



2019  
Public  
Accountability  
Statement

# Contents

About Us	<b>1</b>
Affiliates	<b>1</b>
Community Investments	<b>2</b>
Accessible Banking	<b>9</b>
Supporting Small Businesses	<b>10</b>
Business Financing	<b>11</b>
Employment Opportunities	<b>12</b>
Workforce Diversity	<b>12</b>
Taxes	<b>13</b>
Facility Openings, Closings and Relocations	<b>13</b>
Contact Information	<b>Back Cover</b>

# About Us

Coast Capital Savings Federal Credit Union (Coast Capital) is Canada's largest credit union by membership and B.C.'s first federal credit union. Owned by over 593,000 members, Coast Capital offers personal and business banking and investment services across Canada digitally and by phone, and through its 52 branches in the Metro Vancouver, Fraser Valley, Vancouver Island and Okanagan regions of British Columbia.

For nearly 80 years, we have been playing an essential role in local neighbourhoods by making banking fair and accessible. Back in the 1940s, it was difficult for people to get access to the banking services that they needed. Groups of credit union pioneers—our founding leaders—formed small financial co-ops to help others obtain the financial support they required for a better life. Back then, we put members first by delivering simple financial help. Today, we remain true to the values and ideals of our legacy organizations that paved the way.

Fostering a culture of care, Coast Capital continues to drive innovation and positive change, from coast to coast to coast, to bring financial well-being to more Canadians. Our purpose—*Together, we help empower you to achieve what's important in your life*—drives everything we do to make the lives of our members, employees and communities better, simpler and safer. We offer helpful products and services that enable our members to invest in their future by managing, saving, growing and protecting their money, including our *Free Chequing, Free Debit and More Account*®, *Members Get It*® mortgage, *Help Extras*®, and *Where You're At Money Chat*®.

Coast Capital is part of a community of leaders who are setting the standard for corporate social responsibility. As an Imagine Canada Caring Company, LBG Canada member, and Certified B Corporation®, we invest 10 per cent of our bottom line in youth-empowering programs, partnerships and events. The last few years we have been recognized for our commitment to making Coast Capital a great place to work. Prestigious business accolades like the Canada's Most Admired Corporate Cultures™ award, the BC's Top Employers award, Canada's Best Managed Companies Platinum Club designation, and B Lab's Best for the World honoree in the Workers category are demonstrative of our efforts.

To learn more about Coast Capital, please visit us at [www.coastcapitalsavings.com](http://www.coastcapitalsavings.com).

## Affiliates

This document provides a public accountability report of the activities of Coast Capital for the fiscal year beginning January 1, 2019, and closing December 31, 2019. As a federal credit union, we publish this report to meet regulatory requirements in Section 459.3 of the *Bank Act*. It covers information requested in the *Bank Act* related to community investments, access to financial services, small business banking, business loans, tax payments, employment data and Coast Capital's facilities, over the reporting period.

Coast Capital's affiliates whose activities form part of this report are Coast Capital Equipment Finance Ltd., Travelers Leasing Ltd., and Travelers Finance Ltd. (collectively known as Coast Capital Auto & Equipment Finance).

This report is available online at [www.coastcapitalsavings.com/about-us](http://www.coastcapitalsavings.com/about-us). Printed copies can also be requested at any Coast Capital branch.



# Community Investments

Coast Capital has a long history of community involvement and leadership that goes back to our roots as a co-operative financial institution. Every year, we commit to invest 10 per cent of our budgeted bottom line into communities in our market areas, which include the Metro Vancouver, Fraser Valley, Vancouver Island and Okanagan regions of British Columbia. Since 2000, our annual contribution to local communities has totalled more than \$83 million. As our geographic footprint expands, our community investment to communities across Canada will also increase.

Coast Capital's community investments are focused on youth because many young Canadians face financial, educational and social challenges. We work closely with youth and our community partners to remove these barriers so young people can reach their potential and achieve financial well-being, independence and success.

We believe that helping young Canadians achieve financial independence will spark a hand up movement. By tapping into the creative energy of youth and their drive to build a better future, we aim to empower youth to become change-makers and inspire them to pay it forward.

