



East Coast
CREDIT UNION



Bank with purpose

ANNUAL REPORT

2025



**Banking that fits
where you are **and**
where you're going**

Table of Contents

Message from your President & CEO	4
Message from your Board Chair	8
Financial Highlights	9
Click for financial statements	
Your Board of Directors	10
Employee Service Awards	12
Community Impact	14
DEI Commitments	23
Awards and Recognition	24
Member Experience	26
Audit Report	28



Message from your President & CEO

KEN SHEA

This past year marked an important chapter for East Coast Credit Union, shaped by momentum, meaningful progress, and the trust our members place in us every day.

Our bank with purpose approach ensures that progress stays grounded in what matters most: putting members' needs first and strengthening the communities we serve.

As we expanded and invested in new ways to support members, we remained true to our roots through local decision-making, trusted advice, and a genuine focus on community impact. For us, growth is not measured by size but by service, reflected in how well we meet our members' needs, improve access and experiences, and stay closely connected to people and communities across Nova Scotia.



The staff are very helpful and they actually care about your business and what you're going through.

– East Coast CU Member
in St. Andrews

*Celebrating the successful
Fall River branch transformation*



We officially welcomed the Provincial Government Employees Credit Union team to East Coast CU on January 1, 2025



Financial Strength and Growth

2025 marked a pivotal year in East Coast CU's ongoing modernization journey. We strengthened our financial position while investing in improvements that elevate digital experiences and deepen our commitment to community impact. Our performance reflects stability and resilience, and we are well positioned for the future.

The year also included the successful integration of Provincial Government Employees Credit Union, which officially joined East Coast CU on January 1, 2025, expanding service locations and product offerings for Provincial Government Employees across the province.

Membership reached **60,038**, and our assets grew to **\$1,774,599,954**. Our loan portfolio achieved **\$1,507,609,123**, supported by prudent lending practices and strong member relationships. With equity standing at **7.5%**, East Coast CU continues to invest in people, technology, and experiences that allow us to serve members with greater care and efficiency for years to come.

New West Bedford Branch, Member Services and Digital Transformation

The opening of our new West Bedford branch marks an important step forward for East Coast CU and reflects our commitment to growth in new communities. Located at 660 Brookline Drive, in one of HRM's fastest growing and increasingly diverse communities, this modern space was created to encourage connection, support financial well-being, and strengthen our presence in the area. In its first few months, the branch has already seen strong engagement from members, reinforcing the value of being present and accessible. As our twentieth physical location, it signals our ongoing commitment to accessibility and member experience.

Exceptional service remains at the heart of who we are. This year, we continued to strengthen how we support members both in branch and through the continued evolution of our Virtual Branch. We invested in expertise and capacity to ensure members can access trusted guidance wherever they are. Just like our in-branch teams, our Virtual Branch team is made up of financial professionals working across Nova Scotia, bringing local understanding and personalized support to members wherever they live. Across the province, our teams focus on providing practical advice and a warm, welcoming East Coast experience rooted in cooperative values and a commitment to helping members thrive.



It's close, convenient and the staff is just amazing. SO FRIENDLY and always remember your name. You never feel you are asking too many questions and they are very knowledgeable. I Love ECCU.

– East Coast CU Member in Sackville

We also reached a major milestone in 2025 with the successful conversion of our core banking system, one of the most significant transformations in our history. In April 2025, we completed major upgrades to our online, mobile, and in-branch banking systems, strengthening functionality, accessibility, and long-term reliability. This achievement was made possible by the expertise, dedication, and collaboration of our project team, whose hard work ensured a successful transition. We are equally grateful to our members for their patience and trust throughout this process. Together, this milestone lays a strong foundation for the next phase of our digital transformation and opens the door to more innovative, secure, and seamless experiences in the years ahead.

Awards and Achievements

Across Nova Scotia, East Coast CU was proud to be recognized for the impact we continue to create together. These achievements reflect the dedication of our employees, whose commitment to our members and community strengthens us every day. This year, we celebrated the national recognition of Katrina Turnbull, our Director of Enterprise Digital Excellence, who received the Canadian Credit Union Association's National Young Leaders Award, a recognition of the leadership and innovation driving our organization forward.

We were also honoured to receive the prestigious Coady Award, recognizing our leadership, volunteerism, and community impact work completed in 2024.

Our community partnerships were further recognized through our collaboration with the Upward Mobility Kitchens team, who received the Empowering Your Community Grant from Concentra and Equitable Bank in support of their Waste Not Want Not program. This initiative reduces food waste, creates employment, and provides nutritious meals across Halifax Regional Municipality. Their work was also recognized when the Upward Mobility Kitchens team received the Small Business of the Year Award at the Mobius Awards.

We also celebrated twenty years of partnership with L'Arche Cape Breton, a milestone that reflects our long-standing commitment to building inclusive and supportive communities. Together, these acknowledgements remind us of the meaningful difference our people make and the impact we can achieve alongside our partners and members. I extend my sincere appreciation to our employees, whose dedication continues to shape the experience our members rely on.

