



*"Intelligence is the ability  
to adapt to change."*

~ Stephen Hawking



2021 Annual  
**REPORT**

# 66th Annual General Meeting


March 23, 2022

## Our Mission Statement

Reddy Kilowatt Credit Union Limited is a financial cooperative committed to providing a full range of competitive financial products, services, and financial guidance for our members to enable them to meet their financial goals.



885 Topsail Road, Mount Pearl



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to adapt to change."*

~ Stephen Hawking

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# Message to Members

## Success in Dynamic Times

We are pleased to report on the 2021 financial results and operations for Reddy Kilowatt Credit Union. Despite the continued challenges of COVID-19, Reddy Kilowatt Credit Union experienced another successful year highlighted by strong financial performance. Unquestionably, this success was due to the dedication of our employees and the loyalty of our members.

During 2021, Reddy Kilowatt Credit Union experienced significant asset growth of 6.2% and ended the year with total assets of almost \$100 million. We continued to retain and grow business in unconventional times while prioritizing continuity of service and the health and safety of our employees and members.

Profit for the year was \$444,216. Based on these positive results, the board of directors is recommending a rebate to members of \$225,000. The remainder will be added to retained earnings for regulatory compliance and to support the continued growth of our credit union.

## Strategy, Security and Innovation

Our vision is to be the difference in day-to-day banking for existing and new members. Strategic, focused thinking and prudent governance continued to guide us throughout 2021.

Digital solutions to support growth, profitability and security remain a primary strategic focus. Our shared IT services arrangement with Atlantic Edge Credit Union is proving to be a valuable, cost-effective partnership. This partnership has become an important advantage for Reddy Kilowatt Credit Union in the rollout of digital and cybersecurity initiatives with our regional IT partners, League Data and CGI.

In 2021, League Data initiated plans to replace the Atlantic credit union banking system. We look forward to the improved member experience promised with the new system. Work is ongoing and we are on track to achieve a seamless transition in 2024.

## Member Communication and Engagement

Relevant and timely member communication continues to be a pillar of operations for Reddy Kilowatt Credit Union. Ensuring member awareness of and access to product and service enhancements are critical as these improvements help to maintain positive banking experiences and security of member information. Email marketing and member touch base phone calls are just two areas of communication that proved successful in 2021.

Reddy Kilowatt Credit Union adopted the National Market Conduct Code in 2021 which formalizes best practices and principles for the fair treatment of members, account holders and consumers as it relates to solicitation, promotion and distribution of products and services. Board members and managers participated in the initial roll-out and training.

## Governance

The work of the nominations committee continued, helping to fulfill the responsibility with respect to recruitment and succession planning. Given the breadth of continuous change to the business environment in which Reddy Kilowatt Credit Union operates, the board appointed a governance review committee in 2021. This committee will assess the board's next steps in enhancing the robust governance framework in which Reddy Kilowatt Credit Union operates.

In December 2021, the provincial government of Newfoundland and Labrador approved changes to the Credit Union Act and Regulations. During 2022, we will review these changes to identify any modifications required to our bylaws.

## Corporate Social Responsibility

A complete listing of the organizations and charities supported in 2021 is available in this report. It covers a range of services for post-secondary students, seniors, at-risk youth, families in need, homeless people, and individuals suffering from mental or physical health challenges.

## Message to Members (cont'd)

We extend congratulations to Carbonear Collegiate graduate, Hannah Doyle, on being awarded the 2021 Reddy Kilowatt Credit Union High School scholarship. Further details can be found later in this report.

### Employee Training and Achievements

Training for employees in the Credit Union Skill Ownership to Mastery Sales Training program, offered through Atlantic Central, continues. Designed to help create more productive and meaningful relationships with members, this program is proving to be a positive means of employee development.

April Kelly-Barnes received the Applied Consumer and Residential Accreditation in 2021 through CCUA in partnership with Dalhousie University. Congratulations, April! Dave Mercer was recognized for providing more referrals to CU Financial Management in 2021 than any other credit union employee in the province. Well done, Dave!

Congratulations are also extended to Dave Mercer for 10 years and to Lisa Bungay and Suzanne Maher for each achieving 20 years of service. Your expertise and contributions to the team are greatly appreciated.

### Credit Union Industry News

The IPSOS Financial Service Excellence Awards took place in October 2021 and Canadian credit unions received the Customer Service Excellence Award for a remarkable 17th consecutive year. Additional information can be found later in this report.

