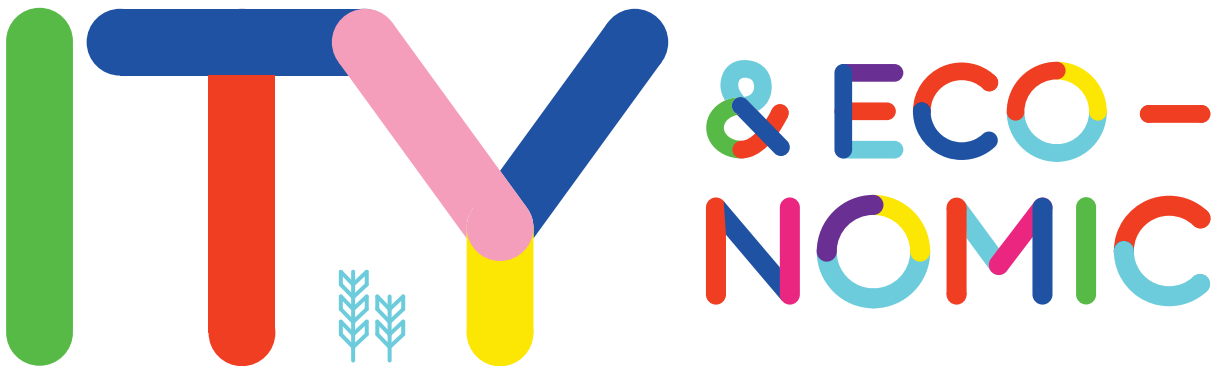
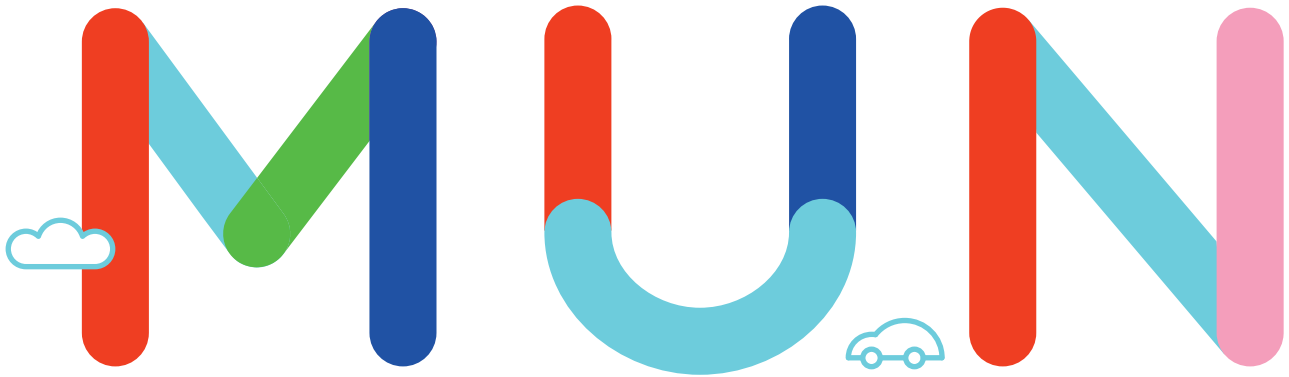


2019 CREDIT UNION



IMPACT REPORT

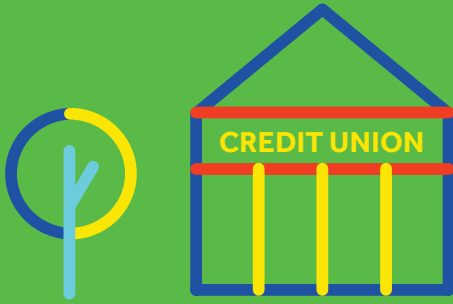
SASKATCHEWAN



Credit unions are

**co-operatives**





*"I would like to congratulate Saskatchewan's credit unions for another incredible year making a difference in their communities. Here is their story."*

Martha Durdin

President & CEO, Canadian Credit Union Association

## Saskatchewan's 40 credit unions

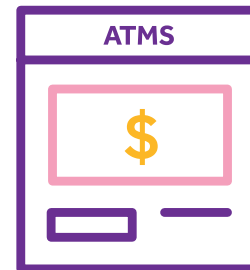
- 40 head offices in the province
- Serve 480,000 members
- Contribute over \$600 million to the provincial GDP
- Operate from 247 branches
- Are governed by 396 directors
- 37.4% of directors at credit unions are women – this exceeds the international goal of 30% women on boards
- Female CEOs number 32%, proving credit unions are leading Canada's financial services in gender parity

## Giving back to our members

Canada's credit unions exist to provide service to members and not solely to generate profit. This different way of doing banking allows us to help Canadians hold on to more of their money.

