



*Focused*

ON YOUR FINANCIAL WELLNESS

**NOTICE OF AGM**

**82nd Annual General Meeting of  
Sunshine Coast Credit Union**

May 2nd, 2023, 6pm

**Pre-Register for our Virtual AGM:**

604-740-2662

[inquiries@sunshineccu.net](mailto:inquiries@sunshineccu.net)

**INSIDE BULLETIN**

- Message from the CEO
- Financial Wellness
- Dividend Payments
- Call for Director Nominations



# Message FROM THE CEO

Member experience, optimism, change, housing, inflation, financial wellness, digital, climate, innovation, collaboration, inclusion. These are just some of the words that describe the past year here at Sunshine Coast Credit Union (SCCU). Understanding that members are impacted by many of these as well, we are considering how to best support members today, as well as those of tomorrow, as we plan for the new year and beyond.

## Meeting People Where They Are: *Members, Employees & Community.*

The events of the past three years had a profound impact on the choices people are making related to family, health, career, education, and living location. At the same time, digitalization, individual data management, and advances in payment technologies are transforming the financial services industry at a record pace. Our goal is to embrace change as an opportunity to build a stellar experience by meeting people where they are, both financially and geographically.

Meeting members where they are means evolving the way we design and deliver our advice, services, and products. Recent enhancements to our virtual Member Service Centre and mobile and online banking reflect this commitment and aim to support your financial wellness virtually and in-person.

Like many businesses, SCCU has experienced hiring challenges associated with a declining labour pool. Fortunately, the pandemic prepared us well to support a strong employee experience regardless of where our employees choose to live. This has enabled SCCU to attract and retain top talent in support of delivering the member experience you have come to expect from us.

Today, SCCU holds close to one billion dollars in assets and continues to be considered a top-tier BC credit union in terms of financial strength. Your deposits fuel the loans that support your neighbour's home ownership

dreams and the expansion of your favourite small business. At the same time, we are testing new and innovative ways to collaborate with our community partners with the goal to amplify our collective social and environmental impact.

## Looking to the Future.

As we plan for the upcoming year, we are reflecting on the words that may describe our journey in 2023. We are certain change will continue at an unprecedented pace, yet so will our optimism because the co-operative model is more relevant today than ever. And while our vision – **together, we enrich lives where our members live and work** – remains steadfast, it has taken on a more global and urgent meaning. If this is meaningful to you, you can support our team to do even more by referring friends and family our way. A sincere thank you to our loyal members as well as dedicated employees and directors who have all collectively made Sunshine Coast Credit Union the organization it is today. On behalf of all of us, I wish you and yours a happy and healthy New Year.



**Shelley McDade** CEO,  
Sunshine Coast Credit Union

# Our Priority

## IS YOU AND YOUR FINANCIAL WELLNESS

Amid economic uncertainty, look to a partner that can help you become resilient during challenging times. As a member-owner, you have access to experts in support of your financial wellness. No additional fees, no pressure, no catch. Just the right advice and solutions to give you confidence in your financial journey. Not sure where to start? Self-serve online or connect with us directly as a first step. We look forward to hearing from you.



### Embrace a Fresh Start

Access tools and take the online Financial Wellness Assessment.

[sunshineccu.com/fresh-start](https://sunshineccu.com/fresh-start)



### Bank from Home

Contact our Member Service Centre by phone, email or chat.

[sunshineccu.com/contact](https://sunshineccu.com/contact)



### Speak to an Expert

Book an in-person or online appointment.

[sunshineccu.com/book](https://sunshineccu.com/book)

### Financial Service Focused on You

- Three branches and four local ATMs.
- Surcharge-free national ATM network.
- Full service virtual Member Service Centre (MSC).
- Less than one minute average wait time to speak to an MSC Advisor.
- Lending expertise now available through the MSC.
- Refreshed online banking and mobile app for better user experience.
- Two-factor verification for online banking, further secures your online experience.
- Eco-Home Loan expanded to include small renovations and electric vehicle chargers.

## Dividends

Dividend payments will be deposited directly into member accounts this month.

**Class B Membership  
Equity Share Dividend:**

**2.95%**

**Class C Transaction  
Equity Share Dividend:**

**3.85%**

**Class D Voluntary  
Equity Share Dividend:**

**4.35%**

**Total to be paid to  
members:**

**>\$100,000**

*Ask us!*

Class D Equity Shares offer a strong return, providing an opportunity to invest in you and your local financial co-operative. Get started today! Call **604-740-2662** or book an appointment online at [sunshineccu.com/book](https://sunshineccu.com/book).

# Call for 2023 Director Nominations

Sunshine Coast Credit Union's directors are accountable to membership, representing their priorities and shaping the member experience.

## Board of Directors

**Richard Wilson**  
Chairperson

**Manjit Kang**  
1st Vice Chair

**Cheryl McNicol\***  
2nd Vice Chair

**Geoff Gornall**  
Member at Large

**Betty Baxter\***  
**Alaya Boisvert**  
**Allison James**  
**Sue Anne Linde**

\*Terms expire at the 2023  
Annual General Meeting

The director role requires knowledgeable, highly dedicated individuals who can navigate the complexities and challenges associated with strategic oversight, governance, risk management, and financial management of the credit union. Consistent participation is required, and directors are expected to be prepared for and engage actively in committee meetings, board meetings, planning sessions, education, and professional development.

Diversity on all levels is an important element of an effective board, while it also ensures SCCU is reflective of the communities it serves. A strategic balance of expertise and skills is desired and prospective candidates are assessed against those areas the board is looking to strengthen. In addition to specific areas of expertise, core competencies such as strategic thinking, leadership and capacity for succession are required.

The terms of two directors will expire at the 2023 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 Marisa Hudson, Corporate Secretary at [604-740-2662](tel:604-740-2662) or visit [sunshineccu.com](http://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 SCCU's 2023 Board of Directors will be accepted beginning January 27, 2023 at the Administration Office: 985 Gibsons Way, Gibsons, BC, V0N 1V8. Nominations will close at 5pm PT February 28, 2023.**

## 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.



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.



[sunshineccu.com](http://sunshineccu.com) | [604-740-2662](tel:604-740-2662)



**Sunshine Coast**  
**CREDIT UNION**