

# 2016 ANNUAL REPORT



**CREDIT  
UNION**

EAST COAST

**STRONGLY ROOTED  
GROWING AS ONE**

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# A MESSAGE FROM YOUR CEO

## KEN SHEA

**"Our intention remains to provide a community based financial services institution committed to the communities we serve and to provide enhanced opportunities to create valuable partnerships with our members."**

2016 has been a successful year for East Coast Credit Union. We are now just one year into our amalgamation and are pleased with what has been accomplished and feel positive about our strategic direction moving forward. The decision to amalgamate two strong credit unions and create an even stronger credit union demonstrates the commitment each of our former organizations shared.

The focus for 2016 has been taking advantage of the synergies created as we fold two organizations into one. Our team has worked diligently this year to create progressive change and has been focused on organizational growth and development. This year of transition has been filled with challenges and successes. We have focused on adjusting to the changes required while trying to minimize the effect on you our members. In 2016, we accomplished several important initiatives as part of our ongoing amalgamation plan to rebalance and realign our business. We completed the data merge so that all member information is available on one data system; we successfully moved to one technology platform for our internal communications; we integrated and aligned our product and service offerings to better serve our members' needs and provide consistent and competitive pricing for all members; we implemented a member survey

program across the organization so we could receive feedback from our members in an effort to provide continued top-notch individualized service; we reviewed and updated many of our corporate policies to provide our staff with a consistent framework to operate within; and we have worked to improve a number of our processes to improve efficiency and the member experience throughout our organization.

Our grand re-opening of the branch transformation at the Bergengren branch took place in March 2016 and brought with it much excitement and anticipation. We are very pleased that our goal of making our largest branch a modern, warm and welcoming environment has been met with enthusiasm from our members. We have seen our members gather, socialize, enjoy a warm beverage, learn to use our self-serve banking options, and experience the welcoming and pleasant environment of their local branch. We continue to look to improve our branch locations and in 2016 also began renovations to improve our Sackville location. We are pleased to offer our members more service-oriented branches designed to accommodate all their financial planning needs.



*Bergengren Branch Manager Donnie MacInnis, VP of Operations Sally Van de wiel & Assistant Branch Manager Elaine Robertson were proud to accept a congratulatory letter from local MLA Randy Delorey for our amalgamation and Bergengren branch transformation, pictured on the right.*



We are dedicated to building stronger communities through sustainable practices and took several important steps to improve our sustainability as an organization in the past year. We formed a partnership with Bullfrog Power to invest in renewable energy for our branch operations and ATM network across East Coast Credit Union. This partnership not only helps reduce our organization's environmental impact across Nova Scotia but also supports the development of new community based renewable energy projects in our region and across Canada. This initiative allows us to demonstrate leadership in sustainability both locally and nationally within the credit union system. We are thrilled to be a part of this initiative, helping to bring about meaningful change in our local communities.

In 2016, we also joined the Antigonish Community Energy Coop, a newly formed cooperative that came together to advocate the adoption of solar energy and whose mission is in part to encourage energy efficiency, and environmental stewardship. With the guidance of the ACE Coop, our New Glasgow branch had solar panels installed and now produces solar energy in that location. We plan to continue to review our other branch locations throughout the coming years to determine suitability of this technology and other green technologies to continue to reduce our environmental impact. These new partnerships support our effort to be an environmental stewardship leader in the local communities where we operate as well as on the national stage. Our hope is through these partnerships we will encourage other businesses to consider similar investments that will result in improvements to our collective environmental future.

Demonstrating responsible corporate citizenship is part of our DNA at East Coast Credit Union and is essential to the

ongoing relationship with our members and our communities. We are very excited about the years ahead as we aim to become a leader not only in our local communities but within the Atlantic region and the national cooperative movement. We want our staff and members to be proud of our approach to business and our partnerships with them to create a sustainable and successful future.

In closing I would like to thank our staff, management team, and board members whose continued focus make East Coast Credit Union not only a great place to work, but also a great place to do business. To all our staff who worked diligently during the year to help our organization through the changes required, thank you for your patience and perseverance as we continue with our vision of creating the best credit union in Atlantic Canada. In addition, thank you for continuing to deliver exceptional service to our members and helping them during these changes. As we move forward, our success will depend on our working together and building on our strengths as a team.

Most importantly, we would like to thank our members for your continued support, patience, and cooperation during the past year. You have made 2016 another great year for East Coast Credit Union. We are all members and play a key role in building a stronger and more successful East Coast Credit Union in the future. I look forward to reporting our future achievements as we continue to grow and serve you. The dedication of our team and our members is critical to the success our organization and it is important that we recognize this as we celebrate our 2016 achievements and move forward in our efforts to make 2017 another successful year.