Through our Youth Community Investment Program, we help young people:

- build a strong financial future
- succeed during their school years
- prepare for the world of work
- address basic, social, emotional and physical needs

Coast Capital has received various recognitions and awards for its community investments. We hold the Imagine Canada Caring Company designation, Canada's premier public expression of recognition in leadership and excellence in community investment. To ensure we remain focused on creating value, we are also a member of LBG Canada (formerly London Benchmarking Group), which is made up of organizations that meet defined international standards of accountability in how they manage, measure and report community investments.

## 2019 Community Investments Overview

Coast Capital invested a total of \$6 million in a wide range of organizations and causes in 2019. This is comprised of \$3.85 million distributed under our Community Investment focus—to help empower young Canadians to achieve financial well-being, independence and success—and includes \$207,200 in support of our Youth Intern program. In addition, we invested \$2.15 million in community investment activities outside of our giving focus, including employee volunteerism, corporate campaigns, community sponsorships and community investment program management.

## Local Organizations and Programs Funded

Below are some examples of the organizations and programs Coast Capital supported in 2019 across our Metro Vancouver, Fraser Valley, Vancouver Island and Okanagan service areas.

### Funding Recipient: Power To Be Adventure Society

Program: Wilderness School

Description: The Wilderness School is a three-year, gender-inclusive program for youth who may be experiencing barriers at home and school. Monthly weekend trips and multi-day summer excursions support participants to build strong relationships and interpersonal skills through outdoor adventures.

### Funding Recipient: Victoria Police Department

Program: Youth for Change and Inclusion

Description: This multi-day camp for youth aims to raise awareness of social justice issues to create vibrant, inclusive schools and communities. Through the experience, youth learn to believe in themselves and are empowered with leadership skills to help prevent conflict.



2019 Community Investments

#### **Funding Recipient: Burnside Gorge Community Association**

Program: Youth Self Sufficiency

Description: The Youth Self Sufficiency program supports youth aged 17–19 in foster care as they transition to adulthood. Youth are supported in the areas of housing, employment, education, relationship and trust-building, life skills, identity and emotional healing.

#### **Funding Recipient: Imagine Studio Café**

Program: Imagine U

Description: Imagine U is a 6-month internship program that provides young people facing issues of addiction, homelessness and mental health with valuable work experience and individualized case management. Youth train and work through all areas of the business, such as food preparation, serving, marketing, customer service and business management.

#### **Funding Recipient: Fresh Roots Urban Farm Society**

Program: SOYL—Youth Employment and Financial Literacy Skills

Description: SOYL empowers vulnerable youth to succeed at school and home by cultivating and stewarding schoolyard farms. Youth develop skills in growing, cooking and selling food as a means to build financial literacy, promote healthy living and foster a greater connection to themselves and their community through meaningful work.

#### **Funding Recipient: Canadian Mental Health Association—North & West Vancouver Branch**

Program: Steps Youth Program—Indigenized

Description: Steps is a recreation-based group that helps youth who are experiencing challenges with stress, anxiety and depression to build their resilience. By having adopted the Indigenous understanding of holistic wellness and by bringing in local Elders to teach youth Indigenous practices and cultural activities, the program has been Indigenized.

#### **Funding Recipient: YMCA of Greater Vancouver**

Program: YMCA Alternative Suspension Program

Description: The YMCA Alternative Suspension Program provides immediate intervention for students experiencing academic and behavioural difficulties and are at risk of academic failure. It supports students with structured programming aimed at increasing personal growth, motivation, self-awareness and academic performance.

#### **Funding Recipient: Surrey School District**

Program: REACH (Recreation, Employment readiness, Afterschool, Citizenship, Health)

Description: REACH focuses on developing employment, life and leadership skills for at-risk youth who might be considering dropping out of school or are falling into illegal behaviour. Youth gain essential pre-employment certifications that will help them secure employment, obtain work experience and develop their skills.

#### **Funding Recipient: Solid State Community Society**

Program: Solid State Community Industries

Description: Solid State helps groups of youth from newcomer families start their own enterprises. In doing so, the program aims to provide youth with important life skills, as well as change the existing narratives around newcomer youth. Each business is set up as a worker-owned co-operative and encourages youth to work together collaboratively and run their co-op democratically.

#### **Funding Recipient: Douglas College Foundation**

Program: Education Reboot

Description: This program helps youth who have struggled in school to get their high school diploma and transition successfully into post-secondary education or employment. Education Reboot prepares youth for a bright future through career exploration, skills training and exposure to the post-secondary environment.

