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# Public Accountability Statement

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2021

coastcapital



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*Coast Capital acknowledges that we live and work on the traditional and ancestral homelands of Indigenous People and Nations across Canada, each with their own unique traditions, history and culture. Our headquarters stand on the traditional territory of the Semiahmoo, Tsawwassen, Kwantlen, Katzie, the Kwikwetlem, and the Qayqayt First Nations. We are committed to strengthening relationships with Indigenous communities and the journey of reconciliation in alignment with the Truth and Reconciliation Commission's 94 Calls to Action.*



# About Us

At Coast Capital<sup>1</sup>, we're not dreaming about a better future, we're building one.

Owned by more than 592,000 members, we're Canada's largest credit union by membership and B.C.'s first federal credit union. We offer personal and business banking and investment services across Canada digitally, by phone and through our 48 branches in the Metro Vancouver, Fraser Valley, Vancouver Island and Okanagan regions of British Columbia.

We believe every Canadian deserves a financial partner who cares how things turn out. With our 80-year legacy of unlocking financial opportunities, we provide trusted and personalized advice along with a broad suite of banking products and financial services that enable our members to save, spend and invest with confidence at every stage in life.

We also recognize that not every person has the same opportunity to thrive. Driven by our social purpose, we're determined to be a catalyst for the kind of meaningful change that lifts our members, our employees and our communities. Today, as many individuals, families and businesses face economic and social challenges and inequalities, we're playing an essential role in empowering them on their journey towards financial well-being while building better futures for all Canadians.

A Certified B Corporation™, we're part of a global movement advocating for a more inclusive, equitable and regenerative economic system. By embracing a social purpose business model, we're setting the standard for making positive social contributions by integrating our purpose into our day-to-day operations and across every dimension of our business. Over the past two decades, our investments into our communities totalled over \$91 million. We're deeply committed to making our financial cooperative a great place to work

as demonstrated by some of our accolades. Coast Capital is a platinum member of Canada's Best Managed Companies, one of Canada's Most Admired Corporate Cultures, and a BC Top Employer.

## Affiliates

This document provides a public accountability report of the activities of Coast Capital for the fiscal year beginning January 1, 2021 and closing December 31, 2021. This report fulfills all requirements of the Canadian federal government's Public Accountability Statements Regulations (section 459.3 of the *Bank Act*). It covers information 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., Coast Capital Equipment Leasing Ltd., and Coast Capital Auto & Equipment Finance Ltd. (collectively known as "Coast Capital Auto & Equipment Finance").

Printed copies of the report can be requested at any Coast Capital branch. The report is also available online at [coastcapitalsavings.com/about-us](https://coastcapitalsavings.com/about-us).



1 Also known as Coast Capital Savings Federal Credit Union.

# Community Investments

As a Certified B Corporation™, social purpose organization, and financial cooperative, Coast Capital is committed to making a meaningful difference in the lives of everyday Canadians. We believe that every person deserves the opportunity to build a better future.

At Coast Capital we recognize that not everyone has the same opportunities to thrive. Guided by our new social purpose, *Building Better Futures Together*, we are helping Canadians unlock financial opportunity to positively impact people and communities. Research indicates that growing income inequality in Canada negatively affects individuals, families, our society and the economy. By embracing a social purpose business model, we're focusing on building meaningful solutions, and using our products, people, partnerships, supply chains, capital and influence to accelerate positive impacts for our members, employees and communities.

In 2021, our first year as a social purpose company, we put our skills to work to help our employees, members and communities thrive. In the following pages, we highlight how we are driving positive change.

## Our Community Investment

Each year, we reinvest a portion of our budgeted bottom line back into our communities, focused on creating economic opportunity for everyday Canadians. Since 2000 that's more than \$91 million.

In 2021, Coast Capital reinvested over \$4 million in a wide range of organizations and causes. Coast Capital provided \$3.8 million through donations, partnerships and other charitable giving to support charities and non-profits in the communities where we operate. In addition, we contributed more than \$247,000 toward employee volunteerism, corporate campaigns, community sponsorships and community investment program management.

The past year has continued to see societal and environmental challenges, through the sustained impacts of COVID-19 and climate events leading to devastating impacts on our local communities. Non-profit organizations and food banks needed more support to keep their doors open and Coast Capital responded by providing

\$100,000 to food banks in British Columbia, Alberta, and Ontario. Additionally, we provided \$511,000 in grant funding to organizations that provide essential programs in our communities, and our employees contributed over 6,000 volunteer hours in support of local organizations.

In recognition of the Community Relief grants we provided in 2020, we were honoured to receive the 2021 AFP Greater Vancouver (Association of Fundraising Professionals) Giving Hearts Award for Community Pandemic Response in the business category.

## Local Organizations and Programs Funded

Our social purpose is to build better futures by unlocking financial opportunities that positively impact people and communities, and we're focusing our efforts on the problem of income inequality and specifically on supporting our members, employees, and communities to thrive.

Through our community partnerships and investments, our focus is to support programs that provide equitable access to quality education and upskilling opportunities, inclusive and human-centred employment, and inclusive access to financial systems.