# A MESSAGE FROM YOUR CHAIR

MARY OXNER

2016 was a remarkable year for East Coast Credit Union.



During the first year following amalgamation, your Board of Directors provided oversight on the implementation of the amalgamation plan as approved by members and strategized about the future of our credit union. The Board of Directors monitored the progress of key milestones (e.g., the data merge, change management) along the amalgamation pathway and managed the amalgamation of policies and culture of the Board of Directors of the two legacy credit unions. The Board also developed with management, a comprehensive strategic

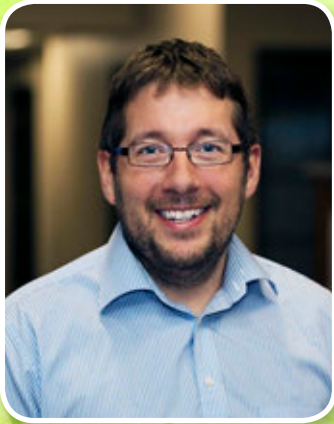
plan for 2017-2020 entitled “Achieving Greater Value for our Members”. Our discussions and ultimately the strategic plan focus on innovative products, services and service delivery platforms for members, on developing and supporting our employees, on building the capacity of our communities, on reinforcing the unique role of the credit union in our communities and on the financial performance to allow us to achieve our strategy. The future has much promise for our collective financial success.

## OUR GROWTH IN NUMBERS

MEMBERSHIP	ASSETS	LOANS	EQUITY
40,931	\$677.4 MM	\$569.6 MM	7.4%

[CLICK HERE](#) to review ECCU's Financial Statements for 2016

# YOUR BOARD OF DIRECTORS



TREVOR BOUDREAU



DAN FOUGERE



DAVID HARRISON



KATHY  
MACDONNELL-RANKIN



HELEN MACPHERSON



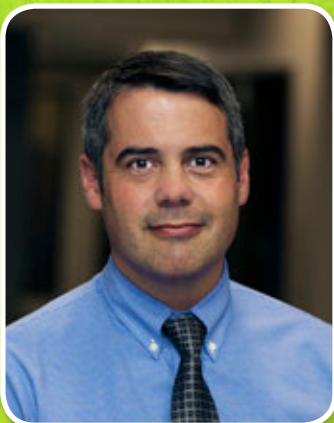
BILL MILLS



MARY OXNER



JOHN PEACH



RANDY PETERS



ANNE SEARS



BILL TIMMONS



CRAIG WILLIAMS

# 2016 SERVICE AWARD RECIPIENTS

## 40 years

JEAN MACNEIL

## 35 years

SUZANNE YOUNG

## 30 years

CAROLYN GRANT  
STELLA MCDANIEL  
LOIS VENEDAM

## 25 years

AUDREY FRASER  
DEBORAH MACDONALD

## 20 years

SHELAGH FRASER  
NADIA GARDIN-LANGILLE  
MARGIE GLENN  
CHRISTINE HANLON  
BEVERLY MURPHY-LEVY

## 15 years

TANYA CHISHOLM  
TERESA GIRVAN  
CATHY MACDONALD  
LOUISE MACDONALD  
BRENDA MACISAAC  
JANIE VICKERS

## 10 years

AMBER MADDEN  
KIM MACKINNON-SAMPSON

## 5 years

JILL BREWER  
MANDY DELOREY  
TODD DICKEY  
KATRINA GILLIS  
ANGELA L'ABBE  
STEPHEN LONG  
LYNN SHANNON  
VALERIE WILLIAMS

*The dedication of our staff  
and their combined talents  
give us our strong roots  
and our ability to grow.*

# ROOTED IN OUR COMMUNITIES

At East Coast Credit Union, we offer something more, we are rooted in our local communities and are dedicated to meaningful initiatives that help build the communities we serve. In 2016 we contributed **\$230,971** to help our communities grow and prosper and have provided a few important highlights of these initiatives below.



## *East Coast Credit Union Bursary Program*

We were thrilled to be able to provide \$15,500 in bursaries to help our youth pursue post-secondary education.

## *Junior Achievement of Nova Scotia*

We provided \$12,700 to the Junior Achievement Program with various important initiatives such as Platinum Sponsorship of the Business Hall of Fame. We are proud to support the inspiring youth of our community through this important program.

