

2025 IMPACT REPORT | April 2026

Credit unions: Creating value for Canadians in an evolving world



CUMIS®

 co-operators

Table of contents

02	Land acknowledgement
03	Credit unions have always been different
04	Support starts locally
06	Supporting our credit union partners and members
07	Regulatory expectations are rising
08	PARTNER PROFILES
10	Vancity Credit Union
11	First West Credit Union
12	Assiniboine Credit Union
13	Conexus Credit Union
14	Prosperity Credit Union
15	East Coast Credit Union
16	Northern Credit Union
17	Other Partners
18	CUMIS
19	CUMIS and credit union highlights
20	Transforming how members access protection
21	Digital Claims Portal
22	Loan campaigns
23	Innovating to meet the needs of tomorrow
24	Strengthening Canada's credit union system
26	CO-OPERATORS
27	Building a sustainable, net-zero future
28	Proudly Canadian for 80 years
29	A year to celebrate co-operative strength
30	Building the co-operative ecosystem
31	Impactful contributions in 2025
32	Strong today, stronger tomorrow

Land acknowledgement

The corporate headquarters of The Co-operators Group Limited is in Guelph, ON, on the Between the Lakes Treaty (No. 3) territory, the traditional land of the Mississaugas of the Credit First Nations, and the ancestral homelands of the Anishinaabe, Haudenosaunee and Attawandaron peoples.

CUMIS headquarters is located in Burlington, ON, rich in history and modern traditions of many First Nations and Métis. From the Anishinaabe to the Haudenosaunee and the Métis, our lands, spanning from Lake Ontario to the Niagara Escarpment, are steeped in Indigenous history. This territory is mutually covered by the Dish With One Spoon Wampum Belt Covenant, an agreement between the Iroquois Confederacy, the Ojibway, and other allied nations, to peaceably share and care for the resources around the Great Lakes. We acknowledge that the land on which we work is part of the Treaty Lands and Territory of the Mississaugas of the Credit.

Credit unions have always been different. They put people first

Canadian roots, connected globally

Across an interconnected economy, credit unions help Canadians navigate global currents with local care. They keep decisions close to members, reinvest in communities, and remain present in small and rural towns as well as cities. That presence keeps advice within reach and credit flowing to businesses, farms, co-ops and community projects that strengthen local life.

For Canadians, this commitment creates real security: a financial partner that is dependable and transparent, and close enough to know their needs. Credit unions have lived that promise for decades, so their members know they're banking with people who know them and show up when it counts.

That local strength builds into something bigger. When families can count on steady jobs, when small businesses have the room and support they need to grow, and when essential services stay in the community, Canada thrives. While these impacts are local, the collective impact credit unions bring is also being recognized on the world stage. The United Nations designated 2025 as the International Year of Cooperatives, under the theme "Cooperatives Build a Better World." The message is clear: community-owned, people-first models are not just an alternative. They are part of how we build a more resilient and more inclusive economy.



Support starts locally

Credit unions make decisions where members live and offer tailored relief when it is needed most. They reinvest to keep essential services within reach, back small businesses with advice and financing, and offer practical financial education so members can plan with confidence. For members, it feels like genuine care with fair value, clear advice and a partner who puts their well-being first.

Building a better tomorrow

At the same time, credit unions finance the transition to clean energy through green mortgages, home retrofit and heat pump loans, EV and e-bike financing and farm sustainability lending. They put net zero into practice by reducing branch energy use, electrifying their fleets and reporting year-over-year emissions reductions. They invest in their communities through affordable housing projects, co-op and non-profit lending, community bonds, and partnerships with Indigenous communities.



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In times like these, being a co-operative and remaining grounded in our shared values, is our strength. Our commitment remains steadfast: to be a resilient, values-based partner for credit unions, their communities and Canadians. That's best represented through inclusive protection programs, our ability to use and share advanced data to manage emerging risks and deliver solutions that adapt to a changing world.