In 2021, Coast Capital supported 117 partners with funding across all community programs. These are a few examples of the programs we supported in the past year:

**Goal: Support access to the education and skills training Canadians need to realize their full potential and grow their incomes.**

Below are examples of programs funded in 2021 that advance our goal to provide access to quality education:

#### **Youth Futures Education Fund**

Our 2021 community impact included ongoing investment in the educational success of 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 attend post-secondary schools includes 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. That has never been truer than throughout the COVID-19 pandemic which has disproportionately affected youth and youth employment.

Funding provided through YFEF offers support toward living expenses for youth who have aged out of government care and are pursuing their post-secondary education on a B.C. Government Provincial Tuition Waiver or other post-secondary tuition waiver program. In many cases, these are life-saving funds that change the trajectory of a young person's life.

Since its launch, we have directly contributed \$671,000 to the Youth Futures Education Fund as well as providing operational grants totaling \$372,500 to assist with fund management and facilitating employee engagement in the cause. In 2021, the Youth Futures Education Fund helped 519 young people with living expenses while they pursued their post-secondary dreams and since inception, 2,165 young people have received meaningful support.

#### **Take a Hike Foundation**

In 2019, we committed to a \$300,000 investment over three years to the Take a Hike Foundation (TaH), a full-time mental health and emotional well-being program for vulnerable youth aged 15-18 delivered through alternate education classroom experiences. Take a Hike engages youth with intentional and continuous clinical counselling, outdoor experiential learning, and community connections to empower youth with the skills and resilience they need to graduate high school, build healthy relationships, and achieve success—however they define it. Youth in the program are capable, motivated young people with huge potential, but they have experienced difficulty succeeding in the mainstream school system.

For over two decades, Take a Hike has supported nearly 1,000 vulnerable youth to change the trajectory of their lives and achieve success. Over the past two years, 97 per cent of Take a Hike grade 12 youth achieved graduation, and a 2019 survey of all Take a Hike alumni demonstrated that 71 per cent pursued higher education. Its distinctive approach helps youth find their way by immersing them in the classroom of the natural world, and integrating the clinical therapy supports so critical to their mental health and well-being. Youth learn self-empowerment and positive coping mechanisms, and develop the capacity to choose their own way along the path of life.

Our contribution has supported the sustainability and expansion of the program over three years, helping youth in our local communities participate in programs in Vancouver, Burnaby, Delta, Nanaimo and the West Kootenays, with plans to expand programming on Vancouver Island.





### **Coast Capital Youth Education Awards**

Unlike partnerships that involve supporting other organizations in the implementation of programs that align with our social purpose commitment, Coast Capital's Youth Education Awards are created, funded and managed by us.

In 2021, we provided \$195,500 in Youth Education Awards to 48 British Columbian students who have shown extraordinary commitment to pursue post-secondary studies in spite of significant adversity. Student recipients were selected through a competitive process administered by school districts across Coast Capital's market areas in B.C.

Coast Capital's Standing Tall Education Awards were valued at \$3,500 each and we also presented one \$5,000 Beth Hutchinson award to a qualifying applicant as part of this annual program. In addition to these awards, we introduced three new awards that were presented to youth who have already graduated from high school and are continuing their education. The Coast Capital Standing Tall—Continuing Education Awards are valued at \$5,000 each. 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 980 students with more than \$2.7 million in post-secondary education funding through our Youth Education Awards.

**Goal: Support Canadians in their pursuit of stable, equitable and inclusive employment to help them grow in their careers and grow their incomes.**

Below are examples of programs funded in 2021 that advance employment opportunities and access.

#### **Construction Foundation of British Columbia**

The Construction Foundation is building foundations for empowered futures by focusing on workforce development for marginalized groups—and in particular supports pathways towards skilled occupations. In 2021, Coast Capital supported the Construction Foundation with a \$70,000 investment in the PETYR PROJECT (Pathways to Employment and Training for Youth at Risk) which helps youth at risk minimize their personal barriers and increase confidence in learning by building the foundational experience and skills that will support their long-term success in life. Activities range from tutoring, mentorship, trades exploration, short-term training (such as safety certifications or driver's licence training), trades training including competency-based supports for the achievement of Red Seal trade designations, equipment purchases, and employment placements that lead to apprenticeships and successful career progression.

#### **DIVERSEcity Community Resources Society**

Through our support of DIVERSEcity Community Resources Society we aim to help newcomers build skills and connections on their journey toward success and belonging. In 2021 Coast Capital invested over \$50,000 in DIVERSEcity programs, including supporting 'In Solidarity', a youth leadership program that aims to amplify and centre the voices of young, racialized leaders, providing a platform for them to influence systemic change within their local community. Coast Capital also supported DIVERSEcity's English language program to support newcomers as they seek the Canadian English Language Proficiency Index Program (CELPIP) language testing to be able to gain employment and take the Canadian citizenship exam.

### BC Centre for Ability's THRIVE Program

The BC Centre for Ability (BCCFA) offers vocational services for adults living with disabilities who are vulnerable, overlooked and marginalized because they are unable to advocate and effectively represent themselves. In 2021, Coast Capital invested \$60,000 in support of the THRIVE (Transforming Hiring Relationships; Inspiring Vocational Experiences) program, an innovative service for youth and young adults living with disabilities that offers one-to-one coaching, mentorship, advocacy and direct connections to employers. THRIVE helps post-secondary graduates aged 19-29 gain confidence, tools, experience and the 'how to' toward reaching vocational goals. In 2021, the program assisted youth in their pursuit of employment through building job search, networking and employability skills, offering job shadowing, mentoring and work experience opportunities with partner employers, and assisting participants to secure paid employment.