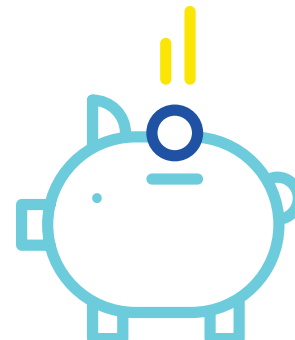
4,500 DING-FREE ATMS

Across Canada, members can access free ATMs through shared network and services.



\$19 MILLION SAVED

Members saved nearly \$19 million on ATM fees by using ding free® ATMs.



# Giving back to the community

**5.4%**

An average of 5.4%\* of credit union pre-tax income went to community donations and sponsorships, compared to an average of less than 1% for the largest banks.

Saskatchewan's credit unions distributed **\$8.95 million** back to their communities through:



**\$2.28 M**

**DONATIONS**



**\$2.84 M**

**SPONSORSHIPS**



**\$3.04 M**

**FINANCIAL SERVICES TO  
15,649 COMMUNITY  
ORGANIZATIONS**



**\$231,950**

**311  
SCHOLARSHIPS  
& BURSARIES**



**\$573,826**

**DONATIONS  
-IN-KIND**



**86,303**

**VOLUNTEER  
HOURS**

\* Based on 2017 end of year financials.

# Strengthening Saskatchewan's economy

Credit unions add \$600 million to Saskatchewan's economy:



## DIRECT IMPACT

Credit union and  
Central operations

**3,477 full-time jobs**  
**\$361 million in GDP**



## INDIRECT IMPACT

Services supplied to credit  
unions by other firms

**1,195 full-time jobs**  
**\$115 million in GDP**



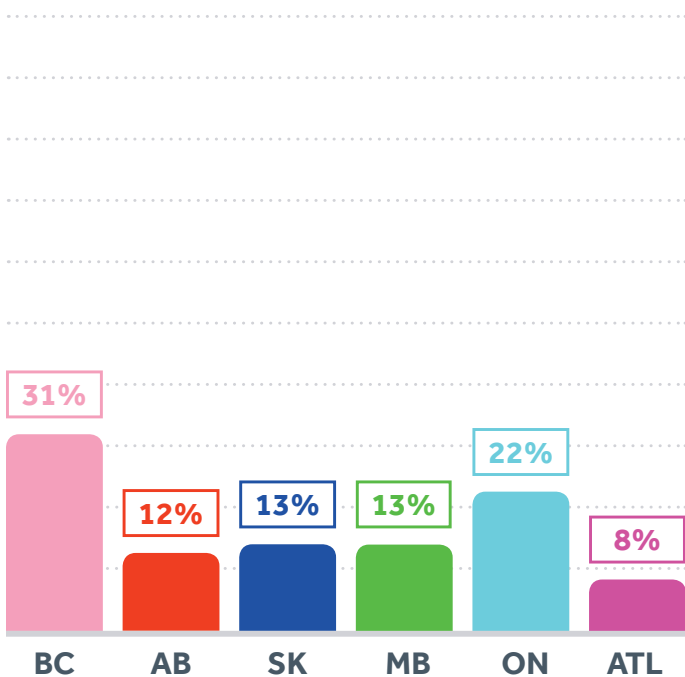
## INCOME IMPACT

Effect of employee wages

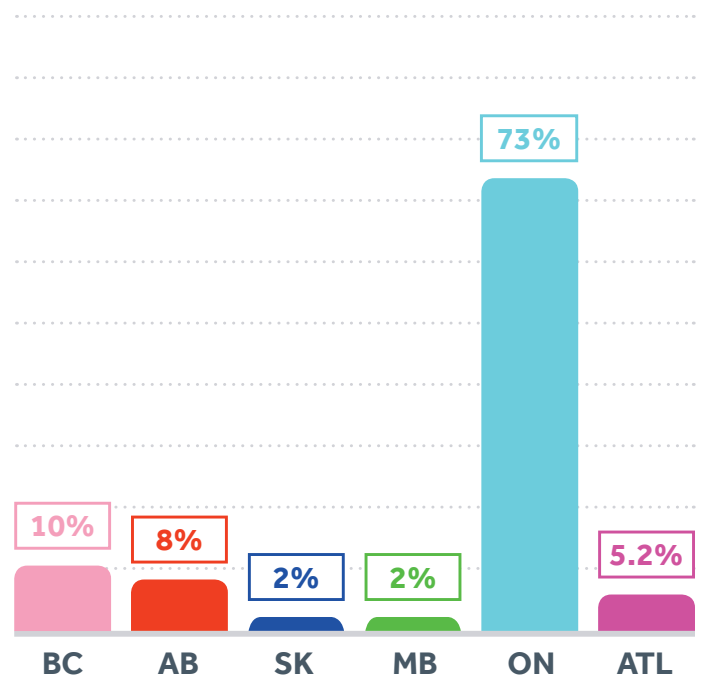
**1,121 full-time jobs**  
**\$123 million in GDP**