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Rob Wesseling

President and CEO,
Co-operators

We support our credit union partners and their members in a highly uncertain world

Credit unions are navigating growing pressure. Increased regulatory demands, shifting capital requirements, rising compliance costs and the need for greater operational scale are reshaping how they operate. At the same time, a new generation of members is seeking faster, more personalized service and expecting seamless digital access.

Mergers and acquisitions have become a key strategy for credit unions to manage, driving growth and ensuring sustainability. CUMIS is uniquely positioned to provide unmatched support through every stage of transition, helping credit unions navigate complexity, integrate effectively and continue serving members with stability and confidence. An experienced team leads this support, focused on making every transition as seamless as possible.

Together, we're building a stronger, more resilient credit union system – one that can thrive through change and continue to deliver lasting value to members and communities across Canada.

To support credit unions through this period of change, CUMIS is focused on strengthening resilience and enabling growth by:

- Enhancing risk and compliance support to stay ahead of evolving regulations
- Expanding digital capabilities and analytics to reach younger, tech-savvy members
- Co-developing products that balance growth with stability, ensuring long-term protection for members
- Investing in education and advisory tools that help credit union leaders adapt confidently



We have repeatable processes administered by an experienced team that focus on leading credit unions through the merger process to minimize the impact on their business and on their members.



Kirsten Holt

VP, National Client Success

Regulatory expectations are rising

We help credit unions meet them with confidence. Our team stays close to the policy conversation – including serving on The Canadian Association of Financial Institutions in Insurance (CAFII) board – so we can bring early insight back to our partners. We work with them as they design new offerings, helping them understand risk, compliance expectations and implementation requirements before they launch. The goal is simple: reduce complexity, avoid surprises and give leaders the clarity to move ahead without hesitation.

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Our commitment is to empower credit unions with the knowledge and support they need to navigate the complexities facing the financial services industry. By integrating our insights into their planning processes, we enable them to confidently innovate and launch new offerings, ensuring they are always one step ahead.

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Zack Fuerstenberg

Senior VP and President,
Credit Union and Specialty Market Distribution



PARTNER PROFILES

Credit unions make a difference

Across Canada, credit unions are leading by example, demonstrating what it means to prioritize people and communities. Each organization we've chosen to highlight in this report demonstrates how these values come to life, whether through community investment, sustainability initiatives, or innovative programs that put members at the centre.

By spotlighting their impact, we celebrate not only their achievements, but also the co-operative difference that strengthens our collective future.



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The current geopolitical climate is challenging for both businesses and households, as tariffs, inflation and uncertainty erode purchasing power and economic confidence. As a Canadian-owned co-operative, CUMIS and Co-operators remain firmly committed to co-operative values, financial security and supporting communities across the country. For credit unions we are a trusted partner, helping generate additional non-interest revenue to strengthen their financial success.

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Alec Blundell

EVP, COO,
Co-operators Life Insurance Company and CUMIS

Values that create impact

Vancity demonstrates how credit unions can be a powerful force for good. Founded in 1946 to expand fair access to banking at a time when many were excluded, they have been showing what's possible when financial success is shared.

For example, since 1994, Vancity has been returning 30% of net profits each year – more than \$440 million in total – to members and communities, to fuel initiatives that strengthen communities and improve lives.

Here's some other examples of how they're making an impact:

- Affordable housing: providing grant funding, advice, and low-cost loans to support affordable housing developments through the Vancity Affordable Community Housing Program; supporting the creation of 5,658 affordable rental homes with \$39 million in financing since 2011.
- Climate action: helping members cut emissions; advocating for fair-transition policy; and targeting net-zero across all mortgages and loans by 2040.
- Reconciliation: working with Indigenous partners, communities, and businesses to create programs and services that address self-identified needs, including tailored mortgages and Indigenous-led financial education workshops.
- Financial inclusion: supporting newcomers and refugees by partnering with community organizations to provide wraparound supports and financing for relicensing, retraining, and related expenses.

Vancity



Vancity
4302 Hastings Street
Burnaby, BC

Creating a future where everyone can flourish

First West Credit Union proves that shared success builds stronger, more resilient communities. It's commitment to giving back shows the co-operative difference in action, proving that impact grows when members and credit unions work together.