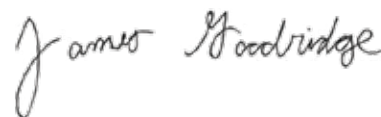
### Looking Forward

As an essential service, our responsibility is business continuity for our members, and we remain committed to member service as well as employee growth and training. Your credit union is attentive to engagement within the credit union system to identify opportunities for economies of scale and prospects for growth in the years ahead.

Thank you to our employees for their continued dedication and commitment in the delivery of excellent member service. We extend a sincere thank you to our directors for sharing their time, expertise, and guidance. We appreciate our partners who support a superior customer service experience and, we thank our members for their continued confidence and loyalty.

With our business model and strong team, Reddy Kilowatt Credit Union is well-positioned for further success.

Respectfully submitted,



James Goodridge,  
President



Michelle Ward,  
General Manager



# 2021 Organization: Board of Directors



Peter Alteen



Carl Bishop



Sean Budgell



Gail Collins



Alyssa French



James Goodridge



Greg Murphy



Bob Pike



Glenn Samms

## Committees

### Executive

James Goodridge, *President*  
Peter Alteen, *Vice President*  
Glenn Samms, *Corporate Secretary*

### Audit

Carl Bishop, *Chairperson*  
Alyssa French  
Greg Murphy

### Human Resources

Bob Pike, *Chairperson*  
Gail Collins  
James Goodridge  
Glenn Samms

### Governance Review

Peter Alteen, *Chairperson*  
Gail Collins  
Alyssa French  
James Goodridge  
Greg Murphy  
Glenn Samms

### Lending

Michelle Ward, *Chairperson*  
Brenda Holden  
April Kelly-Barnes  
David Mercer  
Nicole Petten

### Policy and By-Law Review

Glenn Samms, *Chairperson*  
Peter Alteen

### Nominations

Sean Budgell, *Chairperson*  
Carl Bishop  
Alyssa French

# 2021 Organization: Employees

## Employees

Michelle Ward

- General Manager

Brenda Holden

- Manager, Operations & Compliance

Rhonda Goodridge

- Mgr, Mktg & Communications (Shared Resource)

Pam Adams

- Member Service Representative

Lisa Bungay

- Member Service Representative

Sherri Fogwill

- Consultant (Part-time)

April Kelly-Barnes

- Member Service Officer

Suzanne Maher

- Member Service Representative

Dave Mercer

- Member Service Officer

Peggy Mercer

- Consultant (Part-time)

Nicole Petten

- Member Service Officer

Kelly Power

- Member Service Representative

Mary Racine

- Member Service Representative (Part-time)

Sheila Smith

- Risk/Administration Officer



Pam Adams



Lisa Bungay



Sherri Fogwill



Rhonda Goodridge



Brenda Holden



April Kelly-Barnes



Suzanne Maher



Dave Mercer



Peggy Mercer



Nicole Petten



Kelly Power



Mary Racine



Sheila Smith



Michelle Ward

# Financial Statements

## Reddy Kilowatt Credit Union Limited

### Statement of comprehensive income and retained earnings

Year ended December 31, 2021

(CDN dollars)

	2021	2020
	\$	\$
<b>Financial revenue</b>		
Members' loans and mortgages	<b>3,510,197</b>	3,524,146
Investment income	<b>160,838</b>	227,309
	<b>3,671,035</b>	3,751,455
<b>Cost of funds</b>		
Interest on members' deposits	<b>1,866,944</b>	1,949,366
Net financial margin	<b>1,804,091</b>	1,802,089
<b>Other income</b>		
Commissions	<b>475,170</b>	528,237
Other	<b>429,981</b>	443,994
Financial margin and other income	<b>2,709,242</b>	2,774,320
<b>Operating expenses</b>		
General business	<b>937,808</b>	964,732
Personnel	<b>951,755</b>	1,036,483
Members' security	<b>375,464</b>	505,186
Total operating expenses	<b>2,265,027</b>	2,506,401
Earnings before income taxes	<b>444,216</b>	267,919
Income taxes - current	<b>27,508</b>	43,190
Income taxes - deferred	<b>(1,140)</b>	(26,155)
	<b>26,368</b>	17,035
Net comprehensive income for the year	<b>417,848</b>	250,884
Retained earnings, beginning of year	<b>2,924,772</b>	2,808,888
Dividends and patronage rebates	<b>(225,000)</b>	(135,000)
<b>Retained earnings, end of year</b>	<b>3,117,620</b>	2,924,772



