

Annual Report 2020



RISING CHALLENGE

TO THE



CREDIT UNION

EAST COAST

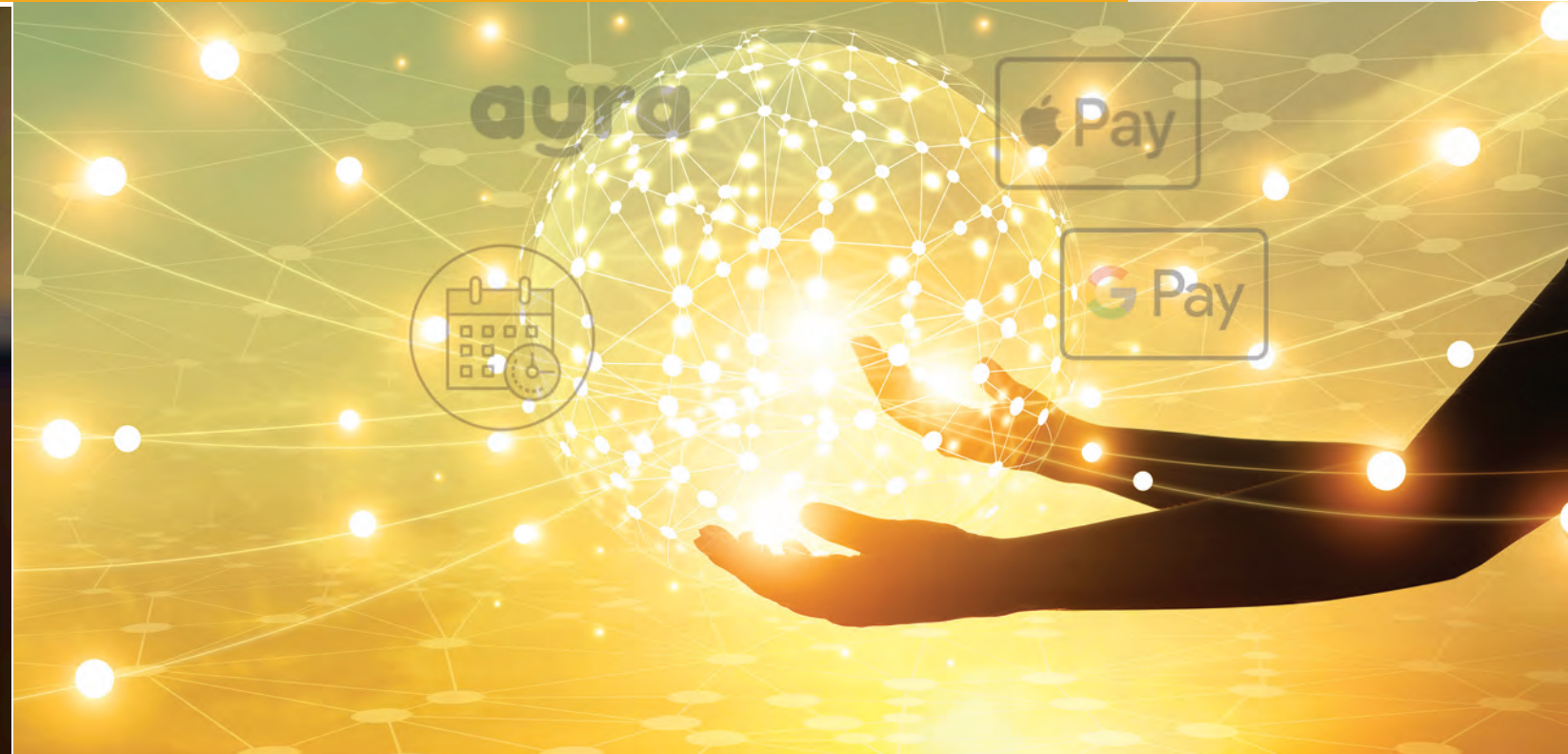


We are all
in this
together!



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Message from your CEO

Ken Shea

2020 was certainly an extraordinary year and one we will all remember for years to come. Through the challenges and adversity of 2020, East Coast Credit Union remained committed to our member focused approach and worked diligently to ensure that banking with us continued to be as easy and convenient as possible.

There were also many accomplishments to be proud of as well and I look forward to sharing these with you throughout the report.