In the past year, First West has:

- Invested over \$3.1 million in local initiatives
- Supported 83 organizations across their regions
- Contributed more than 6,800 employee volunteer hours
- Directed \$5.5 million toward impact investments
- Aligned progress with 6 UN Sustainable Development Goals

Beyond community investment, First West is also advancing digital banking innovation by developing tools that deliver practical, everyday value to members.

FIRSTWEST
CREDIT UNION



First West Credit Union
100-19933 88 Avenue
Langley, BC

What benefits us all benefits us individually

Assiniboine Credit Union / Caisse Assiniboine shows how values-based banking can create real impact across Manitoba. With deep roots in agriculture, community and inclusivity, they continue to serve members in ways that reflect the province's unique character while opening doors to greater opportunity.

Assiniboine demonstrates its community-driven commitment through the following initiatives:

- Sponsored Together for a Strong World Inc.'s Scam Awareness Workshop, equipping immigrants and refugees with tools to protect themselves from fraud
- Provided French-language services alongside strong rural and agricultural support
- Championed values-based banking that prioritizes people and communities over profit.

By meeting members where they are and staying true to co-operative values, Assiniboine is building stronger, more inclusive communities for all Manitobans.



Assiniboine Credit Union
100-223 Carlton Avenue
Winnipeg, Manitoba

Putting members and their communities first

When wildfires devastated Saskatchewan, Conexus, Cornerstone, and Synergy Credit Unions came together to demonstrate the true strength of co-operation. Together, they contributed \$150,000 to the Canadian Red Cross 2025 Saskatchewan Wildfires Appeal, showing what's possible when credit unions join forces for the greater good.

This collective effort delivered support where it mattered most:

- Immediate relief for evacuees and host communities
- Financial assistance and recovery programs for those impacted
- Long-term strategies for preparedness and risk reduction
- Tailored financial solutions to help members navigate uncertainty

By working together, these credit unions are helping Saskatchewan families rebuild today while creating resilience for tomorrow – proving that partnership isn't just powerful, it's essential for thriving communities. It's a sentiment echoed by Celina Philpot, Conexus CEO: *"The collaboration we've seen during the wildfire response is a powerful example of what we can achieve together. Our merger builds on that same spirit of co-operation – strengthening our ability to serve members and support the communities we serve across Saskatchewan"*.

conexus
Credit Union

Cornerstone
CREDIT UNION

Synergy
CREDIT UNION

Saskatchewan
wildfire relief.



Built by community. Stronger together.

Formed on January 1, 2025, through the unification of Prairie Centre, Diamond North and Cypress Credit Unions, Prosperity Credit Union embodies what happens when shared values meet forward vision. Built as a true partnership – not an acquisition – it represents a proactive approach to strengthening Saskatchewan’s rural communities and the credit union system itself.

Prosperity has taken the following actions to support Saskatchewan communities:

- Committed to small and rural communities across Saskatchewan, maintaining 30 locations and expanding to 31 in 2026 through its newest merger with Foam Lake Credit Union.
- Established a dedicated Community Enrichment Department to ensure local investment and volunteerism remain central to its operations.
- Encouraged all 300-plus employees to engage in volunteerism, contributing over 9,500 hours this year, supported by paid volunteer time.
- Launched “Driving Rural Prosperity,” a vision that positions the credit union as an economic engine for local growth, supporting initiatives like daycare funding and community development projects.

By keeping decisions local, investing in people, and committing to the future of rural Saskatchewan, Prosperity Credit Union is proving that co-operative strength grows from community roots.



Prosperity Credit Union
101 4th Avenue
Big River, SK

Credit unions that build lasting community wealth

East Coast Credit Union demonstrates how local, member-owned banking creates meaningful value close to home. They reinvest earnings in their region, support people through change, and partner to build long-term resilience.