**Goal: Advance financial knowledge and support equitable access to the financial system to help every Canadian thrive.**

Below are examples of programs funded in 2021 that supported that knowledge and access:

#### New Power Labs

New Power Labs is a collective movement working to build a more transparent, inclusive and equitable financial future. Through this partnership, Coast Capital is working with partners across Canada to accelerate equitable access to capital through collaborative research, convenings, education, and benchmarking. With support from our \$50,000 investment, New Power Labs works across the capital spectrum, from philanthropy to impact investing to venture capital and bank financing, looking for new ways to create access for marginalized communities.

#### Prosper Canada

In 2021, Coast Capital partnered with Prosper Canada, investing \$115,000 to help advance financial knowledge and access to the financial system. This partnership delivers skills to Canadians across the country through the Financial Empowerment Champions Program. The program provides free, safe, and effective financial products and services to financially vulnerable

Canadians. We also sponsored the free ABLE Financial Empowerment Virtual Series that provides frontline Financial Empowerment practitioners, stakeholders, government, policymakers and academics with knowledge, tools, resources and insights on financial topics to help struggling Canadians build financial resilience through the pandemic and its recovery.



### Youth Financial Literacy

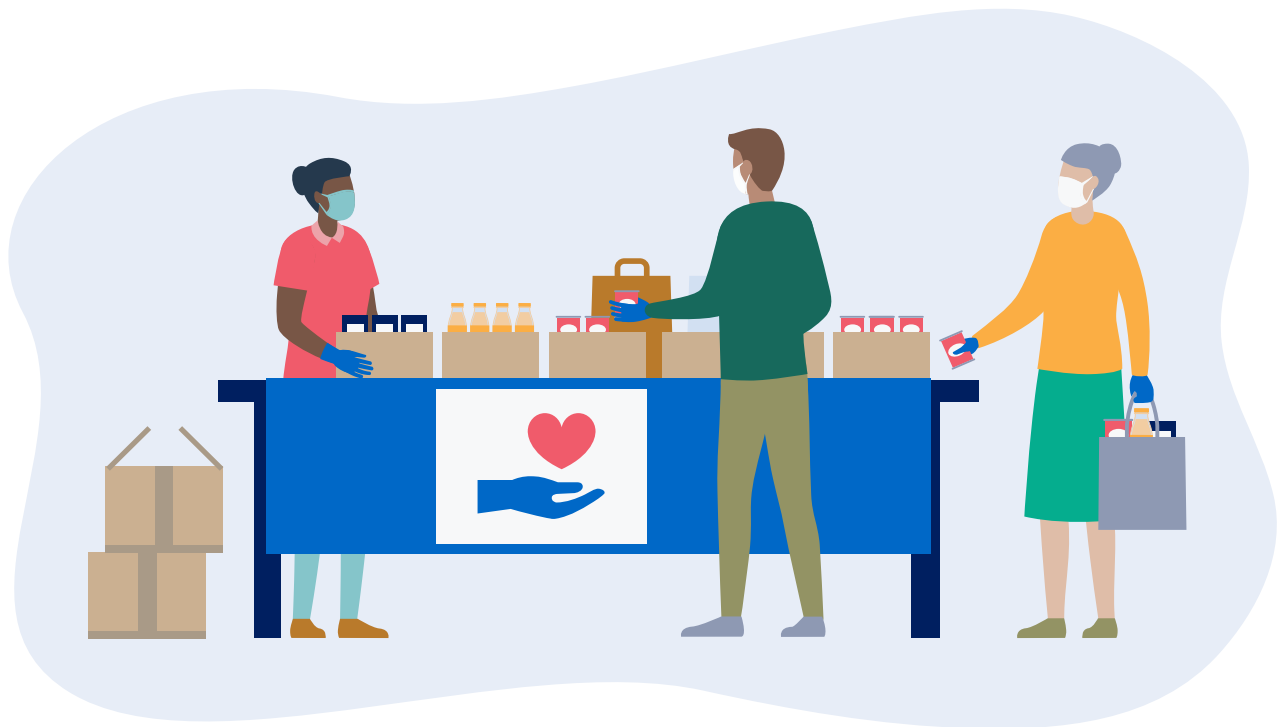
In 2021, we continued our support of **Junior Achievement of British Columbia's** (JA British Columbia or JABC) Dollars with Sense program, a financial literacy course designed to teach the fundamentals of money management to students in grades seven through nine.

To prevent young Canadians from experiencing the financial challenges currently facing many Canadians, financial literacy and healthy financial behaviours are best 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. Through our \$75,000 investment, approximately 5,460 youth participated in the program in 2021, gaining essential money management knowledge. Many of our employees are dedicated volunteers and helped deliver Dollars with Sense curriculum virtually this year.

In addition to our support of the Dollars with Sense program, we also worked together with the JABC team to develop a new video providing an overview of the basics of investing. This video complements our existing "Budgeting Basics" video module, both of which youth can view from home or in the classroom.