Theresa MacDonald was recognized as one of L'Arche Cape Breton's most passionate and dedicated volunteers



Katrina Turnbull received the 2025 National Young Leaders Award



East Coast CU is proud to support Halifax Tides FC, the city's first professional women's soccer club, as an official partner

Community Impact

East Coast CU continues to deepen its community impact through a strong and growing commitment to Environmental, Social, and Governance principles.

Our approach is rooted in people and places and guides how we invest in equity, inclusion, education, and sustainable community development.

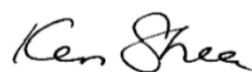
We are proud to support belonging and inclusion as a Gold Sponsor of the 2025 Halifax Pride Festival, reinforcing our pledge to help build safe and equitable communities across Nova Scotia.

Our partnership with Halifax Tides FC, the region's first professional women's soccer club, reflects this same commitment. Together, we support leadership and youth development throughout Atlantic Canada while celebrating the resilience and talent of female athletes who inspire both on and off the field. Our involvement in cultural and community initiatives, from presenting the Royal Nova Scotia International Tattoo to amplifying the work of local organizations through Do Some Good, demonstrates

our ongoing investment in programs that strengthen the communities we serve.

This year also provided meaningful opportunities to support important conversations and causes across the province. We joined Habitat for Humanity Nova Scotia for the inaugural National Housing Day Summit, which brought together leaders and advocates to address the critical need for affordable housing. We were honoured to contribute ten thousand dollars to SAFE Antigonish during their tenth anniversary celebration, supporting their ongoing work in the community. Our participation in the Loyal2Local Challenge and the continued work of East Coast CU Cares reflect our commitment to supporting local businesses, organizations, and neighbours across Nova Scotia. Through these initiatives, staff and board members were also provided with funding to support local causes that mattered most to them, helping strengthen communities in meaningful, personal ways.

Each of these efforts is made possible by the dedication of our people and partners. Together, we remain focused on building a more inclusive and sustainable future for everyone who calls Nova Scotia home.



Ken Shea, President & CEO

Looking Ahead

As we look ahead, East Coast CU remains focused on innovation, meaningful community connection, and the belief that progress happens when we work together. As a certified B Corp, the steps we took this year strengthened our foundation and prepared us to continue evolving in ways that help members bank with purpose and feel confident about their financial future.

We look forward to working alongside our members, community partners, Board of Directors, and our dedicated East Coast CU team to explore new opportunities to enhance the member experience and expand our impact throughout Nova Scotia.

To our members, thank you for your trust and continued support. Every achievement and advancement is possible because of you. We are honoured to serve you and look forward to another year of shared success.

Thank you!



Message from your **Board Chair**

MELANIE SAMPSON

The past year has been one of progress and steady focus for East Coast Credit Union. It is a privilege to share an overview of our work and to reflect on how the board has supported the continued strength and direction of our cooperative.

In 2025, the economic environment showed encouraging signs of improvement. Inflation continued to ease, interest rates moved toward more stable levels, and many households began to feel the early effects of a more balanced financial climate. While uncertainty remains a part of the broader outlook, there is renewed optimism as conditions gradually strengthen across the province.

Throughout the year, the board remained focused on ensuring East Coast CU is well positioned to serve members in both the near and long term. A significant milestone was the successful integration of the Provincial

Government Employees Credit Union on January 1, which broadened our reach and strengthened our cooperative system. Another important highlight was the opening of our new branch in West Bedford, expanding our physical presence in a growing community and reinforcing our commitment to accessible, community based service.

The organization advanced its core banking system modernization, a project that will play an important role in shaping our future operations.

The board's role has been to ensure alignment with our strategic priorities and to support enhancements to the member experience.

In addition, the board maintained its focus on responsible financial stewardship, strong risk management practices, and the continued evolution of our community impact and diversity, equity and inclusion initiatives. The board also valued the opportunity to participate in several community impact initiatives across Nova Scotia, which highlighted the important ways our cooperative model supports members and communities. These priorities reflect our cooperative values and remain central to how we define and measure success.

Financial Highlights

MEMBERSHIP 

60,038

↑ 28%

ASSETS 

\$1,774,599,954

↑ 16.2%

EQUITY RATIO 

7.5%

=

LOANS 

\$1,507,609,123

↑ 15.5%

What stands out most this year is the collective strength of our organization. Our employees continue to serve members with personalized dedication and care. Our leadership team provides thoughtful and steady direction. And our members place their trust in us to support their financial well being.

Looking ahead, the board remains committed to guiding East Coast CU through a changing financial landscape while staying true to our cooperative principles. With a clear strategic

path and a commitment to responsible growth, we are well positioned for the opportunities ahead.

On behalf of the Board of Directors, thank you for your continued confidence and support. It is a privilege to serve our members and communities, and we look forward to what we can accomplish together.