How they support their community in all corners of the province

- East Coast Credit Union offers flexible lending to startups, social enterprises, and community groups, including early financing for social entrepreneurs – such as Mark Brand’s food-recovery café and token program – helping innovative projects launch and thrive.
- The credit union provides \$150,000 in annual grants to social enterprises and co-operative initiatives that demonstrate measurable social or environmental impact.
- It allocates 10% of annual net profits to community impact projects under its ESG Strategy and Framework, contributing more than \$950,000 to community organizations in 2025 alone.
- East Coast Credit Union holds B Corp certification – a recognized standard that validates its commitment to social and environmental purpose – demonstrating its steadfast alignment with these rigorous principles.
- Employees contribute in-kind support through volunteering and knowledge sharing, regularly assisting community kitchens and delivering financial literacy workshops throughout the year to build lasting relationships.
- The organization facilitates connections among nonprofits, businesses, and funders so local projects can access the support they need – because strong partnerships drive sustainable change.

Together, these actions show how East Coast Credit Union protects jobs, fuels business growth, and creates opportunities for individuals across the communities it serves.



East Coast Credit Union
138 Main Street
Port Hood, NS

A partnership rooted in community

Northern Credit Union exemplifies how a values-driven co-operative can empower local communities through genuine investment and practical support for small businesses, as well as creating inclusive community hubs. With a commitment to employee volunteerism, community center initiatives, and relationship-based lending that nurtures entrepreneurial growth, Northern demonstrates that banking can be both personal and community-centered. Check out the video to see how Northern is dedicated to supporting individuals, businesses, and neighbourhoods throughout the North.



We're very pleased to be back with CUMIS, and we appreciate the strong relationship and partnership we've rebuilt together.



Richard Adam
Northern Credit Union
President and CEO



Other partners

Growing economic resilience from the ground up

Canadian credit unions are showing how co-operation fuels progress. In partnership with Caspian One Open Data, Credit Union Central of Canada and others, they are building the foundation for a new era of financial services. Caspian's platform enables credit unions to integrate fintech solutions in days, instead of months, providing members with faster access to the tools that matter most.

This work also prepares credit unions for consumer-driven finance in Canada. As data portability rules take shape, members will be able to direct their financial data to trusted providers. That will require secure APIs, strong consent management and clear governance. Caspian's open data layer supports these needs with consent capture, audit trails, and standardized connections, helping credit unions stay compliant, reduce integration risk and innovate quickly.

The result is practical. More choice for members, quicker time to value for credit unions, and a future-ready path that keeps community institutions competitive while staying true to co-operative values.

This collaboration has already enabled:

- Digital identity verification with Interac
- Cash flow optimization for small businesses
- Automated account opening
- A platform ready for future innovations

Through the Large Credit Union Coalition, this collaboration proves what's possible when credit unions work together.



CUMIS

Building a resilient future for Canada's credit unions

CUMIS exists to empower Canada's credit unions and their members with bold, innovative insurance and financial solutions designed to meet their evolving needs. Fuelled by a deep commitment to our shared co-operative values, CUMIS strengthens communities by delivering protection, stability and financial security. With every solution, CUMIS ensures credit unions, and their members, are equipped to face life's challenges.

We endeavour to be an unwavering force, driving the success and resilience of credit unions across Canada, securing a legacy of financial strength and mutual value creation for members.



CUMIS strengthens Canada's credit unions with stability and unwavering support

Our partners told us we deliver on what counts. In our latest Partner Relationship Survey, 81% of respondents said they're satisfied with CUMIS, and 100% said they're likely to continue our partnership. They also told us we're easy to work with (92%), that we follow through on our promises (89%), and that our insurance expertise adds real value to their organization (96%). We're proud of that trust – and we're using the feedback we receive to continue improving.

CUMIS and credit union highlights:

Proudly partnering with

169 credit unions

Supporting more than

335,900

Claimants over the last 10 years, delivering crucial assistance when needed most.

Safeguarding

\$24.8 billion

In loans nationwide, providing unmatched protection and security to credit unions and their members.

Distributing more than

\$2.28 billion

In compensation and claim payments to credit unions and their members in the past decade, ensuring financial resilience and peace of mind.

We're transforming how members access protection with a truly digital experience

At CUMIS, our goal is simple: make it easier, faster and more intuitive for members to get what they need and manage it on their own terms.

