

member bulletin

NOTICE OF AGM

The 73rd Annual General Meeting of Sunshine Coast Credit Union will be held on Wednesday, April 30, 2014, at 7:30 p.m. at the Sechelt Seniors Activity Centre, 5604 Trail Avenue Sechelt, BC.

Win!



Just for being a credit union member!

Earn more entries just by sharing the promo on Facebook!
www.getyourshare.ca/member

**DEPOSITS ARE
 100%
 GUARANTEED**

by the Credit Union Deposit Insurance Corporation of British Columbia
www.cudicbc.ca



**Sunshine Coast
 CREDIT UNION**

Together, we enrich lives.



**SunCu Financial
 SERVICES INC.**

A subsidiary of Sunshine Coast Credit Union

MESSAGE FROM THE CEO

When I last wrote to you in July, I described the dynamic landscape within which your Credit Union is successfully operating. I talked about the challenges our industry is facing including increased regulatory compliance, a flat economy, a low interest rate environment and increased operating expenses.

I am very pleased to share with you that despite these challenges, Sunshine Coast Credit Union has once again generated outstanding results this past year which included exceeding growth objectives, continuous improvement on member survey results and unmatched community support.

Growth in deposits and lending combined with diligent management of the financial margin has resulted in more than \$2.5 million dollars in pre-tax and dividend income. Once again, we will be sharing your Credit Union's financial success with members in a patronage dividend which will be paid into member accounts by the end of January.



Shelley McDade, CEO

In addition to dividend payments, patronage will be shared with members this year, deposited directly into member accounts this month.

Class B Membership Equity Share Dividend	1.10%
Class C Transaction Equity Share Dividend	2.05%
Class D Voluntary Equity Share Dividend	3.50%
TOTAL TO BE PAID TO MEMBERS	OVER \$500,000

Our member survey results continue to improve (see page two). We maintained or improved all of our key performance indicators including overall satisfaction and satisfaction with expertise, accessibility and community support. In fact, 96% of members are satisfied with the support we provide locally: as the Coast's best community partner, we have given back close to \$100,000 to our communities in the form of sponsorship, donations and in-kind expertise this past year alone.

Strong member survey results and unsurpassed community support don't happen by chance. Our employees are the heart of this Credit Union and play an integral role in your experience, and a positive work environment is a top priority across our Organization. We recently came together and created action plans as leaders, as teams and as individuals, aiming to increase our employee engagement even further so that SCCU continues to be a preferred place of employment.

As we head into the New Year, our plans are focused on accessibility, making sure you can connect with us in the way that is most convenient for you, whether that is in-branch, online, mobile or through social media. Accessibility is not only important in meeting the expectations of our current members, but is also a way for us to connect with the youth, a market that is key for us as we look toward the future.

Over the past fifteen years, we've seen our operating expenses double, however, we've only made nominal increases to our service fees during that time. Beginning in June, some of these fees will increase to better reflect the actual cost to deliver services (for details, see page three). We recently completed an in-depth review of our fees in comparison to our peers to ensure that as we make these changes, we remain mid-market overall, charging fees similar to other financial institutions, so that we can remain competitive in the products, services and rates we deliver to our membership.

Since 1941, your Credit Union has been working with members to build a healthy, strong, vibrant Coast community. Over these years we've experienced many changes. Very soon, we will be sending you information about updating our Constitution so it reflects those changes, including updating our original name (Roberts Creek Credit Union) to our current one. Additional information about this process may be found on page four.

Well positioned for continued success, we look toward the future with enthusiasm and purpose. We are grateful for the support you have given us and motivated to continue our progress in the New Year. From all of us here at Sunshine Coast Credit Union, thank you for your patronage and all the best to you and yours in 2014.

CALL FOR 2014 DIRECTOR NOMINATIONS

The role of Director is a challenging one, with responsibilities ranging from strategic oversight, prudent financial management and governance. Nominations for qualified candidates for Sunshine Coast Credit Union's 2014 Board of Directors will be accepted beginning January 13, 2014 at the Administration Office, Box 799, 985 Gibsons Way, Gibsons, B.C., V0N 1V0. Nominations will close at 5:00 pm on February 11, 2014.

The terms of three directors will expire at the 2014 Annual General Meeting. Sunshine Coast Credit Union's Rules require that certain criteria and procedures must be met during the nomination and election process. For details regarding election of directors, directors' responsibilities and the Credit Union's Rules regarding nominations, contact Shelley McDade, CEO via the Administration Office or visit our website at www.sunshineccu.com. Click on About Us/Who We Are/Board of Directors. To be eligible to vote in an election you must be a non-junior member, in good standing 90 days prior to the election.

