



**2019**

**Credit Union  
Impact Report**



## Who is Alberta Central?

Alberta Central is the central banking facility, service bureau and trade association for Alberta's credit unions. We are advocates of the financial cooperative model, and provide leadership and support to the credit unions we represent.

### Our Purpose

Our purpose is to champion change in the credit union system and bring value and expertise to credit unions.

### Our Values

Our values are guiding principles that communicate who we are, what we do, how we do it and why we do it. Our values don't drive our organization, but rather, drive the people in our organization.

**Our core values are:**

**empowerment, responsibility,  
cooperative and customer service.**

Our commitment to these values brings success to our employees, our organization and the Alberta credit union system.

**Our financial co-operative community consists of**

**628,046**

members

**16**

credit unions

**197**

branches

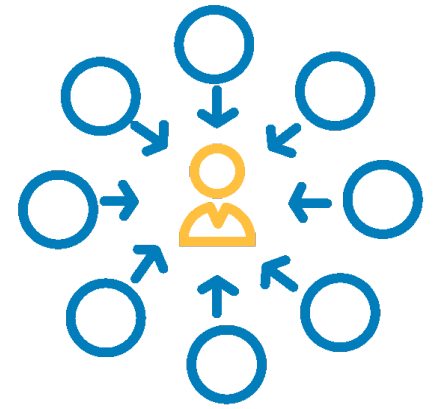
**3,362**

employees

**\$26.6B**

in assets

## Member impact



**\$85M**

shared with members across Alberta through patronage and dividends

**#1**

ranked first in nine different categories of the IPSOS Best Banking Awards Canada

## Community impact

In 2017, Alberta credit unions contributed:

 **\$835**

thousand in donations

 **\$151**

thousand in donations-in-kind

 **\$1.8**

million in financial services for community organizations

 **\$2.3**

million in sponsorships

 **\$75**

thousand in scholarships and bursaries

 **94%**

of employees participate in community organizations representing their credit union

**12** communities in which credit unions are the only financial institution.

**“I enjoy getting service from people I know and trust.”**

Erin - Alberta credit union member

**“We decided it was time to invest our money where it made a difference in our own community.”**

Case - Alberta credit union member



## Social and environmental impact

Alberta credit unions consistently offer products and initiatives that have a positive social and environmental impact including:

Major promotions that encourage Albertans to improve their financial fitness during challenging economic times.

Implementation of socially responsible investment options that consider both financial return and social/environmental good.

Initiation of small-loan alternatives to payday lenders.

Focus on environmentally responsible programs such as paper reduction initiatives.

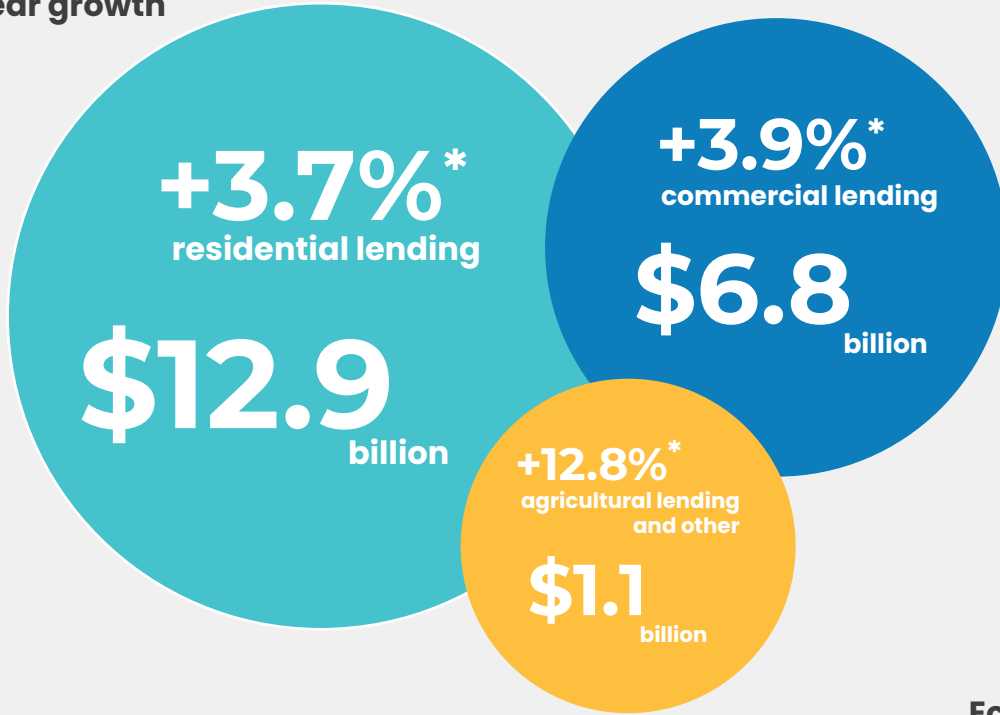
23 financial literacy sessions to 414 students in 2018 as a part of the Each One Teach One program.