## Financial Statements (cont'd)

### Reddy Kilowatt Credit Union Limited

#### Statement of financial position

As at December 31, 2021

(CDN dollars)

	2021	2020
	\$	\$
<b>Assets</b>		
Cash and cash equivalents	1,666,417	3,879,651
Investments	16,760,631	11,162,631
Loans and mortgages receivable	76,044,888	73,416,199
Property, plant and equipment	4,718,940	4,848,163
Income tax receivable	15,695	—
Other assets	112,728	175,682
	<b>99,319,299</b>	<b>93,482,326</b>
<b>Liabilities</b>		
Accounts payable and accrued liabilities	302,817	348,785
Income taxes payable	—	34,252
Deferred tax liability	39,527	40,667
Dividends and patronage refunds payable	225,000	135,000
Members' deposits	95,634,335	89,998,850
	<b>96,201,679</b>	<b>90,557,554</b>
<b>Members' equity</b>		
Retained earnings	3,117,620	2,924,772
	<b>99,319,299</b>	<b>93,482,326</b>

Approved on behalf of the Board:

 \_\_\_\_\_, Director

 \_\_\_\_\_, Director

## Report of the Lending Committee

Loans and mortgages, within established policy, may be approved by member service officers, management, or the lending committee. Approvals outside of policy must be approved by the board of directors.

The lending committee is responsible for considering loan applications for directors, employees, and their immediate families as outlined in the Credit Union Act. During 2021, the lending committee met 25 times and approved applications in the amount of \$893,594.

During 2021, the total loans and mortgages approved was \$21.7 million (\$20.1 million in 2020). The committee meets quarterly, reviews

delinquency reports, and ensures adequate reserves are in place to cover all known bad debt. The committee also recommends any loans that are to be written off. Annually, the committee reviews lending policies and makes recommendations for required changes to the board of directors.

Thank you to the committee members and directors for their cooperation and assistance.

Respectfully submitted,



Michelle Ward,  
Chairperson

## Report of the Policy and By-Law Review Committee

The Chair of the Reddy Kilowatt Credit Union Board of Directors appoints a Policy & By-Law Review Committee which assists the board with the stewardship responsibility of the credit union.

The committee is tasked with ensuring the following duties are performed:

- Review and recommend directors' remuneration to the board;
- Review all policies and by-laws, not assigned to other committees, on an annual basis and make recommendations to the board. Where necessary, the committee will ensure that new policies are developed and implemented; and
- Perform other duties as assigned to the committee by the board.

Specifically, the committee's focus over the past year has been on the following:

- Review of the committee's terms of reference;

- Review and recommend new policies to the board that are consistent with the standards of sound business and financial practices;
- Review and recommend new policies to the board associated with National Institute of Standards and Technology (NIST);
- Review and recommend changes to existing policies;
- Review board remuneration and make recommendations to the membership; and
- Review Reddy Kilowatt Credit Union's Bylaws.

Respectfully submitted,



Glenn Samms,  
Chairperson

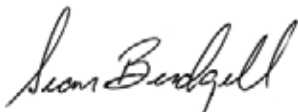
## Report of the Nominations Committee

Reddy Kilowatt Credit Union is governed by a volunteer board of directors who provide the strategic direction of the credit union.

The nominations committee is responsible for identifying and encouraging qualified members to fill vacant director positions, as they become available, as part of the board succession planning strategy. Committee members are assigned on an annual basis.

With the terms for Carl Bishop, Gail Collins, and Bob Pike ending, a call for nominations was issued on Friday, January 28th, 2022. At the close of nominations on Monday, February 14th, 2022, the only nominations received were for the incumbent directors and an election was not required.

Respectfully submitted,



Sean Budgell,  
Chairperson



# Report of the Audit Committee

Reddy Kilowatt Credit Union's Audit Committee, appointed by the board of directors, assists the board with stewardship of the credit union's financial performance. The audit committee supplements the board's fiduciary duty and acts as liaison between the board and the credit union's stakeholders, including the regulator, the Credit Union Deposit Guarantee Corporation (CUDGC), and auditors.

The Credit Union Act and Regulations outlines the responsibilities of the audit committee. In addition to monitoring Reddy Kilowatt's internal audit activities, the committee is also required to review:

- The integrity of the financial statements;
- Accounting and financial controls;
- The external and internal auditors' qualifications, independence, and quality of reporting;
- The performance of the external and internal auditor;
- Compliance with legal and regulatory requirements.