#### **Funding Recipient: Project Literacy Kelowna Society**

Program: Student Literacy Support

Description: Student Literacy Support, in partnership with the UBC-Okanagan Library, delivers free, one-to-one literacy tutoring support on campus. With effective literacy skills, youth are empowered to pull themselves out of poverty and access more educational and employment opportunities.

### **Key Community Partnerships**

In addition to contributions to the above organizations and programs, Coast Capital has developed a number of key partnerships with community organizations. Here are some examples from 2019.

#### **1. JA British Columbia Dollars with Sense**

In 2019, we continued our support for JA British Columbia's (Junior Achievement of British Columbia or JABC) Dollars with Sense program, a financial literacy course designed to teach the fundamentals of money management to students in grades 7 through 9.

To prevent young Canadians from experiencing the financial challenges currently facing many Canadians, financial literacy and healthy financial behaviours must be taught and established at an early age. Youth empowered with the principles of good money management have a greater chance of building a strong financial future. Our involvement in the Dollars with Sense program furthers this goal.

Dollars with Sense is a fun, interactive and hands-on program that teaches youth money-management skills, including knowing the difference between wants and needs, preparing a budget, being a smart shopper and understanding the cost of credit. Thanks to Coast Capital's 2019 investment, approximately 3,000 youth will participate in the program, gaining essential money management knowledge. Many of our employees are dedicated volunteers (see *Help Heroes infographic on page 5*), helping deliver the Dollars with Sense curriculum in B.C. schools.

## **2. Coast Capital Savings Charity Golf Tournament**

To help cultivate emotional well-being among youth, we joined forces with VGH & UBC Hospital Foundation to host the 18th Coast Capital Savings Charity Golf Tournament in support of depression research. Our employees and senior leadership have been actively involved in organizing this annual fundraiser for many years. In 2019, we once again brought together Coast Capital's business partners, members, and the larger community to raise money for cutting-edge depression research benefiting youth and others.

In British Columbia, one in seven young people experiences mental disorders. This causes significant distress, negatively affecting their lives at home and in school, and their interactions with peers and in the community. Nationwide, 10 to 20 per cent of Canadian children and youth are affected by mental illness, and 3.2 million Canadian teenagers are at risk of depression. Our support for VGH & UBC Hospital Foundation helps reduce and prevent depression and mental illness and its associated stigma.

In 2019, the Coast Capital Savings Charity Golf Tournament raised a record-breaking \$300,500 for mental health research, bringing the total funds raised so far by this annual event to more than \$3.1 million.

## **3. Coast Capital Savings Innovation Centre**

In 2019, Coast Capital announced a \$1 million, 5-year commitment to the Coast Capital Savings Innovation Centre, renewing our partnership with the University of Victoria and representing the largest philanthropic gift ever announced by Coast Capital on Vancouver Island. The Innovation Centre provides free on-campus incubator services to help students, faculty, staff and recent grads take business concepts from idea to investor-ready.

Each year, young people across Canada come up with creative business ideas, but without support and mentorship, most of these innovations are not developed into marketable products and services. As a result, the entrepreneurial promise of Canadian youth remains untapped. Through the Coast Capital Savings Innovation Centre, these entrepreneurs have the opportunity to build a successful future for their businesses.

Since our initial investment in 2016, the Innovation Centre has helped more than 500 students from all faculties and supported the launch of 70 start-up companies. Roughly half of all program participants are from underrepresented groups, including women, visible minorities and Indigenous Peoples.

## **4. Youth Futures Education Fund**

Our 2019 community impact included ongoing investment in the educational success of B.C. youth who have aged out of government care, through our contribution to the Youth Futures Education Fund (YFEF). Coast Capital partnered with the British Columbia government and other private and non-profit sector stakeholders to launch this initiative in 2014.

For many young people in British Columbia, the opportunity to attain post-secondary education requires financial and other assistance from family members for necessary items such as books, groceries, housing, living supplies and transportation. For youth who have been in government care and who lack these family supports, achieving a post-secondary education can be daunting.

Funding provided through YFEF helps students with their living expenses. In many cases, these are life-saving funds that change the trajectory of many young peoples' lives.