Adapting to new technologies continued to be an important part of our digital strategy in 2020. We launched a new online self-serve appointment booking tool called Coconut Calendar, which allows individuals to book an appointment with one of our financial experts, using online/digital options from the comfort of their own home. We

also launched our new Aura Loyalty Card, which is a reloadable prepaid Mastercard® financial wellness app which offers discounts and rewards at participating local and national merchants. This card is similar to the previous Global Payment card, which was missed by many of our members, and we were pleased to be able to offer this product to help fill this gap. We also launched a product called Mobile Wallets, which allows members to pay for items up to a certain dollar amount with their Apple, Google or Samsung device. This allows members to leave home without their wallet and use their smartphone to conveniently, safely and securely pay for goods and services.

With COVID-19 arriving in Canada in March of 2020, East Coast Credit Union, along with all other businesses, had to act fast to implement policies and procedures that kept our members and staff safe. As the situation evolved, we continued to adapt to help reduce the impact and spread throughout our communities. With reduced branch hours we helped members complete their daily banking needs from the safety of their homes. We encouraged our members to take advantage of online, mobile and telephone banking options and increased the number of staff available to assist members by phone and digitally by reassigning staff as needed throughout

Success



our organization. To encourage members to bank electronically and avoid cash transactions, without incurring extra fees, we offered 15 FREE transactions on service charge packages during the months of March, April and May of 2020. Our East Coast Credit Union Credit Card contactless payment limit increased from \$100 to \$250 to make payments safer by reducing the need to touch PIN pads or use cash. We helped members in need by deferring mortgage and loan payments or helping to improve cash flow by offering loans and credit limit increases through our Pandemic Payment Relief Program. We also began accepting applications to the CEBA Relief Program to help small business members impacted by the pandemic.

Although it was a year of significant challenges, there were accomplishments to celebrate! In 2020 East Coast Credit Union was selected as one of Atlantic Canada's Top Employers by Atlantic Business Magazine, with myself, Ken Shea, named as one of Atlantic Canada's Top 50 CEO's and therefore being inducted in the Top 50 CEO's Hall of Fame after being a five-time award winner – a great honour our organization is very proud of. In addition, we were recognized as one of the Top Employers in Nova Scotia and were featured in the Top Employers Special Section edition of the provincial Chronicle Herald. We are also pleased to share that we ended the year on a positive financial note. Despite the challenges our economy faced, East Coast Credit Union continued to grow and maintained a strong fiscal position at the close of 2020.

Supporting our communities during difficult times

We continue to pride ourselves on being committed to supporting our communities every year. Before the pandemic hit in March, East Coast Credit Union was the presenting sponsor of the Downtown Dartmouth Ice Festival and Coldest Night of the Year in New Glasgow with staff volunteering at both events and also providing monetary donations and promotional items to hand out to attendees. As a global pandemic reached our communities, this called for more support than ever before and I'm proud to say that our team at East Coast Credit Union were up for the challenge. Alongside other participating Atlantic Canadian Credit Unions,

East Coast Credit Union joined the #loyal2localchallenge to help inject over \$70,000 into the Atlantic Canadian economy.

We also led an initiative joined by other Credit Unions to make a \$50,000 donation to the Victorian Order of Nurses (VON) in Nova Scotia to help fund their Meals on Wheels program. East Coast Credit Union continued to support our communities by promoting our local farmer's markets and several local restaurants and businesses by purchasing gift cards to give back to members of the community. We were also very excited to be able to donate an additional \$10,000 to Feed Nova Scotia at a time when Nova Scotians needed it most. These initiatives among many others are ways East Coast Credit Union continues to give back and support the communities that support us.

#loyal2localchallenge



1



2



3



4

I would like to send my sincerest thanks to you, our members, for your continued commitment to East Coast Credit Union and more importantly in 2020, your flexibility to support the changes required to accommodate everyone's safety during the pandemic. We appreciate your business and would like to sincerely thank you for banking local with East Coast Credit Union.