During 2021, the audit committee executed the following activities in support of the credit union:

- Reviewed quarterly and annual financial statements;
- Discussed results of the 2021 external financial audit completed by Deloitte LLP;

- Reviewed the internal audit report as well as the plan for next year's audit;
- Monitored compliance with respect to legal and regulatory requirements as prescribed in the Credit Union Act and Regulations;
- Reviewed various management reports including the asset liability management report and the delinquency report.

Having reviewed the activities of the credit union for 2021, the audit committee is confident that the credit union is operating responsibly on behalf of its members.

Respectfully submitted,



Carl Bishop,  
Chairperson



# CCUA System Update

## Overview:

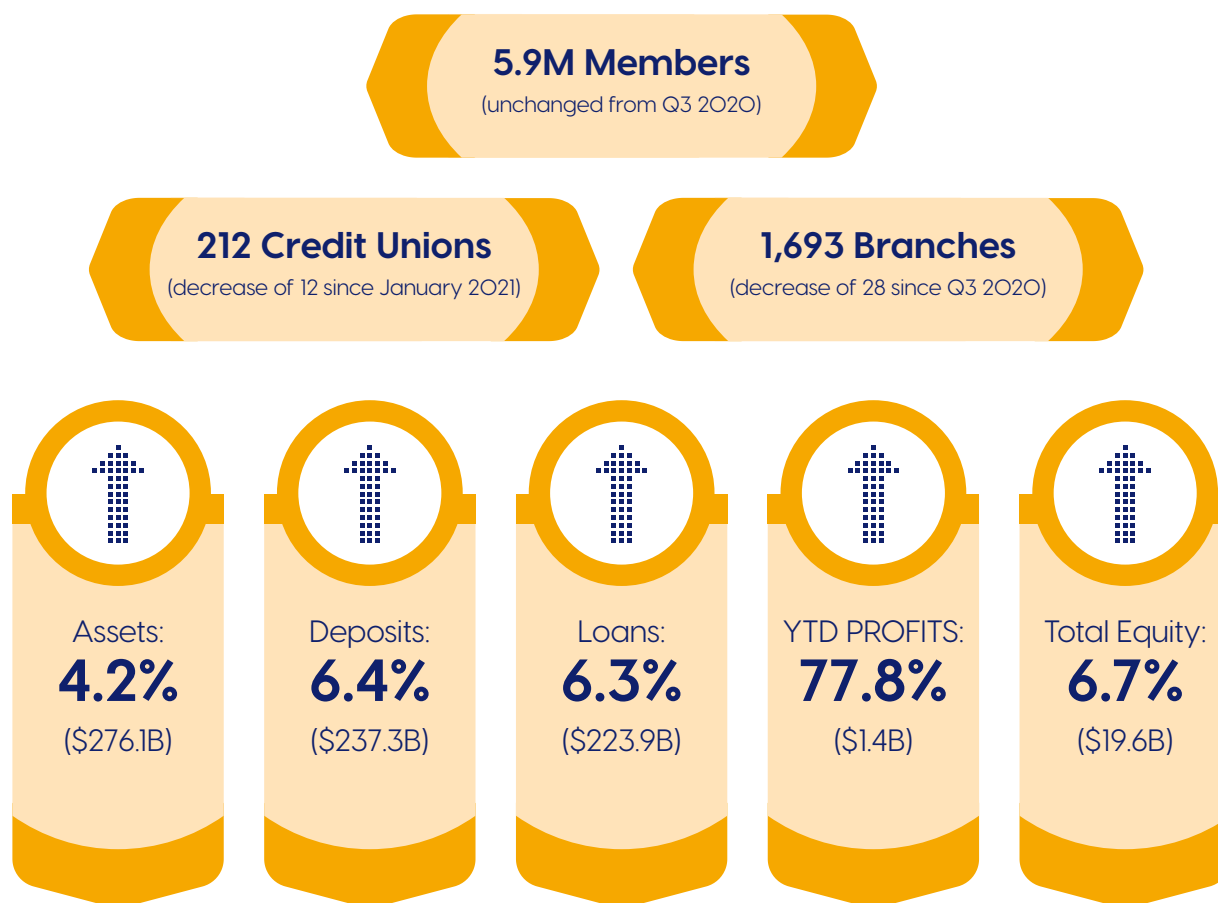
The CCUA State of the System Report, released in January 2022, tells the story of a sector that has had a solid year. It demonstrates just how much the system is evolving to meet the challenges of a shifting financial services landscape.