## Good jobs in your community

### CREDIT UNION JOBS BY PROVINCE



### BANK JOBS BY PROVINCE



# Partnering for public policy solutions



Saskatchewan's credit unions partnered with governments to tackle pressing public policy issues including:

Offering free financial literacy workshops to members and non-members across the province. Credit unions were founding members of Saskatchewan's Financial Literacy Network.

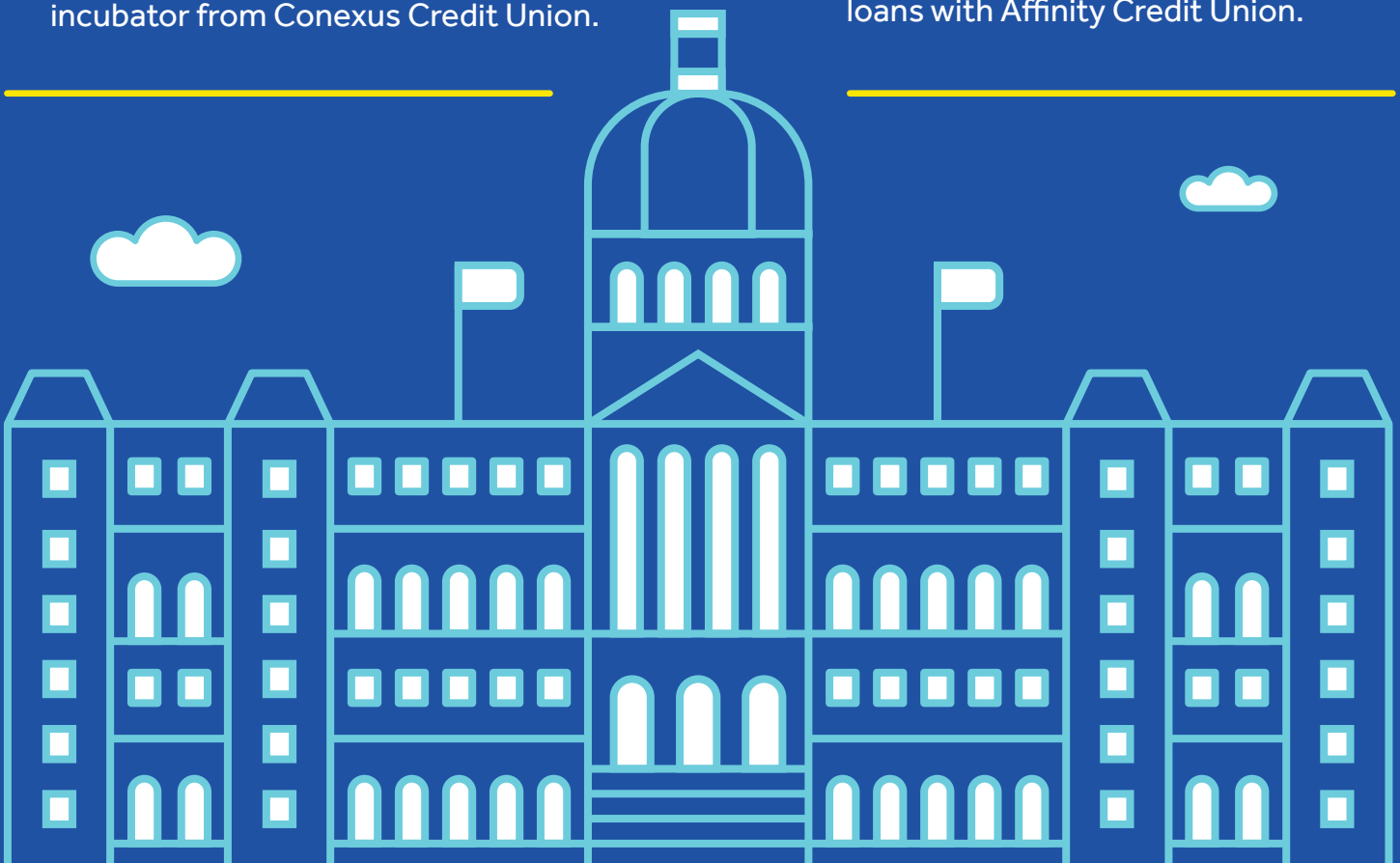
Championing enhanced financial literacy curriculum programming for high school students.

