


Alterna Savings

*getting you
from here to there*



connected to our community





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getting you
from here to there



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When you put your money in a credit union, it moves. Imagine a gigantic savings and lending circle of 150,000 members spread across Ontario. When one member deposits funds to save for retirement, those funds are loaned to another member to get their first home. So money moves in a circle to the benefit of all.

But it doesn't stop there. A good portion of the profits Alterna and its members realize are moved again, from the credit union to projects that benefit the communities where members live.

It's all about connections, between members, communities and the world.

In 2006 we increased the scope of our social responsibility work and finalized a Corporate Social Responsibility (CSR) strategic plan. We added the environment to our CSR pillars, as the first step in growing our commitment to environmental responsibility. We also expanded our Community Donations Program to our whole trade area and the Community Micro Loan Program from its base in Toronto out to Ottawa. All in all, much work was accomplished in bringing together our programs.



DONATIONS

This year our Community Donations Program reached out from Toronto to bring Kingston, Peterborough, North Bay and Ottawa into the circle. We were thrilled to expand this former Metro Credit Union program, and to give significant funds to all communities we serve. Take a look at the connections we made through these community donations:

Corporate Donations

Colson with a Cause \$1,500
Bechtelwood Cemetery
Forrestalco \$2,500
St. Clare's Hospital
Housing Toronto \$2,500
Hillyer Cruise \$1,000
ACTEW \$4,500
Archives Women's
Addiction Centre \$4,000
Hendrick Hospital
Rehabilitation \$5,000
North York Market
Food Bank \$1,000
Tectonics & Fund
of Toronto \$1,500
ACCIBN \$5,000
Campus Community
Co-operative Dugout \$2,000
Daily Bread Food Bank \$1,500
Realtor Canada \$2,500

Challenger Community
Watch \$100
St. John the Evangelist
Mission \$5,000
Project Support Our Troops \$2,000
Distress Centre Inc. \$2,500
Street Works Canada \$2,500
Haitian Black Development
Association \$1,000
Eva's Initiative \$5,000
CONNECT Community
Mentor \$500
Desk Dance Inc. \$1,000
Dyna With Dignity \$5,325
Springdale Resource \$5,000
Artisan Community
Art Centre \$8,500
Asian Community
WDA Services \$1,500
Cowaskee Temple Toronto \$1,000

Spore Charge Donations

Through the Spore Charge Program, participating members' charge under \$1 to credit from their accounts back to worthy who funds to address children's issues, environment and homelessness.

Canadian Association of Psychologists
for the Frontiers \$2,000
CC 688 Park \$2,000
Fire Marshal's Fund
Fire Safety Council \$1,000
Ottawa Literacy Ministry \$3,000

Project C.A.N.D.L. \$5,000
Congress of Black Women \$1,000
Greening Niagara \$2,000
Pulse: Linka \$100
Street Health Community
Meninge Foundation \$5,000

TOTAL \$101,600

For an application form and more information visit www.cu.com

SPONSORSHIPS

Sponsorship of events plays a big part in our community support – from the Dave Smith Youth Treatment Centre to help addicted youth in Ottawa, to Thrivent organization Sistering's vital work for homeless and underserved women.

The following groups benefited in 2016:

- Dave Smith Youth Treatment Centre \$5000
- Co-operative Housing Federation of Canada \$3,500
- Timetina's Women's Shelter \$500
- Sistering \$5,000
- Ottawa Food Bank \$1,500
- LAMP Community Health Centre \$300
- Berth Avenue Tenants Association \$500
- Rotary Club of Mississauga \$1,250
- Windfall Clothing Service \$2,000
- Ottawa Humana Society \$700
- Bob Martino Memorial Golf Tournament \$500
- Caladan Chapter of Concernce \$125
- Buddies in Bed Times Theatre \$1070
- Habitat for Humanity \$400
- CUMPS Group, Heart for Home \$705
- Choke's & Colitis Foundation of Canada \$100
- Canadian Conference on Social Enterprise \$5,000
- Bain Co-operative Apartments \$300
- Canadian Worker Co-op Federation \$684
- Lakewood Arts Festival \$500
- Co-operative Housing Federation of Toronto and CHFI Charitable Foundation \$5405
- Canadian Co-operative Association \$240
- Ontario Co-operative Association \$500
- Wilfrid Park Ice Hockey League \$750
- Alison & Bolton Agricultural Society - \$100

TOTAL \$39,790



The Golden Apple Award – presented by Majic 100 and Alterna

Which teacher do you remember most? Okay, maybe not the one who gave you detention! But one who inspired you and helped you get to where you are today. The Golden Apple Award recognizes special teachers in the Ottawa area who are nominated by students and parents. Each week of the school year we present the award and make a \$500 donation to the winner's favourite school activity. The list of winners is long, but they all share a commitment to education that we applaud! For more info visit majic100.fm.





9000 Kilometres for Dad

Whew, the folks in Ottawa are sure in shape! On June 18, 2006, over 1800 of you took to the Alterna Do It For Dad! course on Colonel By Drive to raise \$212,325 for prostate cancer research, patient care

and education at the Ottawa Regional Cancer Centre – after an energizing pancake breakfast, of course! All told that's 9000 kms for Dad – we know he appreciates it. To get involved, visit alternadifd.ca.