Development of special events for women, newcomers to Canada and other groups in need of financial support and advice.



# Business impact

\*% year-over-year growth

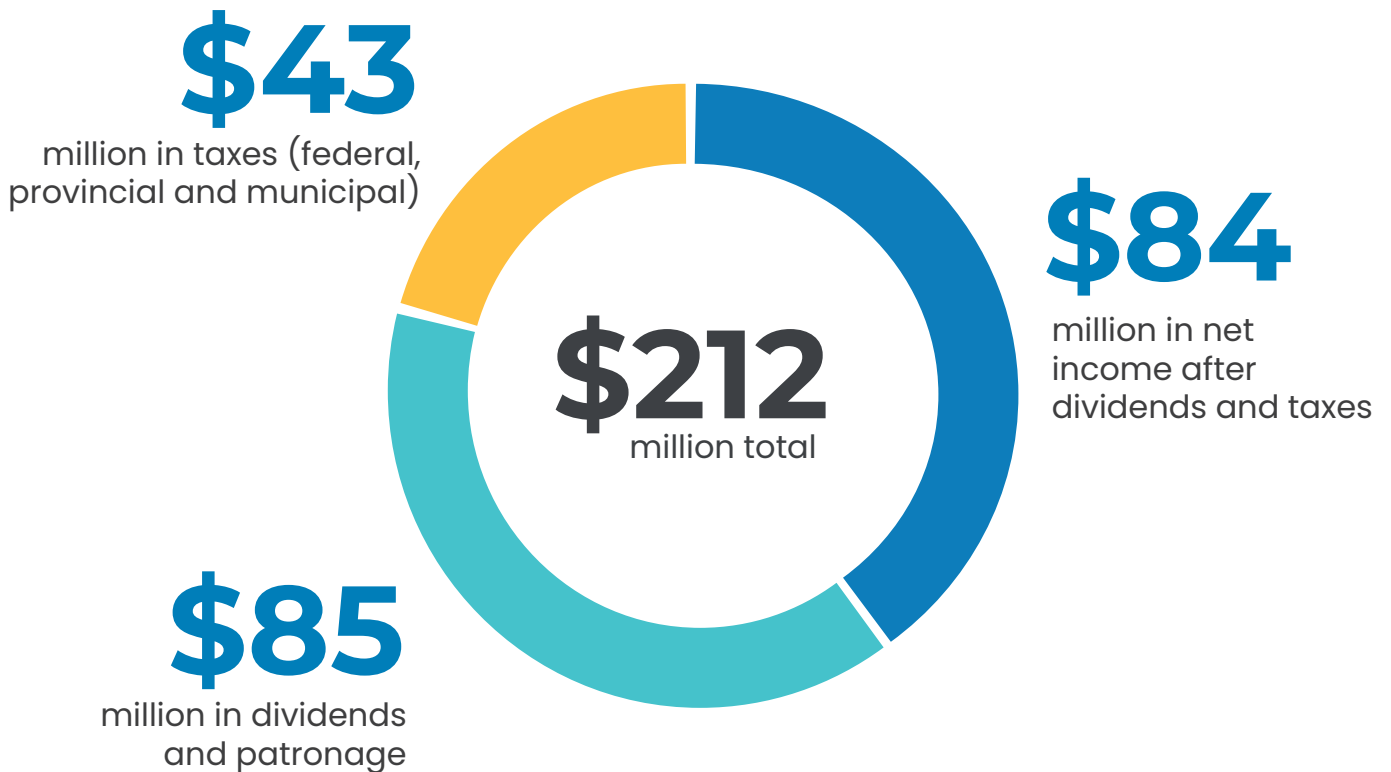