I would also like to acknowledge my appreciation for our East Coast team and the dedication they have shown over the past year to support our communities. Your ability to pivot to adjust to the adversity we faced was outstanding and your commitment was key as we navigated a challenging year. Our management and staff have shown dedication, professionalism and outstanding work-ethic in providing essential services to our members and did an impeccable job under difficult circumstances. I would also like to send much gratitude and thanks to our Board of Directors for their support and guidance this past year. You helped lead us through a very challenging time and we are grateful for your direction and governance. We truly are all in this together. As we move through the pandemic and the year, we remain committed to keeping you informed and continuing to support you. We are committed to our members, staff and community's safety and will continue to make changes as needed while continuing to serve your banking needs and help you achieve financial success. We appreciate your patience and dedication to our credit union in 2020 and the years to come.

1. Proud to lead the initiative to help fund the VON Meals on Wheels program.

2. East Coast Credit Union was a proud sponsor of the Coldest Night of the Year in New Glasgow.

3. East Coast Credit Union made a \$21,000 donation to the Hospice Society to help build their new facility.

4. East Coast Credit Union made a \$2500 donation to the Leukemia and Lymphoma Society.



Message from your Chair

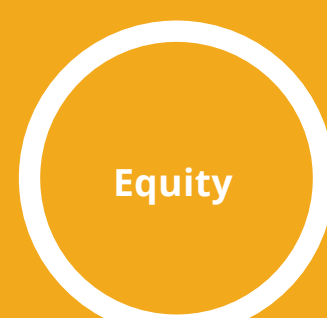
Mary Oxner

“We continue to focus on our members, on product and service innovation, on developing and engaging employees, on embracing new technologies, on investing in digitization and on engaging our communities.”

Reports reflecting on 2020 will by necessity comment on the impact of the COVID-19 pandemic on our health, our healthcare providers, our lives, our finances, our families and our communities. Our credit union was not immune to the impacts of the pandemic. Our credit union adapted its branch operations to comply with public health protocols making in-person banking safe for our members and our employees.



Financial Highlights



42,121

\$968,566,744

\$759,243,712

6.1%

CLICK HERE
to review ECCU's 2020 Financial Statements

Our credit union continued to invest in its digital platform to provide more and better contactless mobile and online financial services and products for our members. Our members responded by adopting, at an advanced pace, digital products and services to meet their financial needs. The pandemic was a catalyst for that increased adoption resulting in an expectation and expressed need for more and evolving digital products and services.

The ECCU Board of Directors' strategy continues to focus on our members, on product and service innovation, on developing and engaging employees, on embracing new technologies, on investing in digitization and on engaging our communities.

Your Board of Directors is cognizant of the evolving digitization in the financial services industry and the expressed expectations of members for our credit union to evolve concurrent with the industry. Digitization will require a significant investment and we will need to consider the source(s) and level(s) of investment to meet the expectations and needs of our members. Further investments in our employees and our communities remain a priority and continue to distinguish ECCU.

2020 had its own unique challenges – the future will bring more. ECCU is positioned to address those challenges and capitalize on opportunities for the benefit of our members and our communities.



Your Board of Directors

Leaders



Kathy MacDonnell-Rankin

Governance Committee,
Community Impact Committee



Randy Peters

Audit Committee



Trevor Boudreau

Executive Committee,
Chair of Credit Committee,
Community Impact Committee,
CEO Evaluation Committee



Leroy MacEachern

Governance Committee,
Communications Committee,
Nominations Committee



Melanie Sampson

Audit Committee,
Community Impact Committee,
CEO Evaluation Committee



Dan Fougere

Executive Committee,
Chair of Audit Committee,
Nominations Committee,
Communications Committee



Helen MacPherson

Vice Chair of the Board,
Executive Committee,
Governance Committee,
Credit Committee,
CEO Evaluation Committee



Anne Sears

Secretary of the Board,
Executive Committee,
Audit Committee,
Nominations Committee,
Communications Committee



Tyrell Giffin

Credit Committee,
Community Impact Committee



Mary Oxner

Chair of the Board,
Executive Committee,
CEO Evaluation Committee



Bill Timmons

Audit Committee,
Governance Committee,
Community Impact Committee



2020 Service Awards

Our employees are our guiding light through the challenges and opportunities that come our way. In a year with so many exceptional challenges, we are ever grateful for their dedication and service.