# Help Heroes Employee Volunteer Program

Coast Capital's commitment is to make a positive difference in society on behalf of our members, and our corporate volunteer program is an extension of this dedication.

## Empowering Employees to Give Back

We empower and reward our employees to volunteer their time to community causes and organizations that fulfill their purpose. Being a Help Hero provides them with a greater perspective about what is needed in the communities we serve and a meaningful opportunity to develop skills they can take back to the workplace.

## Employee Volunteering

The Help Heroes employee volunteer program supports employee volunteering in several ways. The program provides paid time for employees to volunteer during work hours, supports staff who want to volunteer during their own time, and brings together employees who volunteer as a team. For their volunteer efforts, staff receive reward dollars that they can donate back to the cause of their choice.

We know we're part of a global community. While the focus of our volunteer program is domestic, our employees also donate their skills in support of financial well-being projects around the globe through our international volunteer program. In May 2019, we undertook our first international volunteer project in which we sent five employees on a three-week paid volunteer experience to Nepal to work with co-operatives that empower youth and women.



48 team  
volunteer  
activities



14,950 hours  
volunteered  
by employees



\$107,000 volunteer  
reward dollars donated  
by employees to  
413 causes



### Learn More

Go to: <https://blog.coastcapitalsavings.com/in-your-community/volunteering>



## We're a Certified B Corporation®

Certified B Corporation® status is granted by the non-profit B Lab™ to organizations that meet high standards of social and environmental performance, accountability and transparency.

### Becoming Certified

B Corp Certification assesses the overall positive impact of the company that stands behind it. Businesses must achieve a minimum verified score on a comprehensive assessment that looks at a company's impact on its workers, community, environment and customers (or members, for Coast Capital). It also helps companies set goals for continued improvement, drive positive change and track performance over time.

### Best for the World

B Lab's annual Best for the World list recognizes B Corps with exemplary scores in different parts of the business. In 2019, just one year after becoming certified, Coast Capital was thrilled to be named as a Best for the World honouree in the category of Workers. We scored in the top 10 per cent of all B Corps for our employee-friendly practices and our efforts to make a large impact on the lives of our employees well beyond work hours.

### We All Benefit

B Corp Certification provides third-party validation that Coast Capital is working to create a positive influence through our business, balancing profit and purpose. Our B Corp Certification means our members can feel good about banking with us, and our employees can feel proud to work here.

3,200+

companies



from 70 countries



over 150 industries form this growing movement of people using business as a force for good



**Learn More**

Go to: <https://bcorporation.net>



Since its launch, we have contributed more than \$664,000 to the Youth Futures Education Fund and in 2019, 464 young people received help with their living expenses while they pursued their post-secondary dreams. This investment is delivering Coast Capital's goal to support and empower youth to achieve educational success. With education success, these young people have a solid foundation from which they can find a good job, raise a healthy family and contribute to the community.

## 5. Cops for Cancer

The Canadian Cancer Society Cops for Cancer campaign took place in the fall of 2019 and once again, Coast Capital was the official tour sponsor of this annual fundraiser. Cops for Cancer is a partnership between the Canadian Cancer Society, local law enforcement and emergency services officers to raise funds for pediatric cancer research. In addition, the funds raised allow children and youth affected by cancer (and their families) to participate in the unique Camp Goodtimes summer program.

Coast Capital has supported the Cops for Cancer tour since it was launched more than 20 years ago because we understand the devastating impact of cancer on young lives. Our partnership with the Canadian Cancer Society Cops for Cancer tour allows us to invest in research that will lead to a cure, while providing young survivors with an unforgettable summer at Camp Goodtimes, away from all the medical worries and stress.

As in previous years, our employees came together to raise funds for this cause, through events such as silent auctions, shaving their heads and collecting member donations at our branches. With contributions from our employees and members, we raised \$120,600 in 2019 to help youth living with cancer. To date, we have donated more than \$2.6 million to the Canadian Cancer Society Cops for Cancer tour.

## 6. Coast Capital Savings Venture Connection

In 2016, we invested \$1 million over five years in the Coast Capital Savings Venture Connection program at Simon Fraser University. This initiative is aimed at training future leaders and innovators by equipping young people with the skills, passion and dedication to be the next generation of entrepreneurs. The program provides tools and training to build entrepreneurial skills, helping turn ideas into real ventures.