With a new digital platform, claims can be submitted 24/7, reducing the time it takes for members to receive their payouts and helping them feel supported when they're at their most vulnerable.

We are also expanding into end-to-end digital sales, enabling members to purchase insurance independently, without the need for human intervention. Together with Cambrian Credit Union, we launched our first fully automated loan and creditor insurance solution in May 2025. This digital model is a first-of-its-kind, direct-to-consumer approach for fixed-term loans, combining speed with protection.

This model is now live and gaining traction. Cambrian has expressed excitement about the partnership, and we share that enthusiasm. The work lays the groundwork for a scalable approach that can extend to more partners, helping ensure Canadians have access to secure digital financial protection.

Early results are strong, confirming we can offer a seamless end-to-end online experience while maintaining a high acceptance rate.

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We are creating a seamless, digital member experience.

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Sarah Armstrong

VP, Creditor Insurance,
CUMIS

Digital claims portal

Our new Digital Claims Portal is live, a key step forward in creating a seamless, self-serve experience for creditor insurance partners and their members. By upgrading technology, we are making it easier, faster and more convenient for members to submit and manage their claims at any time, from anywhere.

Launched in the summer, the portal is available to all credit unions and their members. It is designed to simplify what can often be a stressful process. With just a few clicks, claimants can submit claims, upload documents, check claim status, and receive timely notifications and correspondence.

The goal is straightforward: to reduce the time, effort and uncertainty associated with managing claims, while providing 24/7 access and flexibility. The Digital Claims Portal not only streamlines the claims experience but also allows us to process claims more efficiently and with greater accuracy.

As this is the first phase of our self-serve journey for creditor insurance, your engagement and feedback will be essential. Together, we can continue to refine and enhance this tool, ensuring it delivers lasting value to members.

The momentum behind our digital transformation continues to build. What began with faster claims, self-serve purchasing and our first fully automated loan and creditor insurance is now evolving into a smarter, more connected experience for members, partners and advisors.

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In a member's moment of need, we want to ensure we are there when they need us.

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Zack Fuerstenberg

Senior VP and President,
Credit Union and Specialty
Market Distribution

Loan campaigns

What's new this year

This year, we focused on intelligence and enablement. By using robotic process automation, we are improving accuracy, reducing manual work and increasing response times.

Behind the scenes, our business intelligence and sales enablement operations teams are turning data into action. We introduced a simplified suite of core dashboards that brings key data into one place and makes reporting more straightforward to use without losing depth. We launched an estimator tool to forecast premium and revenue opportunities for upcoming campaigns. Enhanced analytics, including lender-level premium reporting, cancellation and outcome reporting, now give a clearer view of program performance and partner needs.

Why it matters

All of this moves us toward the same goal. A seamless digital member experience that still feels personal, supporting members during stressful moments. Advisors and partners get the insight to guide conversations with confidence. Credit unions gain a scalable model that they can extend across their networks in a modern, efficient, and member-aligned manner.

Proof in the numbers. Our digital tools help partners run more effective campaigns and deliver enhanced protection.

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At CUMIS, our goal is always to help credit unions deliver real value to their members, and the results with Cornerstone Credit Union demonstrate that impact...we supported a campaign that funded over \$4.3 million in loans but protected more than 74% of members with coverage...proof of the strength of our partnership.

”



Jeff Johnson

Account Executive,
National Client Success

Innovating to meet the needs of tomorrow

We continually evolve our product suite to meet the diverse and changing needs of credit unions and their members. From insurance to retirement savings, our solutions are designed to strengthen financial security, foster inclusivity and support long-term growth.

Here's how we're putting that commitment into action:

Risk Solutions Group

In a national client survey conducted in Fall 2025, CUMIS achieved exceptional client satisfaction scores, reflecting the quality of the products and services we provide as a trusted partner to the credit union sector. The survey reported an impressive overall satisfaction score of 96%, demonstrating the consistently high performance of our solutions.