52%

United Way Commitment Grows 52% from Last Year

This year Alterna employees really got busy for United Way, contributing \$36,000. Staff held Halloween events and our CEO even shaved his head when we reached our target! We all know United Way supports a wide range of community needs across the province and we were very pleased to be a part of the campaign. And recently we learned that Alterna is the recipient of the Best Finance Division Campaign for 2006 award from the United Way/Centraide Ottawa.

But that wasn't the only way our employees got involved. In fact they get very busy year round – after they finished up United Way and Alterna (Do It For Dad), they also raised over \$15,000 for projects such as the child-focused Kinross Community Television Auction in Pembroke, and the Peel Food Bank. It doesn't stop there though – other groups volunteered work and personal time for local causes like food banks and blood donor clinics, or sat on boards of directors. You could say our employees are impressive when it comes to community.



Before

Single mom on social assistance

Newcomer just arrived from Crete

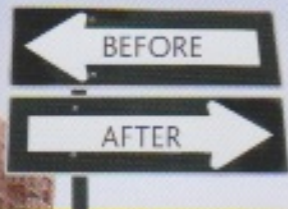
Young filmmaker with a dream

After

Computer consultant

Organic olive oil marketer with product in stores across Canada

Successful film company with theatrical release and critical acclaim



Building Local Economies:
One entrepreneur at a time

Community Economic Development

The Community Micro Loan Program helped all these micro-entrepreneurs realize their visions and contribute to local economic growth. Alterna worked with them from the start-up of their business, providing loans they couldn't get from any other financial institution, along with business advice and support. To date, Alterna has provided \$1,242,180 in microloans through the program.

Expansion to Ottawa

The Community Micro Loan Program has just expanded to serve the National Capital Region in partnership with the Ottawa Community Loan Fund. Funding will be provided to micro-entrepreneurs, social enterprises and foreign-trained professionals.

Want to learn more about this program? Contact Susan Henry, Manager, Community Economic Development at 416.252.5621 or 1.877.560.0100.



CONNECTING NEWCOMERS

We all know how much Canada needs the skills of newcomers. The Maytree Foundation – Alterna Savings Immigrant Employment Loan Program provides access to credit for newcomers to pay for short-term training (up to 1 year) in order to find employment in their occupation. The maximum loan considered is \$5,000, and funds can also cover an assessment of credentials, examinations and professional association fees.

For more information visit maytree.com.

Wanted: Graduates with Co-operative Smarts

We believe that the future of the co-operative sector lies not only with those young people already working in the area, but with the young adults attending university now. So we are working with two universities to promote leadership and understanding of corporate social responsibility and social enterprise.

At the University of Ottawa School of Management we are awarding the Alterna Savings Award for Social Responsibility Leadership to a third year student who will be the CSR Ambassador in their program in their fourth year. In June, 2006 we were pleased to present the first award to Christine Anawati, a student active in volunteerism. Through this project, we are also supporting student-led CSR projects.



Promoting awareness and knowledge of the social economy

At the York University Business & Society Program, Faculty of Arts we are awarding the Alterna Social Economy Scholarship in honour of Haswell B. Iron to a third year student who promotes awareness and knowledge of the social economy. Haswell B. Iron was one of the founders of Jet Power Credit Union – one of the credit unions that make up the genealogy of the Alterna family. Funds will also go to support student-led social economy projects.

ac-count-a-b

The state of being accountable, liable, or answerable.

That means we are open with you our members about our who, what, when, why and how. Basically everything about us from financial results to operations. When we say accountability is one of our pillars that means we are held up to your high standards.

And how do we know what those are – well, we ask. Through surveys, member town halls, our Annual General Meeting and through our direct email link to the CEO and Chair. Their ears and those of our Board and staff are always open to your comments, ideas and goals for your credit union.

This year a Social Audit Advisory Committee was formed to make recommendations to the Board of Directors on the measures that will be used in Altema's first accountability report. The first report will be published early 2008 and every two years from then on.

Financial Literacy

As you have already been reading, we're very big on education at Altema Savings! As every year, in 2006 we held a number of seminars to help members learn more about financial matters – from mortgages to RRSPs. Members walk away with more information to make the crucial choices that lead to prosperity. Be sure to read your member newsletter for information on seminars we are hosting in your area. In addition we have included the Go Figure online tool on our web site to assist members in making responsible financial choices. Check us out at altema.ca.

il-ity - noun

Sharing Knowledge

It's about giving and receiving. Susan Henry, our community economic development (CED) expert, presented a paper at the 2006 Global Microcredit Summit held in Halifax. She also speaks regularly at small business programs and other CED venues. And by the way, Susan, her members and the program were highlighted nationally in the Globe & Mail in 2006, as well as in the Toronto Star. We couldn't be more proud!

Kimberley Ney, our SVP, Marketing, Communications and Corporate Social Responsibility also spoke to many groups last year, to name a few, at York University on the need for academia to create leadership in the co-operative sector, to students on careers in credit unions, to credit union women from developing nations through the Canadian Co-operative Association.

Recently, Altema enhanced our commitment to socially responsible investing by becoming a sustaining member of the Social Investment Organization. Don Wilson, VP, Financial Advisory Services has joined the SIO Board.

We have also benefited enormously from the knowledge, ideas and energy of our peers from Ontario, Canada, and internationally through conferences and forums like the Global Microcredit Summit. In 2006, we joined with other Ontario credit unions and co-ops to create the Ontario Co-operative CSR Network. This group will facilitate joint community projects and a shared vision in Ontario. We also participate and sponsor the Co-op Funders Forum, a regular gathering of groups that fund Ontario co-operatives and encourage their development. The learning continues.



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