In recent times, young people in university have started some of the biggest entrepreneurial successes; however, for every concept that makes it to market, several potentially viable ones fail for lack of development. Coast Capital Savings Venture Connection is designed to bridge this gap by helping visionary young entrepreneurs bring the business solutions of tomorrow to consumers. It does this through services such as an early-stage incubator, coaching and mentoring, and the Coast Capital Savings Venture Prize Competition.

To date, the Coast Capital Savings Venture Connection partnership has engaged over 13,500 participants and provided business development services to more than 210 early-stage start-ups.

## 7. Pink Shirt Day

We were the presenting sponsor of the 2019 CKNW Kids' Fund Pink Shirt Day. This continued a partnership that started in 2012 when Coast Capital became involved in this international movement to encourage kindness and prevent bullying in schools and communities across B.C.

Coast Capital's sponsorship of Pink Shirt Day funded bullying prevention initiatives and programs that help youth build a sense of belonging. In 2019, we invested over \$200,000 in Pink Shirt Day and other programs that foster inclusive schools and communities. Our employees and members joined in celebrating Pink Shirt Day on February 27, helping raise awareness and funds in the community.

## Signature Programs

Unlike partnerships that involve supporting other organizations in the implementation of programs that align with our community commitment, Coast Capital's signature programs are the credit union's own community investment initiatives. They are created, funded, and managed by Coast Capital. The goals and activities of our three signature programs are described below.

### 1. Youth Community Councils

In 2019, our Youth Community Councils provided opportunities for 25 young adults (between the ages of 18 and 30) to gain valuable experience in community investment decision-making. Serving on the council also allowed members to grow in community leadership—through roles such as representing Coast Capital at community events—while providing input from a youth perspective on our investment decisions.

Eight candidates, made up of four Coast Capital employees and four community members, were selected to serve on each of our three councils (Metro Vancouver, Fraser Valley & Okanagan and Vancouver Island). The members met to review grant applications and make funding recommendations, ensuring Coast Capital community investment decisions are “for youth, by youth.” In 2019, our three Youth Community Councils allocated more than \$1.4 million in grants to almost 100 youth-serving organizations throughout our market area.

## **2. Youth Education Awards**

In 2019, we provided over \$200,000 in Youth Education Awards to British Columbia students who have shown extraordinary commitment to pursue post-secondary studies in spite of significant adversity. The students were selected through a competitive process from school districts across Coast Capital’s market areas.

In 2019, Coast Capital’s Standing Tall Education Awards were valued at \$3,500 each, and we once again also presented one \$5,000 Beth Hutchinson award to a qualifying applicant as part of this annual bursary program. Recipients of the credit union’s education awards have included youth experiencing mental health challenges, students battling cancer, young people faced with homelessness, and those with complex family situations, including youth in foster care. Since 2004, we’ve helped over 850 students with more than \$2.4 million in post-secondary education funding, through our Youth Education Awards.

## **3. Youth Internships**

A great student job has the potential to kick-start a young person’s career. To this end, our Youth Interns program provided 20 young people with an exciting opportunity to experience real-life work in 2019. Coast Capital Interns are grade 11 and 12 students from our market areas who spend a year gaining practical employment experience as paid member service representatives at our branches. The interns work on weekends during the school year and full-time in the summer. They also gain unique community relations, communication and organizational skills by serving as Coast Capital ambassadors at various public events.

Through the training they receive and their work in Coast Capital branches, Youth Interns increase their financial literacy, preparing them to make smart money decisions as adults. The interns also get the chance to “pay it forward” by volunteering in the community, teaching financial literacy to their peers. They graduate from the program equipped with the leadership training, financial savvy and work experience needed for future success.

## **Volunteering by Coast Capital Employees**

Coast Capital’s employees are passionate about the communities where they live and work, and they give much of their time to enrich the fabric of these communities. Our employees volunteer their own time as individuals, as well as in teams. We support our employees in this effort through our Help Heroes employee volunteer program, resulting in more than 14,950 hours being contributed to community causes in 2019. Examples of employee volunteer activities undertaken in 2019 included renovating and upgrading facilities for youth programs, coaching youth sports, working at animal shelters, volunteering on non-profit boards and event committees, and delivering meals at school breakfast programs.