As with previous years, the trend of consolidation continues with fewer credit unions since January 2021 and a decrease in the number of branches since Q3 2020. At the same time, assets, deposits, loans, profits and total equity have all increased year-over-year.

With so much change in the financial services industry, one thing remains constant – Canada’s credit unions continue to out-perform the competition when it comes to customer service. For the 17th consecutive year, credit unions have ranked number one in outstanding customer service in the IPSOS Financial Service Excellence Awards.

The National Credit Union System remains strong, viable, and with much promise for the future.

## State of the Credit Union System



Source: CCUA State of the System Report, January 2022

## Credit Union Deposit Protection

Did you know that credit union members' deposits are insured up to \$250,000 per account type which is more coverage than that is available at chartered banks? Even better, it isn't necessary to apply - insurance coverage is automatic and free.

The Credit Union Deposit Guarantee Corporation (CUDGC) is a provincial crown corporation that was established in the late 1980's to insure deposits of credit union members in Newfoundland and Labrador.

There are some exceptions noted below. However, to demonstrate the great significance of the insurance, the following table represents the CUDGC NL coverage for credit union members, Mary and Bob, including the trust account for their daughter, Krista.

Depositors should ensure that each joint and trust deposit is designated as such and the name and address of each participant is identified. For trust deposits, if there is more than one beneficiary, the portion owned by each beneficiary must be recorded and updated annually.

**Superior Deposit Insurance** – just one more reason why it pays to be a Reddy Kilowatt Credit Union member. For more information visit [cudgcnl.com](http://cudgcnl.com).



Depositor	Balance	Insured
<b>Mary</b>		
Chequing, Savings, Term Deposits	251,000.00	250,000.00
Mutual Funds	5,000.00	-
RRSPs	252,000.00	250,000.00
TFSA	20,000.00	20,000.00
<b>Bob</b>		
Chequing, Term Deposits	53,000.00	53,000.00
US Dollar Savings	15,000.00	-
RRSP	100,000.00	100,000.00
RRIF	255,000.00	250,000.00
<b>Bob, In Trust for Krista</b>		
Term Deposit	255,000.00	250,000.00
<b>Mary and Bob (Joint)</b>		
	255,000.00	250,000.00
<b>Total Coverage for Mary and Bob</b>		<b>1,423,000.00</b>

Exceptions: Mutual funds, foreign currency deposits, term deposits with a maturity date more than five years from date of deposits, bonds and debentures issued by chartered banks, governments, and corporations, treasury bills, and investments in mortgages and stocks.

# Investing In Our Youth and Financial Literacy

## Scholarship Program

Hannah Doyle is a graduate of Carbonear Collegiate who has already accomplished many great things in her young life. A strong student in math and sciences and a self-described innovative, problem-solver, Hannah is poised and excited to join Memorial University's Engineering Degree Program.

Hannah has been the recipient of many awards and bursaries including the William G. Barrett Leadership Award, EF Tours Scholarship to attend the 100th anniversary of Vimy Ridge plus acceptance to SHAD and the McGill Summer Science Academy. She has been actively involved in volunteerism from a young age supporting causes such as Unified Special Olympics, Relay for Life, and Pamoja. Inspired by a family friend with special needs, Hannah is the founding member of her school's Unified Special Olympics team, and

she was on the executive for her school's Relay for Life team raising thousands of dollars for cancer research.

A well-rounded individual, Hannah also finds time to enjoy competitive dancing, figure skating, soccer, piano, voice, violin lessons, and walking her new puppy.

Hannah is the granddaughter of credit union member, Eugene Doyle.



Hannah Doyle

Do you know someone attending post-secondary or graduating high school this year? They could be the next recipient of the Reddy Kilowatt Credit Union \$1,000 scholarship. Watch for eligibility requirements and other details on [reddyk.net](https://reddyk.net).

## High School Presentations

Reddy Kilowatt, along with EasternEdge Credit Union, facilitated four high school financial literacy sessions in 2021. New World Academy, Gonzaga, and O'Donel High Schools welcomed us for a mix of virtual and in-person sessions. These presentations continue to be met with positive feedback and appreciation from both teachers and students.