### **Help Heroes Employee Volunteer Program**

Coast Capital's employees are passionate about the communities where they live and work. They give much of their time to enrich the fabric of our communities through our Help Heroes employee volunteer program. Although the past two years have created many unique challenges, Coast Capital employees remained committed to giving back from a distance, resulting in more than 6,000 hours being contributed to 287 community causes in 2021. Examples of employee volunteer activities undertaken this year included providing hot meals and grocery delivery to vulnerable community members, delivering virtual financial literacy sessions to youth, hosting online workshops, and creating comfort kits for youth and families.

The Help Heroes employee volunteer program provides employees with paid time to volunteer during work hours, supports staff who want to volunteer during their own time, and designates time for employees to volunteer together as a team. For their volunteer efforts, staff receive reward dollars to donate back to the cause of their choice.

## Achieving Net Zero

While COVID-19 continued to challenge Canadians in 2021, the country was also faced with numerous catastrophic weather-related emergencies that highlighted the dire effects of climate change on our communities, economy and well-being.

This year alone, Canada has endured record-breaking heat, wildfires, and floods that have tragically taken lives and wreaked havoc on our country's agriculture, infrastructure and economy, displacing thousands and further exacerbating economic inequality.

In response to these climate-related disasters, Coast Capital made donations to the Canadian Red Cross in support of recovery efforts for the forest fires and floods in British Columbia that forced thousands of people from their homes, closed multiple major highways and strained the supply chain in many communities. Through relief grants and payment deferrals, we also supported our members who were directly impacted.

### Becoming Net Zero

Coast Capital recognizes the crucial role business—and specifically the financial sector—plays in tackling climate change. In December 2021, Coast Capital announced its pledge to join the Net-Zero Banking Alliance (NZBA), a global, industry-led initiative to accelerate and support efforts to address climate change and achieve net-zero emissions by 2050.

To further support collective action on the climate crisis, Coast Capital invested an additional \$300,000 to support climate initiatives that contribute to systemic change and work to address social and economic inequity tied to climate change:



\$100,000 to **KPU Institute for Sustainable Food Systems**, that focuses on cultivating sustainable regional food systems to develop food-related climate resilience in diverse communities across British Columbia



\$100,000 to **Reframed Initiative**, a program of the Pembina Institute that focuses on designing and advancing energy-saving retrofits that decrease emissions and reduce the climate impact of buildings



\$100,000 to **Pacific Institute for Climate Solutions** (PICS), that develops impactful, evidence-based climate change solutions through collaborative partnerships connecting private and public sector solution seekers with experts from B.C.'s four leading research universities



*“We recognize the urgency of addressing the climate crisis and understand the role financial institutions play in supporting the collective transition to a low carbon economy. By signing onto the Net-Zero Banking Alliance, we are committing to transition all operational and attributable greenhouse gas emissions from our lending and investment portfolios to align with pathways to net-zero by 2050, or sooner.”*

– Calvin MacInnis, President and CEO of Coast Capital

## Certified B Corporation

As businesses play a more significant role in addressing the world's social and environmental challenges, the community of Certified B Corporations is rapidly growing.

As a Certified B Corp™ since 2018, Coast Capital is part of a growing global movement to build inclusive, equitable and regenerative economies and that works to redefine what success in business looks like. B Corps use their products, practices and profits to have a positive impact that benefits all stakeholders.

### What is a B Corp?

Certified B Corp status is granted by the non-profit B Lab™ to businesses that meet high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain and environmental practices. To achieve certification, a company must:

- Demonstrate high social and environmental performance
- Make a legal commitment to consider all stakeholders
- Exhibit transparency by sharing company information on B Lab's website

B Corp certification provides a way to measure our impact, benchmark against best practices and demonstrate our commitment to building a better future. The process towards certification can be challenging—businesses must score a minimum of 80 on the B Impact Assessment and only one in three businesses that submit will be certified.

### Our 2021 Recertification

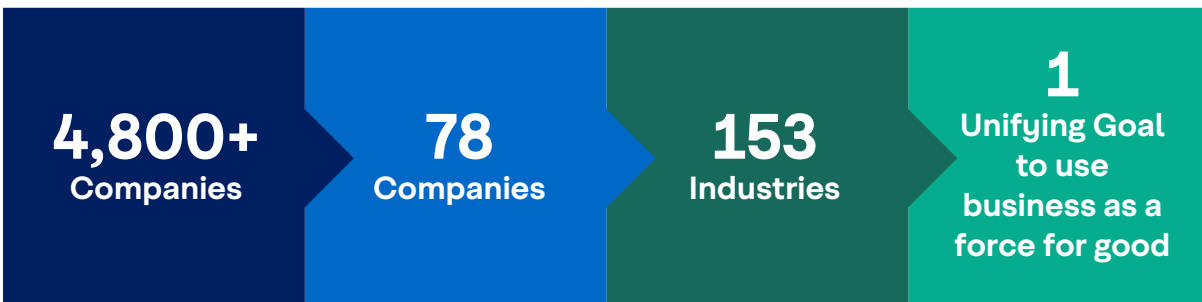
Coast Capital became a Certified B Corp in 2018 and successfully recertified in 2021, achieving a new verified score of 112.8, an **11.8 per cent increase** over our 2018 result. For more information on Coast Capital's B Corp score, visit: [www.bcorporation.net/en-us/find-a-b-corp/company/coast-capital-savings](http://www.bcorporation.net/en-us/find-a-b-corp/company/coast-capital-savings).