Melanie Sampson, Board Chair

Your Board of Directors



Melanie Sampson (Chair)

Executive Committee
CEO Evaluation Committee
Strategic Planning Committee



John Berk

Executive Committee
Audit Committee
Community Impact Committee
Governance Committee



Dan Fougere

Executive Committee
Audit Committee
Nominations Committee
Strategic Planning Committee



Tyrell Giffin

Executive Committee
Credit Committee
Governance Committee



Travis Gunn

Audit Committee
Governance Committee



Christine Hanlon

Nominations Committee
Communications Committee



Kathy MacDonnell-Rankin

Executive Committee
Governance Committee
Community Impact Committee
Nominations Committee



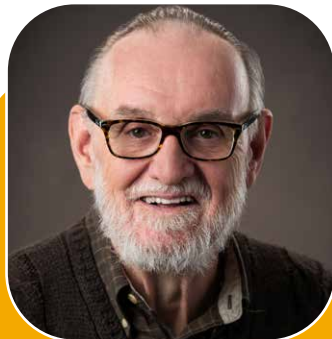
Julie Marchand

Credit Committee
Governance Committee
Communications Committee
Strategic Planning Committee



Mary Oxner

CEO Evaluation Committee
Communications Committee



Maurice Smith

Credit Committee
Governance Committee
Community Impact Committee



Bill Timmons

Audit Committee
Community Impact Committee

East Coast CU's Board of Directors is made up of dedicated local leaders elected by our members. With deep roots in the communities we serve, they bring a wide range of experience and perspectives, guided by a shared commitment to doing what's best for members and neighbours.

Working closely with East Coast CU's executive team, the board provides strategic direction and strong governance to support the long-term success of the credit union.

Leading with a bank with purpose mindset, our board's focus extends beyond financial performance to creating meaningful, positive impact in the communities we proudly serve.

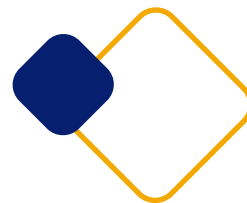


Anne Sears

IN MEMORIAM

Our Community Impact Board and team learning about the Credit Union movement at the Coady Institute

We dedicate our 2025 Annual Report to the memory of Anne Sears. She served on our board from 2016 to 2025. Anne was a retired educator and administrator, with ten years of service on our Board of Directors, and many previous years of service on the Bergengren Credit Union Board. She served on the Audit, CEO Evaluation, Communications, Executive, and Nominations committees throughout her tenure. She was a dedicated community volunteer and served as a municipal councillor, municipal school board member, on the Board of Governors of St. FX University and held executive volunteer positions with various sports teams in the Antigonish area. Anne brought dedication, leadership and community spirit to our organization and will be deeply missed.



Employee Service Awards

This year, we honour 30 employees whose milestone achievements reflect their dedication to our members and our mission. We're proud to celebrate everything they bring to our team and the impact they make every day.



35 YEARS

Kimberly Cameron
Theresa MacDonald

30 YEARS

Scott Shaw

25 YEARS

Julie James
Crystal Mattie

20 YEARS

Kristian Gagnon
Margaret Ann Matheson
Curtis Mombourquette

15 YEARS

Nicole Boyd
Steven Garvie
Dawn MacInnis
Melanie MacNeil
Natasha Scothorn
Linda Woodford

10 YEARS

Sonya Boyd
Marissa Cameron
Julia Gradwell
Donna MacGregor
Candace Poirier
Yvette Tanner
Emily vanderLinden

5 YEARS

Jill Curley
Sandra Gardin
Colin Harpell
Heba Hossein
Anastasiya Kamzeeva
Jasmyn MacDonald
Kayla Partridge
Seamus Rose
Jordan Young



At East Coast Credit Union, our people make all the difference.



Our team of volunteers proudly helping at the Dartmouth General Hospital Foundation for the annual Lobster Dinner and Auction fundraiser

Celebrating the CU way at our annual Staff Appreciation

2025 Youth Leaders at our annual working session

Community Impact

EAST COAST CU PURPOSE STATEMENT

We empower our employees, members, and communities to drive positive financial, social, and environmental change.