## **Banking in Support of Strong, Economically Successful Communities**

Beyond our direct community investments, Coast Capital’s banking products and services contribute indirectly to strong economic and community growth by helping individual members, business members and our non-profit members succeed. To support non-profit organizations in their good work, we provide them with Coast Capital’s Community Chequing Account, an interest-earning account with no monthly fee and unlimited transactions.

We improve the lives of individual members and their families by helping them achieve financial well-being through sound financial advice and value-based products and services. We also serve hundreds of organizations and businesses that help build vibrant communities through their activities and operations, whether through community programs or job creation.

# Accessible Banking

Coast Capital believes that every Canadian deserves access to financial products and services that empower them to achieve what's important in their lives, whether that is in-branch or through our online, mobile or telephone banking platforms. Our membership includes youth, students, seniors and those faced with financial challenges.

## Banking Products and Services

As a federal credit union, Coast Capital ensures Canadians from all income levels have access to basic financial services at a nominal cost. As such, we offer a variety of financial products and services that support accessible banking, including a no-fee chequing account for all members (*The Free Chequing, Free Debit and More Account*<sup>®</sup>). All youth, students and seniors receiving the Guaranteed Income Supplement (GIS) and Registered Disability Savings Plan (RDSP) as beneficiaries receive free paper statements on their accounts. We offer several extended benefits to seniors, including free personalized cheque orders, free cheque images (returned with statements), free Canadian office cheques and free U.S. bank drafts. Seniors also receive a fee waiver and discounts on select accounts and services.

Coast Capital is always embracing new opportunities to be more accessible to its members—several of our branches across B.C. offer extended hours, and in 2019, we upgraded the phone menu for our Contact Centre to help members receive the individual care they need, easier and faster. Coast Capital offers external message relay services to members who experience hearing or speech difficulties.

Further, we provide accessible banking for all Canadians through online and digital technologies. Coast Capital offers digital membership opening online, which can be completed in under five minutes. All members have access to free and secure mobile and online banking, as well as member card integration with Apple Pay. In 2019, our enhanced Coast Capital Savings App received recognition for the best overall mobile banking experience among Canadian credit unions and was in the top five for all financial institutions in Canada by Surviscor in their annual Canadian Mobile Banking scorCard<sup>™</sup> Review.

## Facilities and Assistive Technology

Coast Capital's building and facilities include features that support access for those with mobility or other physical challenges. Most of our locations have automatic door openers and access ramps, and we provide additional accessibility supports during major renovations. In addition, many of our ATMs are installed with audio jacks, voice guidance and braille keypads to support those who are visually impaired. When designing and building new locations, renovating existing branches to comply with applicable building codes and regulations or relocating branches, we include features that support access for those with mobility or other physical challenges, wherever possible. As part of Coast Capital's ongoing commitment to providing an inclusive physical environment, our objective is to ensure that new locations are fully accessible to wheelchairs and scooters.

## Member Concerns

As a credit union, Coast Capital is accountable to its members, and we are dedicated to being a trusted financial advisor and working in our members' best interests. As their experiences help us to continually improve our products and services, we are committed to address and resolve any member concern in a timely and efficient manner. Our complaint resolution process allows our members to speak up and be heard by our front line all the way to senior management.

If we are unable to resolve the matter to a member's satisfaction, our Office of the CEO, as well as an Ombudsperson, are dedicated to resolving disputes through fair and impartial investigations. In 2019, the Ombudsperson received three complaints about Coast Capital's banking products and services. As all issues were resolved to the member's satisfaction within an average period of three weeks, none of the complaints were escalated to the industry Ombudsman for Banking Services and Investments.

# Supporting Small Businesses

In 2019, Coast Capital served 48,000 small business members with a focus on delivering high-touch, personalized service to these members and enhancing our online and mobile banking experience through our new digital banking platform. Local businesses have historically looked to co-operative financial institutions for banking products, and this commitment continues to set Coast Capital apart.

To meet the needs of local entrepreneurs, we offer a wide range of helpful products and services to small businesses, and actively work on increasing their ability to do business with us online. Our offerings include chequing and savings accounts, business deposits, investment products, business credit (loans, lines of credit and letters of credit), commercial real estate financing, equipment and auto financing or leasing, and payment/cash management services.