### Overall B Impact Score

Based on the B Impact assessment, Coast Capital earned an overall score of 112.8. The median score for businesses who complete the assessment is currently 50.9.



- Coast Capital's Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses



## Coast Capital's B Impact Score

Category	Score	Description
	22.1	Assesses our commitment to preserving our purpose, our ethics and the overall accountability and transparency of our practices and policies.
	18.2	Assesses how our products and services benefit members and communities in need, ethical marketing, data privacy and security and feedback channels.
	31.1	Assesses our charitable giving, how we support local business, supply chain management, and how we are fostering a diverse and inclusive workforce.
	35.2	Assesses the programs and policies in place to support our employees, including their well-being, financial security, development, and engagement.
	5.3	Assesses our environmental management practices and the performance of our operations.

# Accessible Banking

Coast Capital believes that every Canadian deserves access to financial products and services that empower them to build a better future, whether in-branch or through our online, mobile or telephone banking services. Our membership includes youth, students, seniors, and those faced with accessibility, linguistic, literacy and financial challenges.

## Banking Products and Services

Coast Capital offers a variety of financial products and services that support accessible banking, including a low-cost chequing account for members (*The Free Chequing, Free Debit and More Account*®). All youth, students, seniors receiving the Guaranteed Income Supplement (GIS), and Registered Disability Savings Plan (RDSP) beneficiaries are eligible for the account at no cost, including free monthly printed statements. We offer several extended benefits to seniors, including free personalized cheque orders and free cheque images (returned with statements). Seniors also receive a fee waiver and discounts on select accounts and services.

## Online Banking

Coast Capital also provides accessible banking for all Canadians through digital technologies. In 2021, we enhanced our digital banking and online membership opening features to improve accessibility. Our online banking platform provides members with the ability to manage their day-to-day finances through the adoption of balance alerts access to initiate wire transfers, and make requests to lock, unlock or replace their debit cards. All members have access to free and secure mobile and online banking, as well as debit card integration with Apple Pay. In 2021, Coast Capital was ranked in the top 10 mobile services across all financial institutions in the country by Surviscor in its annual Canadian Mobile Banking scorCard Review.

We also launched the Money Chat, Coast Capital's free online assessment tool to help our members get a clear picture of their financial health and a personalized action plan to reach their real goals. We also enhanced our free Money Manager tool that gives our members the control to make smart, informed decisions about their finances.

## Financial Challenges

Coast Capital's commitment to accessible products and services played an integral role in supporting our

members who have been directly impacted by the floods in British Columbia. Working alongside provincial and federal governments, we helped guide our members to receive crucial financial aid. We are supporting our members by approving payment deferrals of up to six months on mortgages and home equity lines of credit (HELOCs) as well as up to two months on loans and lines of credit, for those who are facing financial hardship due to the unprecedented weather in late 2021.

For members whose first language is not English, or who are deaf, hard of hearing or speech impaired, accessing and using financial products and services can be a challenge. Offering banking services in other languages through our branch networks and Advice Centre, including American Sign Language, is part of Coast Capital's larger effort to make members feel welcome and valued.

## Senior Members

At Coast Capital, we are dedicated to serving all segments of the Canadian population and responding to our members' unique and evolving needs as they go through different stages of life. As a federal credit union operating under the *Bank Act* and as a member of the Canadian Bankers Association (CBA), we acknowledge the active role we play in providing our senior members with safe, secure and trusted access to our banking products and services, as outlined in the *Code of Conduct for the Delivery of Banking Services to Seniors*—also known as the *Seniors Code*.

We are committed to giving our senior members the information, resources and tools to bank with confidence, to make informed financial decisions and to manage and protect their money. To do this, we enhanced our processes in 2021 to better consider, serve and accommodate the needs of seniors, addressed issues and changes that might impact their ability to bank, and designated a member of our senior management team to act as a Seniors Champion to provide oversight of the implementation of the principles of the *Seniors Code*.



Moreover, we established an internal Seniors Committee to look into current and important seniors' issues.

In 2021, we also updated our existing training on the topics of elder financial abuse, fraud and scams, member complaints, our power of attorney process, estate planning, branch accessibility, and technology assistance for alternative banking channels, and developed a course to help our staff understand the Seniors Code principles. In addition to employee training, we made resources available to member-facing employees to aid them in better understanding matters relevant to seniors' banking needs, and to help them better communicate effectively, clearly and simply.

Coast Capital is committed to doing its part to mitigate potential financial harm to its senior members. We take steps to keep our systems secure and to help educate members on how they can keep their technology secure. We leverage technology to detect suspected fraudulent transactions and educate members on ways to avoid falling victim to criminals, making information about common schemes available through different channels on a routine basis. We also make alerts available so

members can equip themselves with the tools needed to identify suspected fraud and contact us to stop any unauthorized activity. Beyond helping members stay safe online, we provide members with information regarding our power of attorney process and joint deposit accounts, and have processes in place for staff to escalate concerns about a member's financial situation, including suspected cases of elder financial abuse.

### **Accessible Locations and Assistive Technology**

Coast Capital's buildings 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. Coast Capital also offers external message relay services to members who experience hearing or speech difficulties.