Environment, Social and Governance (ESG) Framework 2024 – 2026



KEY PRIORITIES

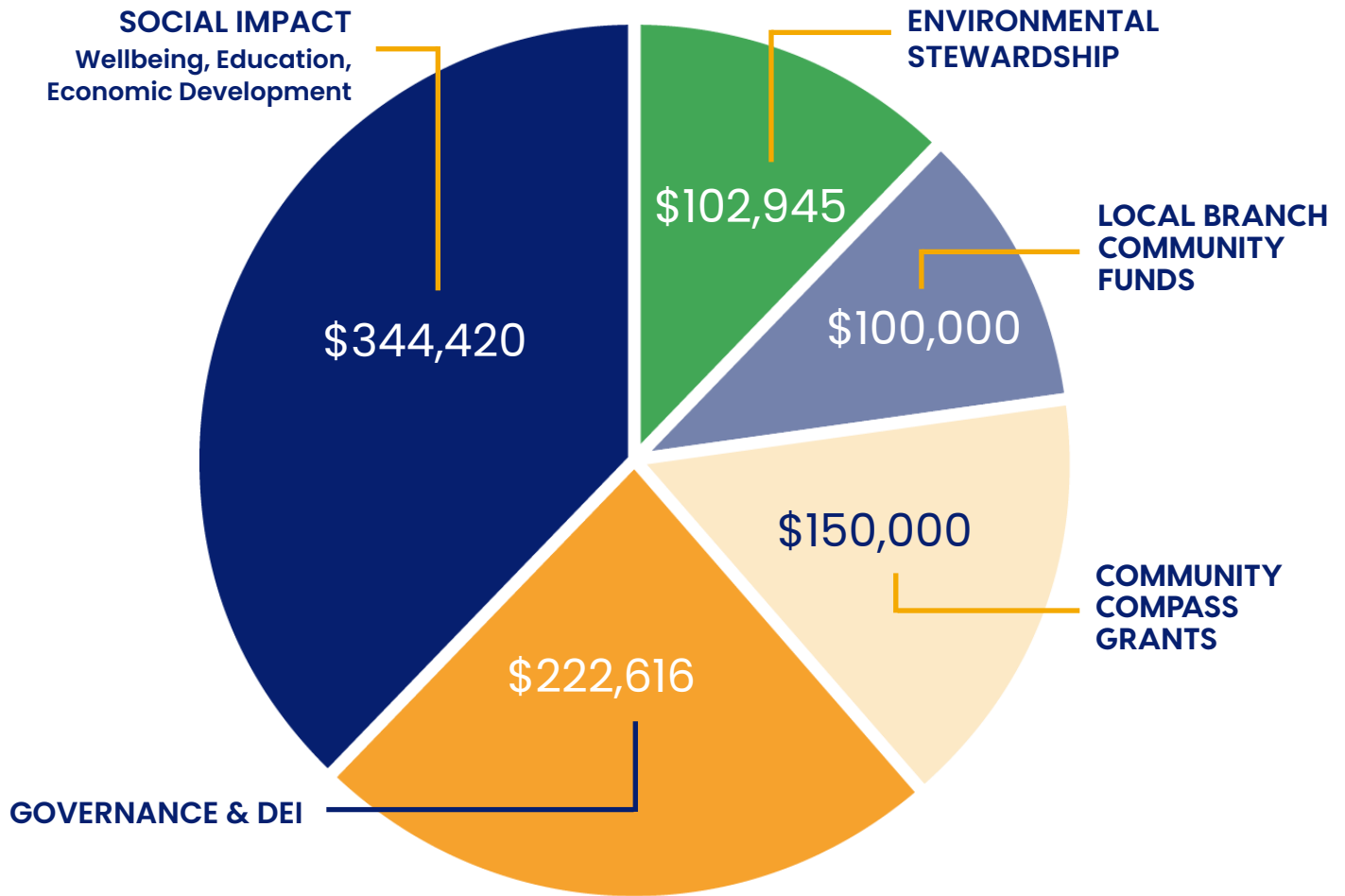
- Ensure East Coast CU operations and facilities are environmentally responsible and staff are engaged and informed.
- Provide products and services for members that recognize and reward environmental sustainability.
- Support environmental partnerships that advance environmental stewardship in our local communities.

- Uphold a workplace that is welcoming, inclusive, and reflects the diversity within our communities fostering staff engagement and volunteerism.
- Continue to broaden our range of products and services that deliver advantages to all of our members, with particular focus on the needs of underserved populations.
- Partner with key community organizations in the areas of health, food security, affordable housing, local economic development, and education.

- Take joint action with other partners to advance social and/or environmental impacts at policy, industry and/or business community level.
- Raise awareness of ESG accomplishments utilizing impact reporting, increased communications, and certifications.
- Involve the board in the development of vital strategies concerning the design and oversight of East Coast CU's ESG Framework and initiatives.

2025 Community Impact Budget

\$919,981 supporting our local communities



East Coast CU committed

\$150,000

to organizations in **4** communities through our Community Compass Grant Program supporting social enterprises and cooperatives



6,397 tonnes CO₂ reduced since 2017

lowering our environmental footprint



The Loyal 2 Local Challenge

saw our staff reinvest **\$24,000** at local businesses last summer



Reinvested **10%** of profits back into **community projects and programs**



Staff and board members contributed **2,572 Volunteer Hours**



Environment



LaHave location community clean-up for 2025 Earth Day



Supporting local trails with a \$2,500 donation to Friends of Blue Mountain Birch Cove Lakes at our West Bedford grand opening

Our commitment to environmental sustainability



65.6 MWh energy produced by solar panels in 2025



6,397 tonnes of CO₂ saved since 2017 thanks to our partnership with Bullfrog Power



Amount of **CO₂** reduced since 2017 is equal to **1,492 cars** taken off the road for one year

We're committed to running our operations in an environmentally responsible way and empowering our staff to embrace sustainable habits. Through our products, services, and community partnerships, we champion initiatives that contribute to a healthier planet.

WASTE NOT WANT NOT PROGRAM

Upward Kitchens is creating delicious meals, supporting community organizations and reducing carbon emissions. In partnership with East Coast CU and their Waste Not Want Not program, chefs use surplus products and ingredients that would otherwise be discarded to create nourishing, affordable and tasty meals. In 2025, they diverted **7,416 kg** of waste, offsetting **6,852 tonnes of CO₂** – the equivalent of the **CO₂** absorbed by **310 mature trees**. They also recovered and donated nearly **14,000 meals** to organizations serving individuals facing food insecurity. Through partnerships and advocacy, they are working to create scalable, replicable models that transform food waste into food security.

EV CHARGERS – DRIVING TOWARDS SUSTAINABILITY

In 2025, we installed our first two electric vehicle chargers in Antigonish. Adding to the infrastructure of EV chargers in our community helps make choosing an electric vehicle a viable option for members. We're not stopping here – we plan to install two more chargers at our LaHave River branch, with additional EV charger installations anticipated as we continue to identify suitable locations across our branch network.