Gonzaga November 2021

"A huge thanks to you for your presentation today! So relevant and every teenager in grades 11 and 12 should have to watch it. Would love to have you present to my Career class next semester!". (Teacher, O'Donel High School).

## Each One Teach One

Through the Each One Teach One Program and with the help of community partners, credit union staff volunteer their time to deliver a series of free workshops – virtually or in-person – that cover basic financial topics ranging from an Introduction to Basic Budgeting, Building a Healthy Credit History to Home Readiness and more. Workshops are offered at different times throughout the year with the sole goal of helping participants build financial knowledge in an approachable, easy-to-understand way. In June 2021, the Reddy Kilowatt team facilitated an Each One Teach One session to the Single Parent Association. Dave Mercer and Kelly Power are trained to facilitate these sessions.

To learn more about the Each One Teach One Program, including a full list of workshop topics, or to find out how to arrange a session, please contact us.

# Corporate Social Responsibility

The organizations and charities supported in 2021 cover a range of services for post-secondary students, seniors, at-risk youth, families in need, homeless people, and individuals suffering from mental or physical health challenges.



## Community Support

- Alzheimer's Society
- Bell Let's Talk
- Big Brothers Big Sisters
  - Mask Up for Mentoring
- CHANNAL
- Community Food Sharing Association
- COVID Frontline Workers Care Fund
- Daffodil Place
- Easter Seals
- Grand Bank Social Club
- Heavenly Creatures
- Iris Kirby House
- Janeway Children's Hospital
- LGBT MUN Resource Centre's Student Life Culture of Care
- Loyal-2-Local
- Mount Pearl Sports Alliance Food Drive
- NLCU Charitable Foundation
- One Dollar One Canada Initiative
- Pay it Forward Initiative
- Ride for Dad
- Single Parent Association (Each One Teach One)
- Stella's Circle
- St. Paul's Anglican Church
- St. Vincent de Paul



# Corporate Social Responsibility (cont'd)

## Membership Associations/Business Engagement/Sponsorship

- Big Brothers Big Sisters – Go Girls Golf
- Choices for Youth – Coldest Night of the Year
- CNIB East Coast Kitchen Party
- Compass Seniors' Services
- Mount Pearl/Paradise Chamber of Commerce (MPPCC)
- MPPCC Best in Business Awards
- St. John's Board of Trade

## Youth & Schools

- Gonzaga Regional High School
- New World Academy
- Northeast Eagles
- O'Donel High School

## Other Worthwhile Causes

- NLCU Annual Rod Benson Memorial Golf Tournament



Coldest Night of the Year



Member Appreciation for excellent service



BBBS Go Girls Golf



Bell Let's Talk

# Corporate Social Responsibility (cont'd)



Bell Let's Talk



Iris Kirby House Purses for Mothers



Mount Pearl Sports Alliance Food Drive



FFAW Triennial Conference



Daffodil Place, One Night Stand

# Products and Services

## YOUR MONEY

### Chequing Services

- Business Chequing
- Personal Chequing
- Student Chequing
- US Dollar Chequing

### Savings

- High Interest Savings Accounts
- Monthly Savings Plan
- Youth Savings

### Electronic Services

- ACCULINK® Network
- ASAPP Digital Account Opening
- ClickSWITCH™
- CRA Direct Deposit
- Cross-border Debit
- Deposit Anywhere™
- ding free® (Surcharge-Free ATMs)
- Direct Deposits
- DocuSign®
- Drive-through ATM
- E-Statements
- EXCHANGE® Network
- Interac e-Transfer®
- Interac Flash®
- Interac® Autodeposit
- Interac® Direct Payment
- Interac® Online
- Interac® PLUS Network
- Interac® Request Money
- iPhone® and Android™ Apps

- Lock'N'Block™
- MemberDirect™ Access for Collabria
- MemberDirect™ Integrated - Online Banking
- MemberDirect™ Small Business
- Mobile Wallet
- Mobile Web Banking
- Payroll Deposits
- TeleService®

## YOUR FINANCING

### Loans and Mortgages

- Home equity loans
- Personal Line of Credit
- Personal Loans
- Mortgage Loans
- RRSP and Investment Loans
- RRSP Line of Credit
- Student Loans
- Student Line of Credit

### Card Services

- Apple Pay on Credit Cards
- Debit Card Purchase Protection & Extended Warranty Plan
- Mastercard® Credit Card Suite
- Member Card®
- Small & Medium Enterprise Merchant Card Services

Virtual meetings between employees and members will continue, providing easier access for members province wide.