When designing and building new locations, renovating existing branches to comply with applicable building codes and regulations, or relocating branches, we include features, wherever possible, that support access for those with mobility or other physical challenges. To provide a welcoming, safe and inclusive physical environment, we make it our objective to ensure that new and renovated locations are accessible to wheelchairs and have height-adjustable desks and counters.

## Member Concerns

As a federal credit union, we are dedicated to our members' financial well-being and committed to addressing our members' concerns efficiently and in a timely manner. We recognize the value in receiving feedback, as our members' experiences help us continue to make improvements to our products and service offerings. Coast Capital's complaint-handling process allows our members an opportunity to have a voice and be heard by our organization—from our frontline teams to management. In the event management is unable to resolve a concern, we also have additional escalation options: our Office of the CEO and Ombudsperson.

Coast Capital's Ombudsperson is an impartial and free service for members who wish to escalate a complaint that remains unresolved after the completion of the first two steps in our complaint-handling process. The Ombudsperson is dedicated to resolving member concerns through fair and impartial investigations. The Ombudsperson is employed by Coast Capital but does not report to any business unit to preserve their independence and ensure that member concerns are reviewed in an objective and unbiased manner. With that in mind, the Ombudsperson's process is to focus on facts and fairness, and their decision is non-binding.

In 2021, the Ombudsperson received five complaints related to Coast Capital banking products and services. All issues were resolved in an average of 14.4 days. Coast Capital considers four of the complaints to have been resolved to the members' satisfaction. One complaint was escalated to the Ombudsman for Banking Services and Investments (OBSI); an investigation by OBSI is pending.

To learn more about Coast Capital's complaint-handling process, visit [coastcapitalsavings.com/contact/resolving-your-complaint](https://coastcapitalsavings.com/contact/resolving-your-complaint).

## Voluntary Codes of Conduct and Public Commitments

Coast Capital is committed to adhering to a number of voluntary codes of conduct and public commitments designed to protect our members' interests. The codes and commitments establish the standards you can expect when doing business with us.

In 2021 Coast Capital committed to the following voluntary codes of conduct and public commitments:

- [Canadian Code of Practice for Consumer Debit Card Services](#)
- [Online Payments](#)
- [Guidelines for Transfers of Registered Plans](#)
- [CBA Code of Conduct for Authorized Insurance Activities](#)
- [Principles of Consumer Protection for Electronic Commerce: A Canadian Framework](#)
- [Plain Language Mortgage Documents – CBA Commitment](#)
- [Low-Cost and No-Cost Bank Accounts](#)
- [Code of Conduct for the Credit and Debit Card Industry in Canada](#)
- [Code of Conduct for Bank Relations with Small and Medium-sized Businesses](#)
- [Commitment on Modified or Replacement of Existing Products & Services](#)
- [Code of Conduct for Federally Regulated Financial Institutions – Mortgage Prepayment Information](#)
- [Commitment to Provide Information on Mortgage Security](#)
- [Commitment on Powers of Attorney and Joint Deposit Accounts](#)
- [Code of Conduct for the Delivery of Banking Services to Seniors](#)

The Financial Consumer Agency of Canada (FCAC) oversees Coast Capital's compliance to these voluntary codes of conduct and public commitments.

# Member Consultation and Public Engagement

At Coast Capital, we know that our business touches the lives of Canadians in the communities where we operate. As a member-owned organization, we are committed to ongoing stakeholder engagement and consultation to continue to improve the experience we deliver and to meet the needs of our members and communities. Members can share feedback through our branches, Advice Centre, website, social media, as well as by mail and e-mail. Our Voice of the Member program collects feedback from members on their experiences after key transactions and activities.

In addition, we conduct surveys, online panels, interviews, mystery shopping and focus groups with members and non-members on various topics to evaluate and inform the design and development of our business strategy, digital experience, products and services, policies and procedures, and other areas of importance. In 2021, we invited our members and the general public to have a say about what matters most to them. Their input provided excellent insight that helped us in shaping the following:

## Money Chat

Money Chat is Coast Capital's signature online tool that helps members understand their current financial health and connects them to resources to achieve their goals. In 2021, we engaged members through interviews and workshops to better understand what makes financial advice meaningful and the barriers that prevent members from taking action when it comes to their finances. These insights help us continue to evolve Money Chat in a way that is aligned to our members' needs and interaction preferences, and delivers on our social purpose.

## Member Experience

We conducted several studies among Canadians and Coast Capital's personal and small business members to gather their opinions and preferences on the borrowing experience, online banking features and potential changes in our suite of banking products. The survey results provided guidance and direction on the prioritization of new product features and releases. Further, semi-monthly online surveys engaged personal and small business banking members to measure satisfaction with their overall relationship with Coast Capital.

## Corporate Strategy

Planning for our future starts with good listening. In 2021, we launched a new five-year strategic plan, centred on our members and their financial futures. To define and develop this plan, we conducted extensive member research to better understand our members' evolving preferences and needs. This study included market research to identify opportunities relative to the financial services landscape in Canada and the short- and long-term impacts of the COVID-19 pandemic. Finally, we considered how Coast Capital can best help different groups of underserved Canadians unlock financial opportunities that will allow them to more effectively meet their needs and goals.





# Small Business

Small businesses are at the heart of communities, representing around 98 per cent of all employer businesses in Canada. Coast Capital is dedicated to helping our membership of over 48,000 businesses with the right products and services for their needs, and providing them with trusted financial advice and solutions along the way to achieve their real goals.