Other environmental causes we supported in 2025:

- Back to the Sea Society
- Bras d'Or Watch Biosphere
- Bull Frog Power
- Friends of Blue Mountain Birch Cove Lakes Society
- Nova Scotia Nature Trust
- Other local branch Initiatives





Social



Our staff participate weekly in the Waste Not Want Not program to transform surplus food into community meals and reduced emissions



Our staff fundraising at the 2025 Harbour Wars to support cancer care in Cape Breton

Our commitment to well-being



East Coast CU staff filled **49** volunteer shifts at Upward Mobility Kitchens, contributing **384** hours



East Coast CU staff filled **163** volunteer shifts with local organizations



In 2025, **\$196,305** was directed to programs and events supporting health and well-being

We work closely with local organizations in our community addressing health, food access, affordable housing, poverty alleviation, and emergency assistance. Through these partnerships we contribute both financial resources and volunteer time to help deliver the services their communities need most. In 2025, our staff contributed **2822** volunteer hours, supporting **78** organizations.

FARM TO TABLE

The Kidney Foundation plays an important role in the lives of those experiencing chronic kidney disease. In 2025, we were a sponsor of their Farm to Table dinner, which brought the finest local produce to centre stage at The Farm at South Cove, in Lunenburg. Proceeds from the dinner support the 1 in 10 Nova Scotians and their families living with chronic kidney disease, through peer supports, travel expenses, educational resources and more. We're also proud to share that one of our staff, Debbie England, was honoured with an award from The Kidney Foundation for her volunteer efforts supporting their work in Nova Scotia.

NOVA SCOTIA COOPERATIVE COUNCIL - COADY'S PLACE 2

Coady's Place 2 is an affordable housing development by the Nova Scotia Co-operative Council in New Glasgow, Pictou County. Consisting of 21 affordable housing units, the development includes a mix of studio, one and two-bedroom apartments, as well as two fully accessible units.

With the support of East Coast CU financing, this initiative is fully operational and sustainable, providing safe and affordable homes for low-income families and seniors. Coady's Place has helped residents achieve stability, secure employment, regain dignity all while fostering a cooperative caring community where neighbours support one another and everyone has the opportunity to thrive.

Other well-being causes we supported in 2025:

- A Better Life Foundation - Waste Not, Want Not & Tokens
- Antigonish Fuel Fund
- A Roof Over Their Head Society
- Bedford Lions Food Pantry
- Coldest Night of the Year
- Feed Nova Scotia
- Food for the Ears
- Habitat for Humanity



Social



The East Coast CU Ice Festival helped drive heavy foot traffic and support local businesses in Downtown Dartmouth



East Coast CU staff presenting an outstanding customer service award at the Antigonish Chamber of Commerce

Our commitment to local economic development



Funded **22** new small businesses in 2025



Wrote **\$1,778,995** in loans to support the development of local businesses

#Loyal2LocalChallenge

The Loyal To Local Challenge saw our staff reinvest **\$24,000** at local businesses last summer

East Coast CU helps build a thriving local economy by bringing people together through community events, supporting small businesses, and celebrating our region’s cultural diversity. These activities spark entrepreneurship, strengthen relationships, and enrich our communities.

COLD FUN FOR EVERYONE

Each year, the East Coast Credit Union Ice Festival draws thousands of visitors to Downtown Dartmouth, at what is typically the coldest, dreariest part of the year. Instead of staying inside out of the cold, visitors flock to the neighbourhood to see the incredible ice sculptures, play fun games, shop at local businesses and take in entertainment. In addition to being the title sponsor, East Coast CU staff show up in a huge way, volunteering to make the event special for attendees. In 2025, **32,000** visitors attended in just one day, contributing **\$2.3 million** to local businesses and services.

NOVA SCOTIA SMALL BUSINESS LOAN GUARANTEE

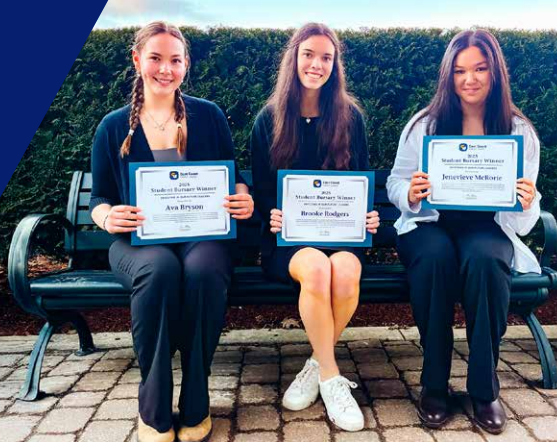
For over 20 years, our partnership with the Nova Scotia Co-operative Council on the Small Business Loan Guarantee Program has empowered small businesses across the province. The program remains a vital source of support for entrepreneurs looking to start, expand, and strengthen their operations. In addition to bringing new businesses to communities across Nova Scotia, the program has continually brought new jobs and maintained others over time. In 2025, **116** jobs were created and **75** more were maintained thanks to this partnership.