At [apply.reddyk.net](http://apply.reddyk.net), members have the convenience of applying anytime, anywhere for select products and services.

# Products and Services (cont'd)

## YOUR FUTURE

### Investment Products and Services

- Index Linked Deposits
- Mutual Funds and Securities (available through Credential Qtrade Securities Inc.)
- On-line Trading
- Retirement Planning
- RRSP/RRIF/RESP
- Tax-Free Savings Accounts
- Term Deposits
- Trust Accounts

### Insurance

- Credit Life & Disability Insurance
- Critical Illness Insurance
- Home/Auto Group Insurance (Available through Johnson Inc.)
- Mortgage Insurance
- Term Life Insurance
- Travel Insurance

### Financial Management

- Financial Counselling
- Trust Services
- Wealth Management – Financial Planning and Insurance Services

### Additional Services

- Bill Payments
- Canadian/Foreign Money Orders
- Certified Cheques
- Each One Teach One
- Foreign Exchange
- Legal Witnessing
- Night Depository
- Safety Deposit Box Rentals

### Coming soon...

- International Transfers
- Two Step Verification and Self Serve PAC Reset
- Debit Mastercard®
- Interac e-Transfer® Enhancements

Members are encouraged to register for online banking alerts. Receive email or text notifications directly when specific activity occurs on banking accounts. Through online banking alerts, suspicious or fraudulent activity can be quickly identified.

We welcome and encourage member feedback. And remind members that a link to our feedback survey is always available on our website.

#### COMING SOON!

Two-Step Verification Authentication and Self-Serve Personal Access Code (PAC) will serve to further enhance member security. Self-serve PAC will provide added convenience to members' banking experience. If your contact information with us is not current nor complete with email addresses and cell phone numbers, please reach out so that your ability to utilize these important features and, others to come, will not be impeded.

# CU Financial Management Ltd.

**You'll always be ahead**  
when you've got someone behind you.



At the credit union, you'll find all the wealth management solutions you need, from a partner you can depend on. Let us help you grow and protect your wealth with a strategy that's right for you.

We partner with 13 Atlantic Credit Unions, who constantly seek to add quality products, services, and convenience to members' lives. Your Credit Union is pleased to provide access to CU Financial Management Ltd. and Credential Securities services.

At **CU Financial Management**, our experienced advisors are here to help members achieve the goals that matter most – wherever they may be in their financial journey. We are a homegrown, Atlantic Canadian financial planning firm where the community comes first. We ensure all investments go further – benefitting the member while providing social and environmental good.

Our dedicated team has provided investment counsel and wealth planning services to individuals and institutions in our community for many years. Our staff will work with you to fully understand your goals, investment objectives, risk tolerance, investment time horizon, significant life changes and tax considerations, among several other factors.

Together, we can redefine your future. Don't hesitate to contact a CU Financial Management advisor listed below to find out more information.

**Danny Whalen, CFP®, RIS**  
Regional Financial Planner  
CU Financial Management  
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## Financial Planning

A good financial plan serves as a guide for your income, expenses and investments so you can manage your money and achieve your goals.



## Investment & Retirement Planning

It's important to plan for your future today, this includes implementing a solid savings plan and managing your assets.



## Insurance Planning

Insurance is a form of risk management and is a vital piece in your financial plan.  
Life | Health | Critical Illness | Disability



## Estate & Legacy Planning

Our advisors work with you to develop a comprehensive plan that reflects your wishes, protecting your assets and your loved ones.

Mutual funds, other securities, and securities related financial planning services are offered through Credential Securities, a division of Credential Qtrade Securities Inc. Credential Securities is a registered mark owned by Aviso Wealth Inc. Financial planning services are available only from advisors who hold financial planning accreditation from applicable regulatory authorities.

CU Financial Management Ltd. is wholly owned by Bayview Credit Union Ltd, Community Credit Union of Cumberland Colchester Ltd, East Coast Credit Union Ltd, Valley Credit Union, Consolidated Credit Union Ltd, Provincial Credit Union Ltd, Souris Credit Union Ltd, EasternEdge Credit Union Ltd, Atlantic Edge Credit Union Ltd, Community Credit Union Ltd, Public Service Credit Union Ltd, Reddy Kilowatt Credit Union Ltd and Credit Union Atlantic Ltd. \*I am not licensed to offer or sell life insurance products and services through CU Financial Management.