Throughout 2019, Coast Capital continued to invest in technology to support the delivery of high-quality small business banking to our members. Our new Digital Membership Opening (DMO) for sole proprietorships, partnerships, and corporations made the process of joining faster and simpler than ever before. Coast Capital's partnership with OnDeck Canada, a leading online lender to Canadian small businesses, opened up

access to short-term financing via a digital platform and a simplified lending process. We continued to increase access to banking support for business members through Coast Capital's Contact Centre, including a switch to the new NICE inContact software platform, extended business hours, and added additional small business banking specialists dedicated to helping members, either by phone or e-mail. We continued to upgrade the training of our staff, as well as tools and technologies, to provide small business members with an even better banking experience.

In 2019, we were also active in the media with member and public education. We partnered with Global Television on short financial literacy segments for social media, and our business experts were interviewed for an advertorial supplement produced by Mediaplanet Canada to speak to our focus on adopting new technologies to drive towards advances in services and products for our members. The feature was included in the October issue of *Maclean's* magazine. In addition, Coast Capital provided business advice to members through posts on social media and blogs on our website's The Help Hub platform.

Our small business team was showcased at business expos across the Lower Mainland, spoke at events held by the British Columbia chapter of Mompreneurs, and helped the Junior Achievement of B.C. with providing financial literacy education through its Dollars with Sense middle school program.

# Business Financing

One of the major ways Coast Capital supports the business sector is through debt financing. In 2019, the credit union authorized loans totalling nearly \$2.5 billion to help more than 4,000 businesses meet their operational and expansion goals.

The following is a breakdown of this financing.

<i>(in thousands of dollars)</i>	\$0– \$24,999	\$25,000– \$99,999	\$100,000– \$249,999	\$250,000– \$499,999	\$500,000– \$999,999	\$1,000,000– \$4,999,999	\$5,000,000 and greater	Grand total
<b>Alberta</b>								
Authorized amount	164	11,547	38,611	14,174	13,879	9,709	59,800	147,884
Number of clients	9	190	222	41	22	3	2	489
<b>British Columbia</b>								
Authorized amount	5,781	37,081	70,995	56,822	94,488	385,849	1,385,442	2,036,458
Number of clients	552	821	413	168	139	182	81	2,356
<b>Ontario</b>								
Authorized amount	128	18,834	74,101	37,491	17,750	15,602	73,150	237,056
Number of clients	6	288	440	110	27	7	4	882
<b>All other provinces/territories*</b>								
Authorized amount	94	6,365	27,696	12,421	9,474	1,253	0	57,303
Number of clients	4	110	154	36	15	1	0	320
<b>Total</b>								
Authorized amount	6,167	73,827	211,403	120,908	135,591	412,413	1,518,392	2,478,701
Number of clients	571	1,409	1,229	355	203	193	87	4,047

\* Data for Manitoba, New Brunswick, Newfoundland & Labrador, Northwest Territories, Nova Scotia, Nunavut, Prince Edward Island, Quebec, Saskatchewan and Yukon have been consolidated.

# Employment Opportunities

We support Canada’s economy through direct employment of banking and administrative staff across our branch and administrative locations.

The table below provides a breakdown of the credit union’s full-time and part-time staff.

## Providing Meaningful Employment Opportunities

Coast Capital supports young Canadians in the pursuit of their ambitions and helps them succeed. In 2018, Coast Capital joined the Opportunity for All Youth initiative, a national coalition of companies, government and community employment agencies focused on providing NEET (Not in Employment, Education or Training) youth with meaningful career opportunities. The coalition aims to hire 40,000 youth facing employment barriers by 2023. Through the program, Coast Capital hired six NEET youth in 2019 in Member Service Representative in-branch positions, as well as Member Banking Specialist positions at our Contact Centre, allowing them to build job-relevant skills and gain valuable work experience, preparing them for their future endeavours.

# Workforce Diversity

At Coast Capital, our culture is one of diversity, inclusion, equity and acceptance. Diverse experiences and perspectives drive our innovation, enrich our workplace and help us better understand and meet the needs of our members.

We are committed to building a workforce that reflects the diversity of the members and communities we serve, and we aspire to be an employer of choice for employees and candidates of all backgrounds.

## Championing Employment Equity

Coast Capital is honoured to be an Employer Partner of the Canadian Centre for Diversity & Inclusion (CCDI). In 2019, CCDI actively supported us in enhancing our efforts to embed a diversity and inclusion approach in our organizational functions and business operations. We seek to foster a welcoming environment where unique individual experiences are valued, with a sense of belonging and mutual respect.