Other economic causes we supported in 2025:

- Antigonish Culture Alive
- Antigonish Highland Games
- Antigonish Jazz Festival
- Cape Breton Partnership
- Eastern Nova Scotia Exhibition
- Festival Antigonish Summer Theatre
- Halifax Tides Community Partner Sponsorship
- Granville Green Summer Concert Series
- National Holstein Convention
- Royal Nova Scotia International Tattoo T-Shirt Sponsor
- Stanfest Road Show
- St. Martha’s 125 Year Anniversary
- Various Chamber Events
- Other local branch Initiatives



Social



Some of the East Coast CU 2025 Student Bursary winners



Staff supporting 4H Nova Scotia at the 2025 Rooted Gala

Our commitment to education



Reached **139** individuals with our Each One Teach One Program



Increased the number of trained facilitators on our staff to **36**



Awarded **14** bursaries of **\$2,000** to student members starting their first year of post-secondary studies

East Coast CU is committed to strengthening financial education in our communities through a range of impactful initiatives. We support youth learning through our student bursary, partner-institution scholarships, and programs with organizations such as Junior Achievement and 4-H. We also proudly deliver Each One Teach One workshops, bringing financial literacy training to local organizations across the region.

4-H ROOTED GALA

Something magical happens when you bring together locally grown and produced food, world class chefs, the next generation of youth leaders in our province and community members. East Coast CU was a proud sponsor of the first-ever Rooted Gala, supporting local agriculture, culinary artistry and youth empowerment. The Rooted Gala brought together nearly **600** attendees to learn the story of where our food is grown, with a focus on sustainability and the journey from farm to plate. An investment in the future of farming, funds raised by the gala support youth members of 4-H Nova Scotia from across the province.

FAMILY SERVICE NOVA SCOTIA

Family Service Nova Scotia is a community-based organization that provides flexible, inclusive, trauma-informed support for individuals, children, youth, families and communities throughout the province. We established a partnership with them through our Each One Teach One program.

The partnership allowed them to connect services users and community members to informative, easy to understand financial literacy sessions. The feedback was positive, with some participants mentioning it was one of their favourite from a year's worth of weekly programming.

Other education causes we supported in 2025:

- Dave McLean Bursary St.FX
- David Maxwell Environmental Technology Bursary
- East Coast Student Bursary Program
- East Coast Credit Union Prize in Entrepreneurship from Gerald Schwartz School of Business
- Eastern Nova Scotia Exhibition – 4-H Award at Dairy Show
- Halifax Sci-Tech Expo
- Junior Achievement
- NSCC – Archie Beals Bursary, Indigenous Student Support Bursary and Spark Creativity Bursary



Governance



East Coast CU Proudly celebrates 20 years of partnership with L'Arche Cape Breton



Our Mabou branch proudly supported the Mabou Seniors Club annual bus trip during our #EastCoastCUCares program

Our commitment to governance



#EastCoastCUCares contributed **\$15,900** into our random acts of kindness community initiative



1,774 hours spent by East Coast CU team members on DEI initiatives



Contributed **\$109,000** to organizations and programs working toward equality and equity in our communities

East Coast CU partners with organizations at every level to advance meaningful social and environmental change. We are committed to sharing our ESG achievements openly through reports, communications, and certifications. By supporting the growth of cooperatives and social enterprises, we help cultivate a thriving, sustainable ecosystem that creates lasting benefits for our communities.

HABITAT FOR HUMANITY CANADA'S 2025 NATIONAL CONFERENCE

East Coast CU was a Visionary Presenting Sponsor and participant in this inaugural conference that brought together housing leaders, policymakers and non-profit organizations from across the country to discuss solutions to the growing housing affordability and supply crisis. This conference reinforced the urgency of coordinated, cross-sector action on housing affordability, effectively moving participants from barriers to blueprints.

L'ARCHE PARTNERSHIP 20TH ANNIVERSARY CELEBRATIONS

We were honored to be invited to L'Arche Cape Breton this fall for a celebration of 20 years of partnership, growth, friendship and belonging between East Coast CU and L'Arche Cape Breton. Staff and board members enjoyed a meal, entertainment and song with L'Arche members. L'Arche communities live the mission of making known the gifts of people with intellectual disabilities, revealed through mutually transforming relationships and engaging in diverse cultures, working together toward a more inclusive society. This was a wonderful milestone recognizing two decades of shared commitment and community spirit!

Other governance causes we supported in 2025:

- A Better Life Foundation
- B-Corp Certification
- Canadian Association for Community Living (CACL)
- CDF Exchange - Uganda
- Coady Change Leadership Program
- Corridor Community Options
- L'Arche Cape Breton
- The North Grove



Through our \$150,000 Community Compass Grant, we invest in co-operatives and social enterprises working to strengthen environmental stewardship, food security, health, and community support in Nova Scotia. The funding and guidance provided by East Coast CU empowers these organizations to create meaningful change and build a more sustainable, vibrant future for everyone.

Charting a shared path toward a stronger, more resilient Nova Scotia



Top \$40,000 Grant Winner

**THE NORTH GROVE, PRIMROSE PRESERVES
DARTMOUTH, NOVA SCOTIA**



In 2025, we proudly supported The North Grove, as they work to expand their Primrose Preserves. This program helps participants build skills in preserving, using local produce to make delicious jams, chutneys, and relishes. With their Compass Grant, they can increase production and sell their preserves to community, creating revenue that can be reinvested back into their programming.