Group Benefits

In 2024, we introduced inclusive benefits that support workplace diversity, equity and inclusion. Coverages include Weight Management, Indigenous Health, Gender Affirmation, and Family Building. In 2025, powered by our Smart Employee Benefits acquisition, we are rolling out an industry-leading flex benefits portal that raises the bar on employee choice and plan customization.

Group Retirement

Our Group Retirement and Savings program offers tailored, tax-efficient plans to enhance retirement outcomes. With a flexible design, diverse investment options, educational tools and governance support, we empower staff nationwide.

Individual life insurance

We've made our Versatile Term rates more competitive across all term lengths, with no increases to issue or renewal rates.

Creditor insurance

We are transitioning to coverage-based offerings, ensuring protection across all lending types. This shift supports digital lending and enhances access, affordability, and choice for members.



Strengthening Canada's Credit Union System

Our commitment to the credit union system goes beyond products and services. Through ongoing sponsorships, we proudly stand alongside our partners at key industry events, supporting the conversations and connections that shape our shared future.

This year, we joined credit unions at the Canadian Credit Union Association (CCUA) National Conference in Halifax, where the theme "Waves of Change" set the stage for meaningful dialogue. Zack Fuerstenberg, SVP, President of Credit Union and Specialty Market Distribution, and Wanda Frisk, SVP, Head of Credit Union Wealth at Aviso, welcomed leaders from across the country to discuss the evolving landscape of financial services. It was an opportunity to celebrate the remarkable achievements of credit unions in advancing financial inclusion, community development and resilience – highlighting the co-operative difference in action.

We were also proud to sponsor Central 1's Momentum Conference, where system leaders explored the future of finance. From regulatory shifts and real-time payments to digital infrastructure and the rise of AI, Momentum provided both practical insights and bold ideas to help credit unions prepare for what's ahead. Just as importantly, it fostered valuable connections with peers and industry experts, reinforcing the relationships and the principle of co-operation that allow us to grow stronger together.



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Partnering at conferences is incredibly valuable. The engaging discussions and shared insights truly enrich our understanding. CUMIS understands creditor business, helping credit unions stay ahead of key trends and seize opportunities in the sector. This knowledge equips us to confidently navigate the future of credit unions and chart a bright path forward together.

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Kirsten Holt

VP, National Client Success

CO-OPERATORS

Leading the way in building financial confidence for Canadians

As a Canadian co-operative rooted in community values, CUMIS and Co-operators partners with credit unions to strengthen Canadians' financial security in a constantly evolving landscape. Guided by co-operative principles of inclusion, responsibility and sustainable development, we help people build resilience through trusted advice and comprehensive protection.

We offer industry-leading expertise combined with an empathetic understanding of where our partners are coming from, because we are part of their community. This allows us to provide support that feels personal, relevant and grounded in real-world experience.



Building a sustainable, net-zero future

As part of The Co-operators group of companies, CUMIS benefits from the strength of our asset manager, Addenda Capital. Through Addenda, Co-operators manages over \$42.5 billion in assets. We leverage our financial strength and stewardship to help drive the transition to a sustainable, resilient, net-zero economy, supporting the communities that credit unions serve.

Investing in impact and climate transition

Together, we invest with purpose – delivering financial returns that also create lasting social and environmental value. Addenda's strategies and funds include:

- Impact fixed income fund – supports climate action, healthcare, education and resilient communities.
- Climate transition strategies – invests in companies in high emitting sectors with credible net-zero pathways by 2050.
- Fossil fuel-free global equity fund – divests from fossil fuels while delivering strong returns.
- Eco-social commercial mortgages fund – invests in affordable housing, green buildings and community infrastructure.

In 2025, Co-operators set a new climate solutions investment goal: to increase investments allocated to climate solutions to US\$3 billion by year-end 2030 with a 2024 base year of

Co-operators holds

**\$14.5 billion in
invested assets.**

Of that, 60.2% (\$8.75 billion) is invested in impact and climate transition opportunities.

*For more details on Co-operators Resilience Acceleration Lab see www.cooperators.ca/resilience

US\$2 billion. This includes piloting a climate resilience and adaptation investment strategy in collaboration with Addenda Capital through the Resilience Acceleration Lab*.

