

Board Chair's Message

Financial well-being means something different for each us; however, the reality is that many Canadians are struggling to achieve their financial goals. For every dollar earned, Canadian households owed \$1.79 in outstanding debt as of the end of 2018, according to Statistics Canada. As well, almost half of Canadians don't have enough money saved to cover their expenses for more than three months if anything unexpected happens.

The challenges that come with financial instability can be difficult, so our dedicated team at Coast Capital strives every day to help our members build better money habits. We have assisted countless British Columbians with improving their financial well-being and gaining control of their finances with products and services that put them in control; like *The Free Chequing, Free Debit and More Account*[®], *The Where You're At Money Chat*[®] and the *Take Charge Money Manager*[™]. With a focus on encouraging saving for the future, we are elated that our members generated record-high deposit growth of \$2.0 billion in 2018. Through our innovative and cooperative approach to empowering our members, this is just an example of how Coast Capital is helping the people of B.C. attain financial well-being, and we are pleased to be able to extend that help to even more Canadians.

Going National

In 2018, Coast Capital, Canada's largest credit union by membership, became the first credit union in British Columbia to be incorporated federally and only the second in Canada. This process was a long time in the making, but began to take shape in 2016 when 79.2% of nearly 80,000 members voted in favour of moving forward with this initiative. The B.C. Financial Institutions Commission (FICOM) then undertook a comprehensive assessment, culminating in the granting of approval to proceed; our federal incorporation came into effect on November 1, 2018, following an extensive review by the Office of the Superintendent for Financial Institutions (OSFI). Now, our long-term goal of providing members with Coast Capital solutions no matter where they live in the country is on its way to becoming a reality.

Investing In Our Community

For nearly 80 years, community involvement has been in our DNA, and since 2000 we have invested \$77 million in communities within our market areas. Because youth face many challenges on their journey to independence, Coast Capital strategically invests 7 per cent of our budgeted pre-tax profits in local programs, partnerships and events, and works alongside our community partners to break down many of the barriers that young people face. In 2018, that investment amounted to \$5.9 million.

A focus on youth

At Coast Capital we truly believe that young people are our future. That is why our Youth Get It Community Investment Strategy focuses on promoting financial empowerment, educational success and healthy minds among youth.

In 2018, this resulted in the disbursement of \$1.2 million under our Youth Get Financial Empowerment funding stream; \$1.3 million towards our Youth Get Educational Success path, which assists youth to realize academic success during their school years; and \$1.8 million in the Youth Get Healthy Minds area, which supports building a sense of community and belonging for youth to decrease stress and depression. In addition, we invested \$1.5 million in support of employee volunteerism, corporate campaigns, community sponsorships and community investment program management.

Striving for Excellence

We have always taken pride in our innovation and commitment to excellence as a leader in the financial services sector. From being the first full-service financial institution to launch a free chequing account, to taking digital banking to new heights with our new digital membership account opening platform and *Take Charge Money Manager*[™], we continue to engage in tangible ways to not only be a great financial institution but a valuable member of our community.

To this end, our commitment to making Coast Capital a great place to work was recognized when we were named one of B.C.'s Top Employers. Also, for the 17th time, Coast Capital was named one of the Best Managed Companies in Canada. We are honoured to be an Imagine Canada Caring Company as well, and we are a Certified B Corporation[®], meaning Coast Capital meets rigorous standards that balance profits with purpose to create positive impacts for our employees, community and environment.

Leading Strategically. Leading with Integrity

Finally, as with any successful organization, it takes strong leadership to keep us on course and moving forward to meet the needs of our members, staff and community. We are fortunate to have that in our executive team, which was most capably led for the majority of 2018 by interim CEO Bruce Schouten. Bruce spearheaded a number of important achievements, including overseeing our application to OSFI to operate as a federal credit union, streamlining our corporate priorities and instituting one of the most robust strategic planning exercises our organization has ever undertaken.

We also owe thanks to Bill Cooke, our former Board Chair, who retired after a four-year tenure of remarkable growth, member engagement and ultimately the successful achievement in obtaining approval for Coast Capital to become a federal credit union. His steady leadership was most appreciated.

I have confidence that we are poised for an exceptional year ahead. My optimism partly comes from knowing that we have a capable leader driving our progress forward as we welcomed our new CEO Calvin MacInnis, who joins us with the abilities and proven track record to lead our continued efforts helping Canadians achieve financial well-being.

On behalf of the Board, I also extend my sincere thanks to our members for giving us the privilege of serving as your representatives, and to Coast Capital employees for their ongoing dedication to fulfilling our purpose every day – “Together, we help empower you to achieve what’s important in your life.”



A handwritten signature in black ink, appearing to read 'Bob Armstrong', written in a cursive style.

Bob Armstrong
Chair, Board of Directors