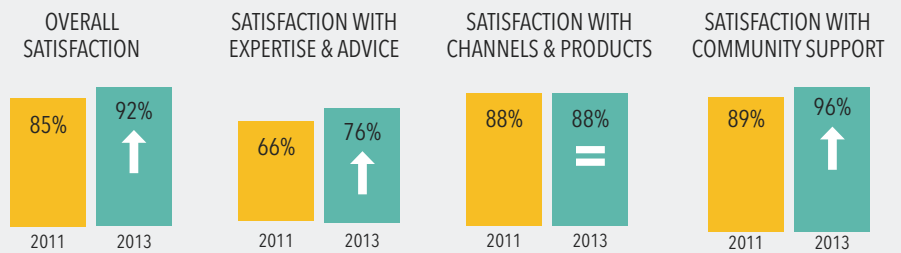
BOARD OF DIRECTORS

- John Wiseman, Chairperson
- Bob Miller, 1st Vice Chairperson*
- Richard Wilson, 2nd Vice Chairperson
- Tim Anderson*
- Karen Archer
- Glen Bonderud*
- Catharine Esson
- Mark Giltrow
- Lori Pickering

* Terms expire at the 2014 Annual General Meeting

YOU TOLD US

Close to six hundred members provided us with feedback through our 2013 Member Survey; thank you to everyone who participated. The information gathered gives us insight into your needs, providing input into our strategic direction. We were very pleased with the results of the survey, including the scores gained in our key performance indicators below. In recent years, your Credit Union has been focused on taking service and expertise to a new level, and results indicate that members are noticing this shift. Satisfaction with channels and products (accessibility) remained strong but we believe we can do even better and this will be a focus for the Organization in 2014. Satisfaction with our community support continues to be high and will remain a key differentiator for your Credit Union.



CALL FOR PHOTOS - 2015 CALENDAR

Members are invited to submit their favorite local photo for consideration in Sunshine Coast Credit Union's 2015 calendar. Details including rules, specifications and process will be posted online on January 31st and the submission deadline is February 28th.



Edmund Arceo photo

A WEALTH OF EXPERTISE

For all your wealth management needs

- Comprehensive Financial Planning
- Estate & Legacy Planning
- Investing
- Insurance

Securities and securities related financial planning services are offered through Qtrade Advisor, a division of Qtrade Securities Inc., Member of the Canadian Investor Protection Fund. Insurance products are offered through SunCu Financial Services.



Alex Albrecht
604-885-3792
Investment Specialist, SunCu
Investment Advisor, Qtrade Advisor



Sandy McBride, CFP®
604-886-8533
Certified Financial Planner &
Insurance Representative, SunCu
Investment Advisor, Qtrade Advisor



Tracy Cousins, CFP®
604-883-6820
Certified Financial Planner &
Insurance Representative, SunCu
Investment Advisor (Mutual Funds), Qtrade Advisor



Jamie Eilers
604-886-8533
Investment Specialist, SunCu
Investment Advisor, Qtrade Advisor



in our community...

Clockwise from top left: Coast TV's OUT LOUD program highlights local performers and Cassandra from SCCU presented 2013 winners Nir Blue and Matthew Lovegrove with \$350 each; SCCU employees Kecia & Cassandra were on hand at the Banff Mountain Film Festival in support of the Tetrahedron Outdoor Club's fundraising efforts; Representatives of the Sunshine Coast Fruit Tree Project received \$1,000 from staff Anne & Melissa to support their goal of delivering surplus fresh fruit to organizations who will put it to good use; SCCU employees Karly and Kelsey presented \$1,500 to the Hospice Society in support of their annual Lights of Life event.

SERVICE FEES

While operating expenses have doubled over the past fifteen years, service fees have increased only nominally during that same time. As of June 1st, some fees will be increasing to better reflect the actual cost to deliver services to members. Our philosophy is to be mid-market overall in comparison to our peers. Charging fees similar to other financial institutions allows us to remain competitive in the products, services and rates we deliver to our members.

We're here to help. If you have any questions or concerns, we would be pleased to sit down with you to personally review your current banking needs. We'll make sure you are getting the most out of your account package, offer you some money-saving tips and recommend services to simplify your financial life.

Transaction Fees listed below remain unchanged for Business, Organizations, Golden & Youth Accounts, unless indicated.