Engaged government to change the *Election Act* to increase the transparency for campaign loans.

Supporting farmers establish and develop farms through the Canadian Agricultural Loans Act.

Supporting economic growth with Canada's first credit union business incubator from Conexus Credit Union.

Providing Saskatchewanians with the first viable alternative to payday loans with Affinity Credit Union.



# A proud history of credit union innovation in Canada

1900



Alphonse Desjardins  
opens first Canadian  
credit union in  
Lévis, QC

1961



First financial  
institution to lend  
to women in  
their own names



1995

First fully  
functional  
online banking



1982

First debit  
card service



1977

First full-service  
ATMs

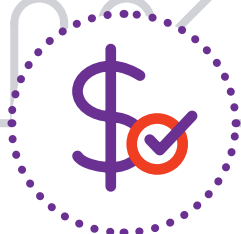


2013



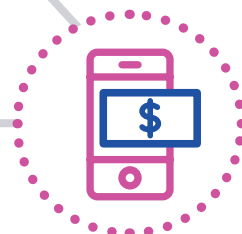
First mobile cheque  
deposit app

2014

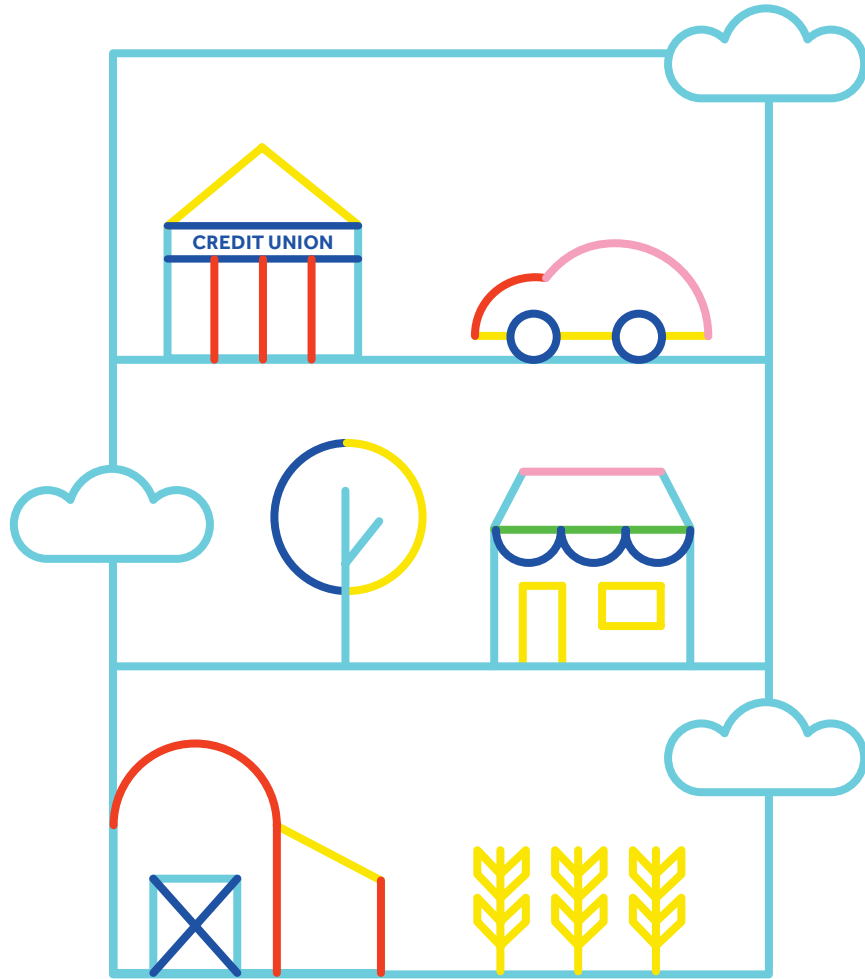


First loans offered  
as an alternative  
to payday lenders

2016



First to offer  
mobile pay  
in Canada



## CCUA's Saskatchewan Office

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**CCUA**  
Canadian Credit Union Association

