial results for the year. Slow careful growth combined with diligent management of the financial margin has resulted in a \$3.2 million dollar pre-tax and dividend income. We are grateful for our members choosing to do business with us and creating this success. The Credit Union's financial success will be shared with members this year in a patronage dividend of over \$700,000 which will be paid into member accounts by the end of January, 2012.

Patronage Refunds	2.50%	/ Interest Bonus	7.00%
Class B Membership Equity Share Dividend	1.25%		
Class C Transaction Equity Share Dividend	3.00%		
Class D Voluntary Equity Share Dividend	3.50%		
TOTAL TO BE PAID TO MEMBERS: OVER \$850,000			

This is the largest patronage dividend paid in our history and is directly related to the success and health of the Credit Union.

Sunshine Coast Credit Union's patronage model has recently undergone a review including consultation with other credit unions as well as

Continued on back cover

We make it *easy*
being green.

Take advantage of government grants to improve your home's efficiency.

TALK TO US TODAY!

Grant deadlines: March 2012 & March 2013!

**ECO-HOME
LOAN
PROGRAM**



Shelley McDade, CEO

Directors' Report

2011 was a particularly active year for your Board of Directors. We move into 2012 with a list of accomplishments; the results of forward thinking and collaboration.

Your Board remains diligent in its focus on governance, training and education. Governance has become a much greater focus since 2007, prompting the creation of a governance committee dedicated to board education and the honing of governance skills. Board members are also engaged in ongoing education covering Asset Liability Management (ALM) and risk tolerance, in addition to the eight industry-related courses required to be completed by all new directors.

It is important for us to be able to act in the present while always looking towards the horizon. With the future in mind, we recently invited an industry regulator to speak about the changing expectations of boards. Throughout the year we also benefited from listening to industry professionals speak to current trends in technology, governance, marketing and human resources. I personally had the opportunity to attend conferences this past year in an effort to work with other credit union directors on national credit union issues that will surely affect us all.

As a Board that meets on a monthly basis, we are very pleased to have adopted state-of-the-art technology in 2012, providing us with more convenient access to a broad range of information – all of it online. This eliminates virtually all printed materials for meetings and allows for very efficient archiving and search processes.

Over the past year, your Board, management and staff worked together to revisit and craft the organization's strategic plan to ensure that Sunshine Coast Credit Union will thrive in the next decade. I would like to sincerely thank our team of dedicated professionals throughout the organization for their commitment to this process, to the Credit Union, and to our continued success in 2012.



Bernard Bennet, Chairperson

Heroes Among Us



Sunshine Coast Credit Union applauds volunteers in our community; those who give their time to initiatives and organizations in an effort to make the Coast a better place to live. This is the first in a series of volunteer profiles you will see in-branch as well as online.

Caroline Farley, OPERATIONS CLERK

Tell us about your volunteer work.

I volunteer with a local women's group called the *Threshold Choir*.

Our reason for being is to sing at the bedsides of those who are at the threshold of life and death; at home, in hospitals, hospice, and extended care facilities.

We sing to people who are ill and those struggling with dying.

I am a bedside singer.

What makes you want to volunteer with this group?

I originally joined the choir because I wanted to sing. It was a wonderful experience to hear the blended harmonies and it nurtured me at a time that I wanted to be nurtured. Almost exactly a year ago a very good friend of mine entered hospice after a very long battle with cancer. It was such an amazing experience for me to sing for my friend on what turned out to be her last day of life. We sang at her bedside and to her family and friends who were gathered to be with her. I felt very honored to share this part of her journey and it left me knowing that I needed to continue to be a part of this important work. It is always an amazing experience to bring someone the calm, serenity and healing that comes not only from song and the blending of harmonies, but also the combined intentions of those gathered to sing.

To learn more or request singers to visit a loved one, visit www.thresholdchoir.ca

70 Years on the Coast



Share your story



Ms. Lenora Inglis shares her story... how it all began.

Sunshine Coast Credit Union recently wrapped up a year of celebrating seventy years on the Coast. Over those seven decades, countless stories have emerged – stories of perseverance, success, challenges, triumph, partnership and collaboration. In the spirit of celebration, we created two videos to share with members and the community. We invite you to view these on our website under *What's New*.