Emily Gosse
Julia Gradwell
Lindsay MacInnis
Sandra Cameron
Sonya Boyd
Marissa Cameron
Donna MacGregor
Candace Poirier
Angela Weld

5
YEARS

Nicole MacDonald
Natasha Scothorn
Elaine Robertson
Roseann McNaughton
Dawn MacInnis
Steve Garvie
Linda Woodford
Lisa Berry
Melanie MacNeil

10
YEARS

Sharon Jones
Margaret Ann Matheson
Curtis Mombourquette
Kristian Gagnon

15
YEARS

Julie James
Dorothy Delorey
Roseanne Hanifen

20
YEARS

Crystal Mattie
Scott Shaw

25
YEARS

Theresa MacDonald
Kim Cameron

30
YEARS



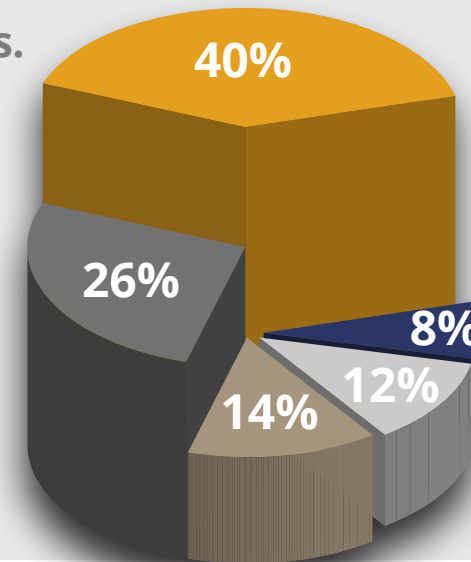


Community Impact



Our staff and board members collectively donated over **3,398** volunteer hours.

- Community
- Seniors
- Youth
- Health Care
- Arts



In 2020 we contributed **\$805,667** to our local communities and organizations.

\$299,867
financial contributions

\$505,800
in kind contributions



1. Antigonish

East Coast CU is more than just a bank!

2. Annual SACCC Industrial Bonspiel

ECCU staff participating in the Annual SACCC Industrial Bonspiel.

3. #EastCoastCuCares

Our Mabou branch spreading joy as part of our #EastCoastCuCares random acts of kindness initiative.

4. Downtown Dartmouth Ice Festival

As presenting sponsors, staff volunteered at the Downtown Dartmouth Ice Festival.



“ Although it was a year of significant challenges, there were accomplishments to celebrate in 2020.

Awards & Recognition

Top Employer in Atlantic Canada

East Coast Credit Union was selected as one of Atlantic Canada’s Top Employers by Atlantic Business Magazine.



Top CEO

Ken Shea was named as one of Atlantic Canada’s Top 50 CEO’s and therefore being inducted in the Top 50 CEO’s Hall of Fame after being a five-time award winner.



Top Employer in Nova Scotia

East Coast Credit Union was recognized as one of the Top Employers in Nova Scotia.



Audit Committee Report



The East Coast Credit Union Audit Committee met on five occasions since the last Annual General Meeting. Audit Committee members are Dan Fougere, Randy Peters, Anne Sears, Melanie Sampson, and Bill Timmons. The Committee meets at least quarterly and arranges its agenda so that, on an annual basis, the required duties are performed and appropriate action taken as a result thereof.

Quarterly meetings of the Audit Committee are held to review interim financial reports, key performance indicators, compliance with CUDIC benchmarks, Enterprise Risk Management measures and our own internal policies and procedures.

Your Audit Committee participated in a comprehensive review of the external audit plan as developed by BDO Canada LLP. Building on the experience of prior years, the audit team presented 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 a thorough analysis of the financial results and the accompanying notes to the financial statements for the year ended December

31, 2020. An unqualified audit report was issued and the external auditors did not discover any material deficiencies in the internal control practices of East Coast Credit Union. The auditors provided a couple of recommendations for internal control improvement, all of which have been accepted and will be implemented by management.

The Audit Committee is pleased to report that East Coast Credit Union has implemented an Internal Audit Function to provide management and the Audit Committee with objective assurance and risk coverage in areas that are critical to the success of East Coast Credit Union and will help improve operational performance and deliver business insights.

2020 was a year like no other in our lifetime with the Pandemic. Your Audit Committee extends a note of gratitude and congratulations to management and staff for their continued efforts to deliver strong year over year financial performance in fiscal 2020 during a year with many challenges.

Dan Fougere
Audit Committee Chair



**CREDIT
UNION**

EAST COAST

*“ You are a part of something bigger.
We look forward to reaching new heights together!”*



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eastcoast@creditunion.ca**