## *Alberta Wildfires*

Together with our staff and members, and in combination with our corporate contributions, we raised over \$30,000 for those affected by the wildfires in Fort McMurray. Many thanks to everyone for your generosity in this important initiative.

## *Relay for Life for Canadian Cancer Society*

East Coast Credit Union staff, throughout our branch network, participated in this important annual relay to help raise funds to benefit cancer research and cancer patients across the province.







### *FEED Nova Scotia*

Through both a summer and fall food drive, a corporate donation during the holiday season, and by participating in the Antigonish Street Fair, we were very busy throughout 2016 supporting our local food banks.



### *L'Arche Cape Breton*

Our passion for this important organization continued in 2016 with branches participating in the annual barbecue fundraiser among other important initiatives throughout the year.



### *Music on Main, Antigonish*

As a sponsor of Music on Main, we were pleased to participate in this community supported, locally funded music concert series whose goal is to bring great musical talent from around the province to our community members for free.



### *Highland Games*

We sponsored the Highland Games which support arts in a week-long event featuring athletes, pipers, drummers, and highland dancers from across the country and around the world.

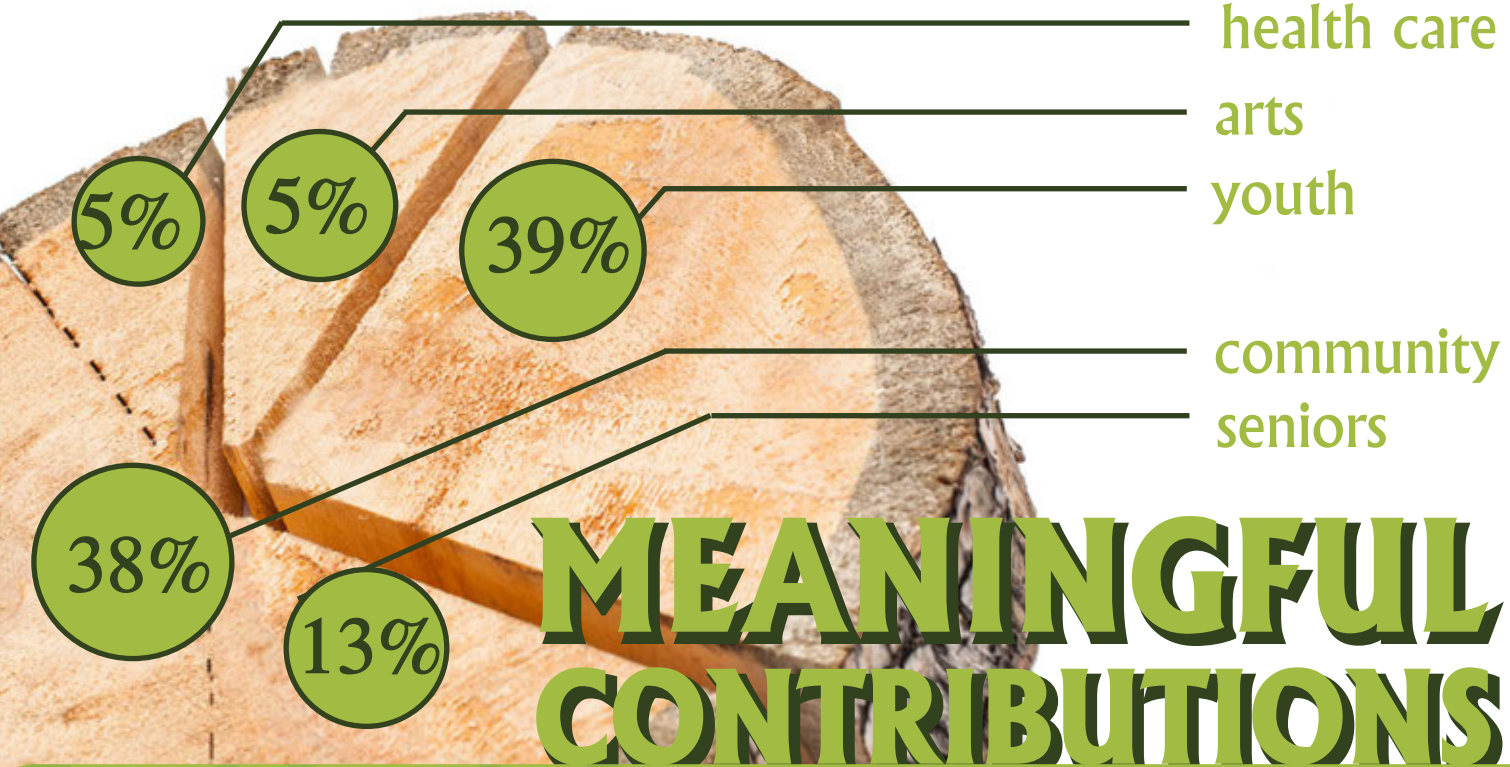
### *Critical Health Facilities*

We continue to support our critical health facilities including the IWK Health Centre, QEII Health Science Centre Foundation, St. Martha's Regional Hospital, and the Strait Richmond Hospital through various initiatives throughout our branch network.