In the first video, Sunshine Coast Credit Union founding member Ms. Lenora Inglis tells her story about how it all began in 1941 and how the Credit Union helped build our community over the years. In the second video, employees Jo-Ann Vickers, Jim Gass and Kim Mansfield discuss what makes Sunshine Coast Credit Union unique, and why we are the first choice for businesses here on the Coast.

Thank you to Ms. Inglis and our business members, Oak Tree Market, Holy Crap.ca, and Renewable Power Corp, who all participated in the making of these videos.

Sunshine Coast Credit Union has sincerely enjoyed playing a role in helping members succeed both personally and in business. Share your own story with us by emailing ShareYourStory@sunshineccu.net.

We look forward to hearing from you.



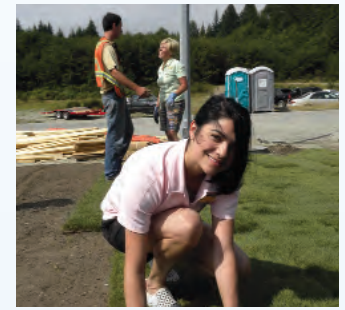
Today's business members share their stories...



October 2011 Sunshine Coast Credit Union facilitates Sunshine Coast Botanical Garden Society's Strategic Planning Session. September Dixon, Lynne Bogardus, David Watkins, Paddy Wales, Mary Blockberger, Shelley McDade, Pat McDowell.



August 2011 Over \$3800 was raised for KidSport when Sunshine Coast Credit Union partnered with IGA Marketplace to bring the Great Outdoor Movie Event to Coast residents.



August 2011 Staff members Sarah Duro (foreground) and Mary-Ann Thiessen, participate in the new Visitor Information Park sod rolling party hosted by the Gibsons Chamber of Commerce. The Credit Union contributed \$5000 to the project.



Summer 2011 Employees and Fat Cat participate in local festivities: Credit Union Day, Gibsons Sea Cavalcade, Sechelt Night Market, and Pender Harbour May Day.



October 2011 Helmut Pastrick, Chief Economist at Central 1 Credit Union presents the Future Business Environment of the Sunshine Coast to over 100 community leaders.

FINANCIAL LITERACY Program

Partnering for Financial Literacy

Sunshine Coast Credit Union has partnered with the Sunshine Coast Community Resource Centre (SCCRC) to bring a financial literacy program to Sunshine Coast residents. "Many Coast residents work part time or have two part time jobs; this is the nature of this region," said Tracy Wiseman, volunteer program director with SCCRC. "In addition, the living wage is similar to the Lower Mainland but without the same level of opportunity, creating challenging financial situations for many of our clients and residents. We approached Sunshine Coast Credit Union with a proposal because of the organization's deep roots in the community, their commitment to education and their focus on social responsibility."

Sunshine Coast Credit Union is pleased to be able to fund the cost of the curriculum and delivery of the program. In addition, employees can see the tremendous value a program like this will bring to the community and have volunteered to facilitate the complimentary sessions. Volunteers will undergo a custom training program to gain the professional facilitation and presentation skills necessary to lead the sessions. Topics such as budgeting, savings & investment options, credit and consumerism will all be covered in the four-module curriculum, with the ability for facilitators to tailor the information depending on the needs of the audience. Additional information including registration details will be available early in the New Year.

IMPORTANT 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 Reminder

The management wishes to remind all members that 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.



Sunshine Coast CREDIT UNION

Gibsons

985 Gibsons Way
Tel 604-886-8121

Pender Harbour

12887 Madeira Park Road
Tel 604-883-9531

Sechelt

5655 Teredo Street
Tel 604-885-3255

BRANCH HOURS

Gibsons & Pender Harbour

Tues to Thurs: 9:30 am - 5:00 pm
Fri: 9:30 am - 6:00 pm Sat: 9:30 am - 2:00 pm

Sechelt

Mon to Thurs: 9:30 am - 5:00 pm
Fri: 9:30 am - 6:00 pm Sat: 9:30 am - 2:00 pm

ABM available at all branches 24 hours a day.

