

Credit Union Atlantic tops in community involvement

11 April 2008

Halifax, Nova Scotia: At Credit Union Central of Nova Scotia's Annual General Meeting, Credit Union Atlantic (CUA) was named the winner of the 2007 Coady Award. This coveted annual honour is bestowed upon the Nova Scotia credit union or caisse populaire whose activities best demonstrate leadership, support and involvement in the community.

"It's gratifying that our efforts, particularly in the areas of environmental awareness and community economic development, have been so positively received," says Jamie Baille, CUA's President and CEO. "CUA strives to be an active and effective community member and that could mean volunteering, providing donations or business expertise or even creating programs ourselves that support our community. Our values include being responsive to the needs of our customer-owners, community and the environment and they help define how we can provide value to the community we serve."



(From left) CUA Board Chair David Ness, CUA President & CEO Jamie Baille, and Credit Union Central of Nova Scotia Board Chair David MacLean.

In 2007, CUA developed a green plan to help focus its environmental commitment. CUA expanded its Go Green Car Loan program and actively supports environmental organizations including Clean Nova Scotia and the Ecology Action Centre. To show its dedication to "green" solutions, CUA created an employee "green rep" at each branch to collect and help implement green ideas such as an organics bin and paper reduction program.

The 2007 Coady Award winner was chosen from a field of five nominees by an independent committee comprised of past credit union directors and employees representing each area of the province.

The selection committee noted the impressive scope of CUA's community involvement in its nomination submission. Highlights include CUA's active participation in the AWEDA (All-Women's Empowerment and Development Association) Co-operative Initiative, which helps immigrant and refugee women build skills and begin their own business. CUA provides personal and business consultation and banking expertise as well as financial support to this group. The credit union provided a generous \$25,000 donation to the St. Francis Xavier University's Coady International Institute Capital Campaign. Credit Union Atlantic's 2007 Fall Classic Golf Tournament in support of Junior Achievement of Nova Scotia (JANS) raised \$28,000 adding to the \$75,000 raised over the past four years. CUA employees are active volunteers with Junior Achievement of Nova Scotia (JANS) which in 2006 / 2007 delivered its four programs to 15,000 students with the help of 1,000 volunteers from the Nova Scotia Business Community. CUA's efforts were focused on schools in the HRM.

The Coady Award was first presented in 1954. It is given in memory of Dr. Moses R. Coady; social activist, adult educator and co-operative entrepreneur. Dr. Coady promoted the principles of self-help, co-operation and community development, and is best remembered for spearheading the Antigonish Movement. This movement sparked a wave of co-operative development across

the Maritimes and credit union development across English Canada. Today's thriving credit union network in Nova Scotia, Canada and around the world is a direct realization of Dr. Coady's vision.

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Credit Union Atlantic Credit Union: As a full-service financial institution, Credit Union Atlantic (CUA) is the largest credit union in Nova Scotia, with over \$220 million in assets and over 14,200 customer-owners. CUA has approximately 85 professional and knowledgeable employees, and is comprised of six branches and a corporate office in the Halifax Regional Municipality. Credit Union Atlantic has been meeting the needs of both individuals and businesses throughout HRM for fifty-nine years.

About Credit Unions: Credit unions are unique from other financial institutions in that they are owned by the people they serve. They provide a better relationship that ensures your needs always come first; giving you the power to take ownership of your financial future. One in three Canadians belongs to a credit union or caisse populaire. With combined assets in excess of \$209 billion, credit unions and caisses populaires rank among Canada's largest financial service providers.

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