## Total loans:

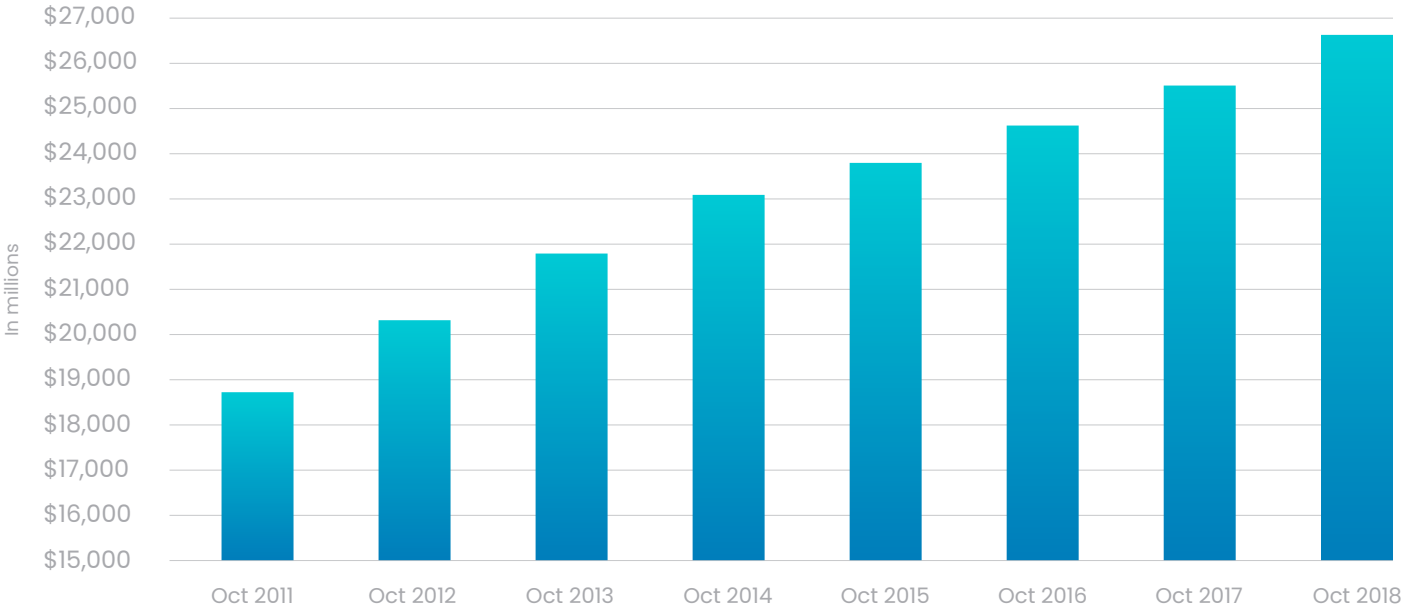
\$23 billion in lending to Albertans

## Economic impact:

\$788.8M in direct GDP contribution



We are growing:



**4.4%** in asset size growth from 2017 to 2018



alberta  
**central**<sup>TM</sup>