MemberLink® TELEBANKING

604-740-0999

WEBSITE / MemberDirect®

ONLINE BANKING

www.sunshineccu.com

Administration

P.O. Box 799, 985 Gibsons Way
Gibsons, B.C. V0N 1V0
Tel 604-886-2122 Fax 604-886-0797
administration@sunshineccu.net

OFFICE HOURS

Mon to Fri: 8:30 am - 5:00 pm



SunCu Financial SERVICES INC.

A subsidiary of Sunshine Coast Credit Union

Gibsons

#3-985 Gibsons Way
Tel 604-886-8533

Pender Harbour

12887 Madeira Park Road
Tel 604-883-6820

Sechelt

5655 Teredo Street
Tel 604-885-3792

OFFICE HOURS

Monday to Friday: 8:30 am - 4:30 pm

suncu@sunshineccu.net

© Registered trademarks, used under license.

♻️ Printed on recycled paper.

Banking on the Fly



NEW MOBILE FEATURES

Sign up for Sunshine Coast Credit Union's mobile banking and alerts during your next online banking session and take advantage of these convenient, complimentary services.



Mobile Banking. Introduced in 2008, mobile banking provides real-time access to your accounts wherever you happen to be. Sign up for mobile banking and you will be able to send a quick text message to your account from your cell phone, receiving a return text message in seconds letting you know your account balances and recent account activity. **It's fast, it's easy and it's free.** Mobile banking works on all text-enabled phones, so you don't need anything fancy to use this service. Learn more by watching the demo video available on our website.

Mobile Web Browsing & Online Banking. If you have a Smartphone, you'll find Sunshine Coast Credit Union's mobile web browser efficient to use with the most important information at your fingertips including log-in to online banking, find an ATM and contacts. Simply type in "m" after the traditional URL to view the mobile web browser: www.sunshineccu.com/m/.

Mobile Alerts. Whether you use a Smartphone or a traditional cell, sign up for complimentary mobile

alerts and enjoy the benefits of automated account monitoring and increased fraud prevention. The following mobile alerts are available at this time.

- New Bill Payee:** This alert notifies members when a new bill payment vendor is added into their online banking account. Use this alert to track your payees, or to be alerted if an unauthorized user has set up a payee, perhaps with the intention to process a payment from your account.
- Online PAC has Changed:** This alert notifies members that their online banking password has been changed, alerting you to the potential for fraudulent activity within your online banking account.
- Enhanced Personal Message.** This alert notifies members when they have received an enhanced personal message in online banking. Messages range from announcements of new products and services to special offers for members. These additional alerts will be available later in 2012:
- Activity Alert:** Informs you when a deposit is made to your account or funds are withdrawn.
- Balance Alert:** Shows you your balance at a frequency of your choosing, or when the balance drops to a certain amount of your choosing.

Your CHIP MemberCard® is Coming Soon

Sunshine Coast Credit Union is pleased to advise that we will be transitioning to CHIP MemberCards® (Debit Cards) in 2012. The high level of encryption within the CHIP technology will provide enhanced security.

Members who currently hold a Debit Card with us can expect their new CHIP Debit Card by mail early in 2012. There will be no inconvenience to members since both the card number and PIN will remain the same. The only change will be at the point of sale terminals: instead of swiping your Debit Card, you will now insert it, CHIP-first, into the terminal. Members who do not currently hold a MemberCard® Debit Card are encouraged to request one at any of our branches. Debit Cards provide the ultimate in payment convenience as well as freedom to conduct transactions such as bill payments and transfers at Sunshine Coast Credit Union ATMs and the Ding-Free network of ATMs across Canada, without additional fees.



For more information, visit the *FAQ* area of our website or your branch.

Continued from page 1

CEO's Report

membership as to what patronage should look like, and how it should be calculated. We look forward to sharing details of this in the coming months.

Looking towards 2012. Equipped with new technology, member feedback, community forecasts and a team of dedicated employees, we look towards 2012 with enthusiasm and purpose. Our purpose is to exceed the expectations of our members through transformational service and exceptional value. We are well positioned for continued success and along the way we will continue to ask for your feedback to make sure we fulfill your expectations in every way possible. We are humbled by the support you have given us and motivated to make even more progress in the New Year. From all of us here at Sunshine Coast Credit Union, thank you for your patronage and all the best to you and yours in 2012.

Shelley McDade, CEO