To get a better understanding of the current state of diversity and perspectives on inclusion within Coast Capital, we invited employees to make their voices heard through the semi-annual employee engagement survey and CCDI’s inaugural Diversity Meter Survey in which we had an 83% participation rate. Employees were given the opportunity to self-identify and share what they felt were areas of focus or opportunity to support an inclusive workplace.

Coast Capital Workforce in 2019

	Total # of employees	B.C.	Alberta	Ontario	Part-time	Full-time
Coast Capital Savings Federal Credit Union	1,806	1,798	1	7	344	1,462
Coast Capital Auto & Equipment Finance	79	65	2	12	4	75
<b>Total</b>	<b>1,885</b>	<b>1,863</b>	<b>3</b>	<b>19</b>	<b>348</b>	<b>1,537</b>

To further empower our workforce in championing diversity, inclusion and employment equity, Coast Capital launched several employee-led platforms in 2019 for employees to play an active role in making the organization, and wherever they go, a more inclusive place. Coast Capital's Diversity & Inclusion Council provides strategic governance and oversees the internal D&I program. Our Task Forces help identify potential employment barriers for designated groups as defined by the *Employment Equity Act*. And Coast Capital's women and LGBTQ2+ Affinity Networks were complemented with four new groups focused on raising the awareness and appreciation for employees who self-identified as indigenous people, persons with disabilities, visible minorities, as well as youth.

## Taxes

Coast Capital contributed to the Canadian economy in 2019 through the payment of \$21.1 million in federal income taxes and \$5.1 million in provincial income taxes.

Coast Capital's tax payments are summarized below.

### Taxes Paid

(in thousands)

Tax jurisdiction in Canada	Income taxes paid
Federal	21,121
British Columbia	4,337
Alberta	187
Ontario	554
<b>Total</b>	<b>26,199</b>

## Facility Openings, Closings and Relocations

Coast Capital serves members through a network of 52 branches and 91 ATMs. In 2019, there was one branch and ATM relocation.

We relocated our Ocean Park branch located at 1680 128th Street, Surrey, B.C. to 12863 16th Avenue, Surrey, B.C., which included the removal of one ATM at the old location and installation of one ATM at the new location. The relocation involved moving from a 4,500-square-foot stand-alone building into a nearby 1,389-square-foot convenient mall location.

To accommodate administrative staffing growth, Coast Capital added:

- 7,410 square feet of office space in the Help Headquarters building (HHQ) in Surrey, which included additional office space for Coast Capital Auto & Equipment Finance (9900 King George Blvd, Surrey, B.C.)
- Temporary commercial office space in Langley, B.C. (8661 201st Street, Langley, B.C.)
- 10 WeWork office space licenses in Toronto, Ont. (1 University Ave, Toronto, Ont.)

There were no other branch or location openings or closings, nor were there any other ATMs installed or removed.

To find a nearby branch, ATM or business centre, visit [www.coastcapitalsavings.com/ContactDirectory/FindBranchATM](http://www.coastcapitalsavings.com/ContactDirectory/FindBranchATM)

# Contact Information

## Help Headquarters

Suite 800 – 9900 King George Blvd.  
Surrey, B.C. V3T 0K7  
T: 604-517-7400  
F: 604-517-7405

## Victoria Administration Office

Suite 400 – 2950 Jutland Rd.  
Victoria, B.C. V8T 5K2

## Contact Centre

Monday – Saturday: 8 am – 8 pm (PST)  
Sunday: 9 am – 5:30 pm (PST)  
T: 1-888-517-7000 (toll-free)  
T: 604-517-7000 (Metro Vancouver)  
T: 250-483-7000 (Victoria)

## Website

[www.coastcapitalsavings.com](http://www.coastcapitalsavings.com)

## Twitter

[twitter.com/coast\\_capital](https://twitter.com/coast_capital)

## Facebook

[facebook.com/coastcapitalsavings](https://facebook.com/coastcapitalsavings)

## Instagram

[instagram.com/coast\\_capital](https://instagram.com/coast_capital)

## LinkedIn

[linkedin.com/company/coast-capital-savings](https://linkedin.com/company/coast-capital-savings)