Congratulations to all our winners!

AFFIRMATIVE VENTURES

Social Enterprise Development & Expansion

SCOTSBURN COMMUNITY FOOD FOREST

Food Security & Food Recovery Project

DARTMOUTH ADULT SERVICES CENTRE (DASC)

Health & Wellness Studio

NAIOMI SOCIETY

Social Enterprise Feasibility Assessment

HERITAGE CAPE BRETON CONNECTION CO-OP

Navigating Heritage Sustainability: Creating a Strong Path Forward for Cape Breton Island

MARGAREE SALMON ASSOCIATION

Margaree River Watershed Restoration and Monitoring 2026



Cheque presentation to Margaree Salmon Association



Staff visit Scotsburn Community Food Forest

Good for you. Good for your community.

#Loyal2Local

At East Coast CU, we know the value of small and medium-sized businesses to our community. It's part of the foundation of our credit union. One way we demonstrate our appreciation of these businesses is through the Loyal 2 Local challenge. Through funds from Atlantic Central and matched by East Coast Credit Union, our staff and board members had **\$50** to spend at local businesses last summer. The result: **\$24,000** invested back into the local economy. From restaurants and neighbourhood coffee shops to boutiques to farmer's markets, East Coast CU's Loyal 2 Local spending is an intentional way to inject more into our local economies.



#Loyal2Local is a month-long initiative that invests in our communities by encouraging staff and board members to shop local



Community Corner Space

East Coast CU demonstrates its deep commitment to community by opening the East Coast Community Corner Space on the second floor to nonprofit member organizations in Antigonish. By providing a welcoming, accessible place to gather, collaborate, and build capacity, the credit union helps strengthen the social fabric of our community. In 2025, East Coast CU donated **over 500 hours** of meeting space to **19 community groups**, supporting important local work and fostering connection. Organizations such as **Antigonish Rivers Association, Antigonish Women's Centre, Settlement in Antigonish for Families From Everywhere, Celtic Homes, Naomi Society and L'Arche Antigonish** are just a few examples of the nonprofits that have benefited from this shared space, reflecting East Coast CU's belief that strong communities grow when people are given room to come together.



The East Coast Community Corner provides a space for community collaboration and growth



Diversity, Equity and Inclusion (DEI)

It's where you belong

Our diversity, equity and inclusion efforts continued to grow in 2025 with new partnerships and experiences, learning tools, and events. We continue to work towards building a workplace and communities where everyone feels included, valued and understood, where the diverse voices of our members, employees and partners are recognized and amplified. Here are a few initiatives we were part of in the last year:



HALIFAX PRIDE FESTIVAL

The Halifax Pride has grown to be one of the largest in Canada, bringing 30,000 attendees to Downtown Halifax for the Pride Parade. East Coast CU was very excited to be a sponsor of the festival and brought an energetic group of staff to celebrate Pride and diversity in the parade.

BEYOND THE RUNWAY INCLUSIVE FASHION SHOW

The Celebrate Your Curves Beyond the Runway fashion show is a movement that celebrates body diversity, entrepreneurship, inclusive fashion and community resilience. East Coast CU was a proud sponsor of this unique showcase, which combined a runway show, business expo and empowerment workshops. The event was a wonderful demonstration of how everyone has value, uplifting plus-size, petit, BIPOC, 2SLGBTQIA+ and models with disabilities.

BYSTANDER TRAINING

As part of our ongoing commitment to building a workplace culture rooted in inclusion, safety and accountability, we recognized the need for human-centered tools to help teams manage complex interactions. Bystander intervention training, offered by P4G, gave staff the skills to identify overt and subtle inappropriate behavior. Trust, empathy, and service excellence are essential to our sector, and these skills directly strengthen team relationships and member experience. The training has helped foster a more supportive and accountable workplace.



Pictured here and above in heart: Staff coming together for the Pride parade in Halifax



Celebrating inclusive fashion at the Beyond the Runway showcase by Celebrate Your Curves 2

Organizations supported through our DEI Initiatives:

- Alive House – Belonging Tour
- Autism Nova Scotia
- Celebrate Your Curves
- CNIB Foundation – Guide Dog Gala
- Mi'kmawey Debert Cultural Centre
- Paqtnknk Mi'kmaw Nation – Powwow Event
- Pride Halifax
- SAFE Antigonish
- Special Olympics

Awards and Recognition

In 2025, East Coast Credit Union celebrated a number of awards and achievements that reflect our ongoing commitment to excellence and leadership. Aligned with our bank with purpose focus, these recognitions highlight the positive impact of our work and our dedication to strengthening the communities we serve while supporting our members and employees.

These accomplishments belong to all of us and reflect the passion, collaboration, and dedication of our team and board in continuing to lead with purpose.



CCUA YOUNG LEADERS AWARD – KATRINA TURNBULL

Katrina Turnbull, Senior Manager, Digital Transformation, was recognized with the 2025 National Young Leaders Award at last year's CCUA conference. Katrina's innovative mindset, collaborative spirit, and dedication to excellence have significantly contributed to our success and this award is a well-deserved recognition of her outstanding leadership.