**We are more than  
a bank and you are  
more than a customer.**



**For 17 consecutive years, credit unions have  
ranked #1 in Customer Service Excellence.**

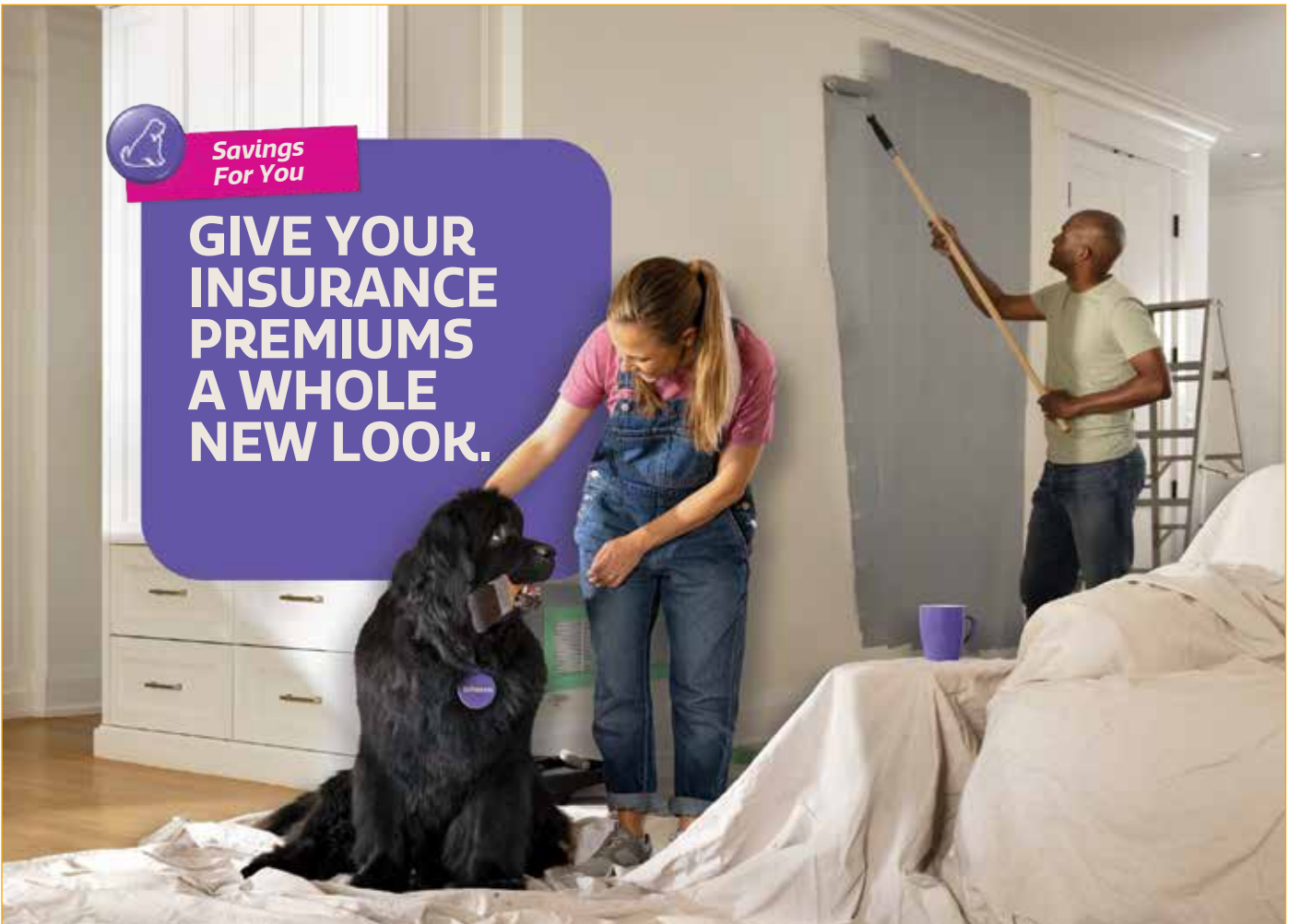
Learn more about the credit union  
difference at [honestmoney.ca](https://honestmoney.ca)

Ipsos 2021 Financial Service Excellence Awards are based on ongoing quarterly Customer Service Index (CSI) survey results. Sample size for the total 2021 CSI program year ended with the September 2021 survey wave was 47,977 completed surveys yielding 72,290 financial institution ratings nationally.



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