## Financial Relief Programs

In 2021, Coast Capital continued its support of business members impacted by the ongoing provincial restrictions and challenges arising from the COVID-19 pandemic to secure business continuity and preparedness. We continued providing trusted advice and offering financial support programs backed by the Government of Canada, including the Canada Emergency Business Account (CEBA), the Highly Affected Sectors Credit Availability Program (HASCAP) and Export Development Canada Business Credit Availability Program (BCAP).

For the CEBA program, we continued to accept applications for the program until its deadline of July 1, 2021. This included new applications from businesses impacted by the pandemic, as well as applications for the \$20,000 expansion loan program which Coast Capital began offering in December 2020 in collaboration with the federal government. Over the course of 2020 and 2021, Coast Capital accepted close to 11,000 CEBA applications, of which 9,360 were approved under the program, resulting in approximately \$313 million in funding flowing to members.

In response to the 2021 floods in British Columbia, we provided further support to affected small businesses by proactively reaching out to them and implementing

a dedicated Flood Relief Hotline and offering financial relief through a loan and mortgage payment deferral program.

## Product Offerings

Following the launch of two small business suites of products in 2020, Coast Capital continued offering these bundled products throughout 2021, making them an “always-on” option that’s available for new and existing small business members to meet their financial needs. Our offerings for business members 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. We’ve increased our focus on supporting business owners to help make sure they feel confident and financially on track to retire by providing trusted advice and solutions that are tailored to their goals

In the fall of 2021, Coast Capital expanded its Trade Market Business Line of Credit (BLOC) by increasing the line of credit limit to \$50,000 per borrower under a streamlined approval process. The Trade Market BLOC is targeted to Red Seal trades (excluding hairdressers, bakers and cooks) and has provided more than \$18 million in financing to more than 650 business members.

## Digital Capabilities and Education

In 2021, we advanced our digital capabilities for business members through Coast Capital’s online banking platform. This included the ability for members to process their wire transfers online. We also expanded our value offerings to further meet the needs of entrepreneurs in B.C. and across the country by entering new collaborations with TELUS, Quickbooks and FundThrough, making their services available to our business members at a discounted and more favourable rate.

Coast Capital has been actively reaching out to our small business members and the general public with education focused on managing a business. We launched a regular newsletter for small business members providing them with insights and information on topics like cash flow and debt management, business resiliency and cybercrime prevention tips. Together with fellow Certified B Corporation Spring Activator, we provided free access to the Business Resilience Program for our business members. The program is an online learning platform designed to help them assess the status of their business, create a plan to thrive, and equip them with the right tools and resources that go beyond business banking.

# Business Financing

One of the major ways Coast Capital supports the business sector is through debt financing. In 2021, the credit union authorized loans totaling almost \$2.8 billion to help more than 3,000 businesses meet their operational and expansion goals.

The following is a breakdown of this financing.

(in thousands)	\$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	181	8,358	24,950	5,503	4,298	11,174	99,772	154,236
Number of clients	11	134	153	17	7	5	5	332
<b>British Columbia</b>								
Authorized amount	2,718	17,568	58,202	55,720	111,385	435,788	1,608,871	2,290,252
Number of clients	281	319	351	157	159	213	112	1,592
<b>Ontario</b>								
Authorized amount	169	16,154	71,891	34,495	12,908	6,199	157,977	299,794
Number of clients	16	253	415	100	20	3	8	815
<b>All other provinces/territories*</b>								
Authorized amount	237	8,733	25,078	7,121	4,235	1,678	6,800	53,882
Number of clients	12	137	144	22	7	1	1	324
<b>Total</b>								
Authorized amount	3,305	50,813	180,121	102,839	132,826	454,839	1,873,420	2,798,164
Number of clients	320	843	1,063	296	193	222	126	3,063

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

# Employment

Our teams at Coast Capital are connected by our shared purpose to work together for a better today and a better tomorrow. We are committed to helping our employees build a career with real impact, and to creating a great place to work where they are recognized, respected and valued for making a difference in the lives of our members, colleagues and communities. We aspire to be an employer of choice for employees and candidates of all backgrounds and experiences.

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

The following table provides a breakdown of the credit union's full-time and part-time staff:

## Coast Capital Workforce in 2021

	Total # of employees	Alberta	British Columbia	Ontario	Full-time	Part-time
Coast Capital Savings Federal Credit Union	1,703	0	1,695	8	1,480	223
Coast Capital Auto & Equipment Finance	68	4	54	10	67	1
<b>Total</b>	<b>1,771</b>	<b>4</b>	<b>1,749</b>	<b>18</b>	<b>1,547</b>	<b>224</b>



# Equity, Diversity & Inclusion

Coast Capital has long been committed to inclusion and championing people. We belong to the financial cooperative movement, which for more than 120 years has innovated to help serve the underserved. As an Employer Partner of the Canadian Centre of Diversity and Inclusion (CCDI), federal employer under the *Employment Equity Act*, and a Certified B Corporation, we are part of a community of leaders building a more just and inclusive economy to create opportunities for people of all backgrounds, lived experiences and worldviews.