INCLUSION, DIVERSITY, EQUITY & ACCESSIBILITY AWARD AT THE 2025 NOVA SCOTIA PROFESSIONAL HR AWARDS CELEBRATION

This award is given to an organization that has implemented a program integrated into the company's overall strategy that promotes inclusion, diversity, equity and accessibility. The award takes into consideration leadership commitment and vision, implementation and impact, strategic integration and sustainability. East Coast CU was proud to be a recipient of this award.



IPSOS FINANCIAL SERVICE EXCELLENCE AWARDS

For 21 consecutive years, credit unions have ranked #1 in customer service excellence, among all Canadian financial institutions. We're proud to be serving our members and communities for over 100 years.



COADY AWARD

East Coast CU was awarded the prestigious Coady Award for our continued leadership in community engagement, staff volunteerism, education, and environmental sustainability in the cooperative banking sector. The award recognized our new partnerships in 2025 and our continued investment in long-term community resilience through our Community Impact Fund.



MOBIUS AWARDS SMALL BUSINESS OF THE YEAR – UPWARD MOBILITY KITCHEN

Nominated by East Coast CU, Upward Mobility Kitchen won Small Business of the Year from the Mobius Awards for Environmental Excellence for their Waste Not Want Not program. By making waste reduction a foundational part of their program, they're changing how people think about food recovery and providing dignified meals.

Member Experience

Delivering Efficient, Reliable Service – What Our Members Are Saying



The online process is easy. If I have questions, I am able to speak with someone who can help.

– East Coast CU Member in Mabou

The staff are very professional and personal. They always go the extra mile.

– East Coast CU Member in Sackville

It is the sense of community when entering; is conveniently located in downtown Dartmouth, adequate parking and helpful teller service.

– East Coast CU Member in Halifax

They are much more friendly and easier to deal with than any other banks that I have ever dealt with.

– East Coast CU Member in Elmsdale



Our digital transformation team

A Modernized Banking Platform Built for Our Members

In April 2025, we completed a major upgrade to our banking system to deliver a more modern, secure, and convenient experience for our members. These improvements simplify how you manage your money and strengthen the services we can offer moving forward:

- **One Member ID** – One login for all personal accounts
- **Single Profile View** – Personal and joint accounts appear together for easier access
- **Unified Debit Card** – Secure access to all linked accounts with enhanced fraud protection
- **Improved Online & Mobile Banking** – Easier navigation and more flexibility to manage finances anytime
- **Future-Ready Platform** – Supports greater efficiency and new products and services in the years ahead

We sincerely thank our members for their patience and understanding throughout this transition.



Employees and board members celebrate the grand opening of the new West Bedford Branch

Our New West Bedford Branch Opened Its Doors

Our new West Bedford branch at 660 Brookline Drive gives members a convenient, accessible place to bank in one of the province's fastest-growing communities, offering a modern space built around comfort, flexibility and ease of service. This location provides the full member-first banking experience with modern tools and friendly in-person support, giving members everything they expect from a big bank while keeping the values of a local credit union. Whether members want quick everyday banking or a welcoming space to get advice, the West Bedford branch makes it easy to bank with purpose in a central neighbourhood that continues to grow and thrive.



< *Rendering showing planned renovation of LaHave River Branch*

Announcing the new first-time home buyers pilot program >



Looking Ahead

As we move into 2026, we remain focused on creating a smoother, more accessible and supportive banking experience for our members.

TRANSFORMATION OF LAHAVE RIVER BRANCH

The updated space will be modern, accessible, and efficient, with service areas that better serve the community.

ENHANCE DIGITAL MEMBER EXPERIENCE

We will continue enhancing our online and mobile platforms with better functionality and security so members can manage their finances confidently from anywhere.

NEW SUPPORT FOR FIRST-TIME HOME BUYERS

We will take part in a new pilot program that gives first-time homebuyers added support and resources as they begin their journey toward homeownership.

Audit Committee Report

Your East Coast Credit Union Audit Committee met on five occasions since the last Annual General Meeting. Audit Committee members are John Berk, Bill Timmons, Travis Gunn and Committee Chair, Dan Fougere.

At each meeting, we reviewed interim financial reports, key performance indicators, regulatory compliance requirements, and internal audit reports. Particular attention was given to maintaining strong internal controls and ensuring adherence to established financial policies and procedures.

Throughout the year, the Committee maintained an open and constructive dialogue with management and the external auditors to support the integrity and transparency of the Credit Union's financial reporting.

Following completion of the annual audit, the Committee reviewed the consolidated financial statements and related disclosures in detail with the external auditors. An unqualified audit opinion was issued, and no significant weaknesses in internal control were identified.

The Credit Union's financial results for the year reflect continued stability and prudent financial management. The Committee remains committed to supporting sound governance practices and to working collaboratively with management and auditors to ensure ongoing financial strength and accountability.

On behalf of our Audit Committee, I would like to thank management and staff for their dedication and professionalism in contributing to another successful year for East Coast Credit Union.

Sincerely,



Dan Fougere
Chair, Audit Committee



East Coast
CREDIT UNION



Money goes in,
goodness
comes out.

Bank with purpose.