SERVICE FEES	CURRENT FEE	NEW FEE JUNE 1 ST 2014
Cheques - Non Sufficient Funds	\$40.00	\$42.00
Voucher Search (< 30 days)	\$0	\$5.00
RRSP Transfer out Fee to another credit union	Current \$50.00 fee will apply to all transfers out	
Returned Mail Processing Fee	\$0	\$10.00
Inclusion of Cheque Images with Printed Statements	\$0	\$1.00/month*
Coin/Cash Exchange for Non Member Accounts	\$0	\$5.00 / max \$500.00
TRANSACTION FEES (APPLICABLE ONLY AFTER MAX. ALLOWABLE DEBIT TRANSACTIONS ARE REACHED IN PACKAGE ACCOUNTS)	CURRENT FEE	NEW FEE JUNE 1 ST 2014
In-Branch Withdrawals	\$0	\$0.75**
Bill Payments (online, tel, ATM), Pre-authorized Payments, Cheques	\$0.60	\$0.75
Direct Payments	\$0.50	\$0.65
SCCU, Exchange & Acculink ATM Fees	\$0.50	\$0.65
OTHER ATM FEES	CURRENT FEE	NEW FEE JUNE 1 ST 2014
Interac ATM Fee	\$1.50	\$2.00
US ATM Fee	\$2.50	\$3.00
International ATM Fee	\$2.50	\$5.00

* Online Banking & E-Statements will continue to include cheque images at no charge. Fee does not apply to Business, Organization or Current Golden Members.

** Applicable to FATCAT®, HEADSTART® & Student Accounts

ENHANCEMENTS & SECURITY GO HAND-IN-HAND



Member feedback consistently indicates that accessibility (convenient access to your funds, advice, products & services) is the foundation to a positive member experience and the reason you would refer us to others. The recent launch of *Interac*® e-Transfer allows members to transfer funds electronically, simply by knowing a recipient's email address or cellular number. In 2014, members will enjoy added online and mobile functionality with the launch of *MemberDirect*® online banking for Small Business, Mobile App for iPhone and Deposit Anywhere™ (cheque deposits through your iPhone).

Safeguarding your information and assets is at the core of what we do. As industry continues to enhance online security, we are committed to making sure our members benefit from this additional protection. Increased Authentication for *MemberDirect*® online banking was recently launched, providing members with an additional layer of online security. Members have until February 5th to activate Increased Authentication. After that date, logging into online banking will require activation. Should you have any questions or require assistance, help is available 24/7 through our toll-free Help Desk: 1 877-801-9069.



Reminders

DO YOU EARN INTEREST?

A Message from Revenue Canada - If you earn interest, the Income Tax Act requires that you provide your Social Insurance Number to your financial institution. If we do not have your Social Insurance Number please call your branch with the information.

FIRE INSURANCE

Under the terms and conditions of your mortgage and/or chattel lien (a common form of auto loan) you are required to maintain insurance to the full insurable value of your property and/or chattels with loss, if any, payable to Sunshine Coast Credit Union as our interest may appear. A copy of the policy suitably endorsed must be furnished to the Credit Union whenever a coverage is changed or renewed.

BANKING SIMPLIFIED TOP 5 FREE SERVICES

1

DING-FREE ATM NETWORK

Your *MemberCard*® may be used surcharge-free at over 2400 ATMs across Canada! Download the Ding-Free ATM Locator App: www.Ding-Free.ca.

2

E-STATEMENTS

Opt out of paper statements & benefit from an environmentally-friendly alternative, a clutter-free 7-year electronic archive, and faster, more secure delivery.

3

MOBILE BANKING

Use the mobile browser to check balances, pay bills, or send an *Interac*® e-Transfer. View account balances & recent transactions quickly with SMS Mobile Banking.

4

MOBILE ALERTS

Activate online banking Mobile Alerts to be notified by text or email when your Personal Access Code changes, a new bill payee is added, or an online message awaits.

5

MOBILE EXPERTISE

Coming into a branch isn't always an option, so our mobile experts will come to you. Mortgage Advisor: 604 740-2089 & Commercial Advisor: 604 885-8789.

IMPORTANT NOTICE

Formed in 1941, the first financial institution on the Sunshine Coast, your Credit Union has a long history of working with members to build a healthy, strong, vibrant Coast community.

During this time, we've experienced many changes, and it is important that our Constitution, (the document which describes an organization's name, scope of business and share par value), reflects these changes. At this time, we are updating our Constitution to ensure it is current.

Members will soon be given the opportunity to vote for the recommended changes including updating of the Organization's name from Roberts Creek Credit Union to Sunshine Coast Credit Union and scope of business.

Professional recommendation indicates that the most efficient and comprehensive method of updating our Constitution in regards to share value is to seek a court order to retroactively have it altered so it consistently aligns with current legislation and with the member-approved Rules of the Credit Union. The following is a legal notice about this process:

TAKE NOTICE THAT AN APPLICATION will be made by Sunshine Coast Credit Union to the presiding justice at 800 Smithe Street, Vancouver, British Columbia, at 9:45 a.m. on Wednesday, February 19, 2014, for an order pursuant to section 107 of the Credit Union Incorporation Act, R.S.B.C. 1996, c. 82 that, among other things, paragraph 2 of the Constitution of the Credit Union be amended to read as follows: "The capital of the Credit Union consists of an unlimited number of shares with a par value of One Dollar (\$1.00) each."

For more information or to request a copy of this Application, please don't hesitate to contact us at 604 886-2122.