## Groundwork For a Better, More Inclusive Future

Many Canadians continue to face economic and social barriers, and these inequities disproportionately impact women, Indigenous, Black, and People of Colour (IBPOC), LGBTQ2S+, as well as people living with disabilities. Events and violent attacks in our communities have shone a light on historical and continued oppression, racism and discrimination here in Canada. Leveraging our roots, core values and expertise as a member-owned financial cooperative, Coast Capital has a responsibility and commitment to address systemic inequities and unlock financial opportunities so that no person or community is left behind.

In 2021, we laid the groundwork for our vision of a better, more inclusive future through the development of our bold and transformational equity, diversity and inclusion (EDI) strategy. Our [EDI and Anti-racism commitment statement](#) and action plan hold us accountable for impactful change. To meaningfully advance equity, diversity and inclusion (EDI) and dismantle racism,

Coast Capital is moving beyond words and into action across three areas of focus:

1. **Creating opportunities for IBPOC and diverse employees**, to ensure all levels inside our organization reflect the communities we serve, and employees of all backgrounds and experiences feel included, supported and engaged with a safe workplace and equal opportunities to grow their careers at Coast Capital.
2. **Advance Coast Capital's EDI and anti-racism learning journey**, to build awareness and understanding among employees of the experiences of individuals and communities facing systemic exclusion and inequality, with support of our employee-led Equity, Diversity & Inclusion Council and six employee resource groups.
3. **Deliver value to members and ecosystem**, to unlock barriers to financial inclusion and social justice for our members and communities at large in partnership with our suppliers and business partners, and in alignment with Indigenous-led frameworks of reconciliation.

Through our work together, we aspire to bring to life a renewed focus on the underserved that was at the heart of the mandate of our founding credit unions. To ensure transparency and accountability, Coast Capital will continue to share its progress with its members and the general public through annual updates in our public reports, and on our corporate website and social channels. We know our work to build a better, more inclusive future will take time and we are in it for the long haul.

To learn more about Coast Capital's commitment to anti-racism and inclusion, visit [coastcapitalsavings.com/about-us/building-an-inclusive-future](https://coastcapitalsavings.com/about-us/building-an-inclusive-future).

# Location Openings, Closings and Relocations

Coast Capital serves members through a network of 48 branches and 87 ATMs. We continually assess ways we can best accommodate how, when and where our members want to bank, while also ensuring we continue to engage in face-to-face and deeper advice-based conversations to support their financial well-being.

To better deploy resources to underserved areas, three branches were consolidated in 2021 with nearby locations that serve the same area.

- Our James Bay branch located at 239 Menzies Street, Victoria, B.C. was consolidated with our Bay Centre location at 212-1150 Douglas Street, Victoria, B.C. One ATM at the James Bay branch was removed.
- Our West Vancouver branch located at 1702 Marine Drive, West Vancouver, B.C. was consolidated with our North Vancouver location at #140-845 Marine Drive, North Vancouver, B.C. Safety boxes were moved to our Georgia branch located at 1075 West Georgia, Vancouver, B.C. One ATM at the West Vancouver branch was removed.
- Our Edmonds branch located at 103-7315 Edmonds Street, Burnaby, B.C. was consolidated with our Metrotown location at 250-4820 Kingsway, Burnaby, B.C. One ATM at the Edmonds branch was removed.

To accommodate administrative staffing growth in Ontario, Coast Capital canceled the lease of a temporary commercial office space in Toronto, Ont. (1103-4711 Yonge Street, Toronto, ON) and secured a new and larger office location in the heart of Toronto's financial district at 3610-181 Bay Street, Toronto, Ont. Securing this permanent location in Toronto is critical to Coast Capital's presence as a national credit union to ensure we can fulfil the needs of our growing member base in regions all across Canada.

## Keeping Our Members and Employees Safe

The health and well-being of our members and employees are of utmost importance to us. As a precautionary measure to help reduce the spread of COVID-19, Coast Capital employees at all locations were asked to work remotely whenever and wherever possible, while ensuring continued essential services to our members. All Coast Capital branches were open for members and the public, operating as a full-service branch or for appointments only. We encouraged members to use our remote banking options and only bank in-branch when absolutely necessary.

Following the guidance of public health authorities, our branches, ATMs and offices were cleaned and disinfected every day, and supplied with hand sanitizer stations and physical barriers. Coast Capital required both our members and staff to wear masks and practice physical distancing in our branches and offices.

To find a branch, ATM or business centre in your community, visit [coastcapitalsavings.com/ContactDirectory/FindBranchATM](https://coastcapitalsavings.com/ContactDirectory/FindBranchATM).

## Taxes

Coast Capital contributed to the Canadian economy in 2021 through the payment of \$16.9 million in federal income taxes and \$5.6 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	16,866
British Columbia	5,152
Alberta	85
Ontario	314
<b>Total</b>	<b>22,417</b>

# Contact Information

## Help Headquarters

Suite 800 – 9900 King George Blvd.  
Surrey, B.C. V3T 0K7  
T: 604.517.7400

## Victoria Administration Office

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

## Advice Centre

Monday – Saturday: 8:00 am – 8:00 pm (PT)  
Sunday: 9:00 am – 5:30 pm (PT)  
T: 1.888.517.7000 (Toll-free)  
T: 604.517.7000 (Metro Vancouver)  
T: 250.483.7000 (Victoria)

## Website

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

## 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)

## Twitter

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



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