# WE ARE PART OF SOMETHING BIGGER

At East Coast Credit Union, **we are a part of something bigger**, we don't just sponsor an initiative, we join in and help **in meaningful ways** to bring community dreams to life. In 2016, our staff and board members continue to support their communities and collectively donated over **4858** hours to important organizations, events, and causes throughout Nova Scotia.





# MEANINGFUL CONTRIBUTIONS



Our Port Hawkesbury staff celebrating Credit Union Day and showing appreciation to our members for their dedication to East Coast Credit Union.



Each year our branches collect hats, mittens, and scarves on behalf of Family Services of Eastern Nova Scotia for local families in need.



We were proud sponsors of the Antigonish Chamber of Commerce's Outstanding Customer Service Award which was presented to Donna Sullivan, Stylistic Hair Salon.



Dartmouth, Kearney Lake, Sackville and Fall River branches participate in the Angel Giving Tree Toy Drive each year to support families in need during the Holiday Season.

# REPORT FROM YOUR AUDIT COMMITTEE

## DAN FOUGERE - CHAIR, AUDIT COMMITTEE

In 2016, management and staff of East Coast Credit Union delivered on the financial roadmap as presented in the Amalgamation Plan, notwithstanding the significant operational challenges of combining the cultures, systems, policies and procedures of two autonomous organizations.

The East Coast Credit Union Audit Committee met on five occasions since the last Annual General Meeting. Our audit committee members are Dan Fougere, Bills Mills, Randy Peters, Melanie Sampson, Anne Sears, and Monica McCarthy. The fiscal year ending December 31, 2016 was a transition year for both the Audit Committee and East Coast Credit Union as an amalgamated entity.

The Audit Committee policies of both East Coast and Bergengren were reviewed and a revised risk management framework was implemented, utilizing the best practices of both predecessor organizations.

The economies of scale of the new organization allowed for the creation of a full-time Internal Audit position to help ensure a robust governance and risk management function for the new organization.

Shauna Cranton, a long-time employee of East Coast Credit Union accepted an appointment as Internal Auditor In January, 2016. Ms. Cranton availed herself of a range of resources in developing an Internal Audit Charter and Work Plan. The Internal Audit function is a most welcome resource for the Audit Committee. Several location audits were conducted and the written reports are easily understood, organized and well written.

Your Audit Committee participated in a comprehensive review of the external audit plan as developed by BDO Canada LLP. The experience and skill set of the external audit team resulted in a plan designed to test and evaluate critical internal control measures and risks to East Coast Credit Union.

Upon completion of the audit, the BDO audit team met with our Committee and presented informative analysis of the financial results and the accompanying notes to the financial statements for the year ended December 31, 2016. It is noteworthy that the external auditors did not discover any material deficiencies in the internal control practices of East Coast Credit Union.

Quarterly meetings of the Audit Committee were held to review interim financial reports, key performance indicators, compliance with CUDIC benchmarks and Enterprise Risk Management measures. There are no significant concerns or deviations to report.

Your Audit Committee extends a note of gratitude and congratulations to management and staff on a successful inaugural year of operations under the East Coast Credit Union amalgamated banner.

# 2016 ACHIEVEMENTS



East Coast Credit Union was selected as one of the Best Places to Work in Atlantic Canada by Progress Magazine.



Ken Shea was recognized as one of Atlantic Business Magazine's Top 50 CEO's for 2016



Don Pottie, former Board Chair of East Coast Credit Union, was awarded the Distinguished Cooperator Hall of Fame Award.

Finalist for the National Credit Union Innovation Award.

Finalist for the National Credit Union Community Economic Development Award.

# LOVE WHERE YOU BANK



**It's banking that goes further.**

We provide the great banking you're seeking, but we offer something more. We offer the opportunity to be a **part of something bigger**: the chance to be more than a customer, to help **build your community**, to see fairness, trust, equality and independence brought to life in real and **meaningful ways** from the way we treat you every day.



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