Leading purposeful change

As both an asset owner and a manager, we go beyond investment returns to influence markets and support Canada's orderly transition toward net zero. Addenda Capital's sustainable investing approach ensures every strategy considers ESG factors while driving long-term value for clients, communities and the planet.

“

Together, we can catalyze markets for a more sustainable, climate-resilient future.

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Roger Beauchemin

President and CEO,
Addenda Capital Inc.

Proudly Canadian for 80 Years

For decades, CUMIS has worked alongside credit unions to protect members and strengthen communities. That partnership is built on shared values: local decision-making, financial security, and putting people first. Today, CUMIS and Co-operators are aligned under one banner, bringing together deep expertise in creditor protection and a long history of co-operative leadership in Canada.

This year marks the 80th anniversary of Co-operators, a milestone that reflects a long-standing commitment to Canadians and to the credit union system. Since 1945, Co-operators has grown from a small group of prairie farmers with a bold vision into a national co-operative serving millions of Canadians. Through every decade, one thing has remained constant: a focus on financial security, community resilience, and the belief that people are stronger when they act together.

As we celebrate this shared legacy, we're looking ahead with the same spirit of partnership, innovation, and purpose that has carried us thus far. Our goal is simple: build a stronger future for credit unions and their members, together.

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For 80 years, we've stood with credit union partners, many of whom have even deeper roots. Their longevity reflects the resilience of Canadian businesses and the co-operative principles that serve clients and communities.

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Jessica Baker

EVP and Chief Retail Officer,
Advisor, Contact Centre and
Retail Wealth

A year to celebrate co-operative strength

We're proud to be part of the co-operative sector, where "co-operation among co-operatives" is a guiding principle that unites us.

At Co-operators, we live this value through programs that strengthen and uplift local co-operatives across Canada. One way we do this is by providing direct support to new and emerging co-operatives through our Co-operative Development Program (CDP).

In honour of the International Year of Cooperatives, we've increased CDP funding in 2025 from \$500,000 to \$600,000, helping even more innovative co-operatives thrive and deliver meaningful impact in their communities.

In recognition of these milestones, our strategy is centred on raising the profile of the co-operative model, celebrating our legacy, and deepening engagement with members, partners and communities across Canada.

To bring the International Year of Cooperatives to life across our organization, we launched focused initiatives to engage, inspire and celebrate our co-operative identity. Together, these efforts showed our co-op values in action. Service, connection and care for each other and our communities came through. This was about all of us and the impact we create together.

We brought that promise to life in simple, meaningful ways.



Employee community engagement contest.
Teams volunteer and share stories. Leaders promote our co-operative values and employees submit pieces for our channels. Early results are strong with entries tracking toward our year-end goal.



Agency community engagement contest.
Advisors and agency staff complete a short questionnaire on their volunteer work and community impact. Quarterly draws keep momentum and help us surface stories to share with our staff.



Member moments.
Members complete a brief questionnaire highlighting how co-ops make a difference in their lives and communities. We use responses to create profiles published and celebrated on our corporate website.



80th anniversary celebration.
On March 12, 2025, we celebrated our 80th anniversary and launched the IYC year-long program. Events were hosted at national offices with a live webcast from Guelph, plus refreshments and draws. Our Volunteers in Action committee helped promote volunteerism and upcoming contests.



Building the co-operative ecosystem

Co-operative governance

Credit union centrals play an active role in our governance, appointing regional delegates and holding designated seats on our Board of Directors. This includes three seats for Central 1, and one each for Alberta, Saskatchewan, Manitoba, and Atlantic Central. Their involvement ensures our governance reflects shared co-operative values.

Member loyalty payments

Credit union centrals receive member credit union loyalty payments based on annual results, governance participation and business volume. Over the past five years, we've paid more than \$16.5 million, offering a valuable source of non-interest revenue.

Economic contributions

Credit unions are integral to the success of Co-operators, providing us with a broader reach to credit union members and significant business volume through a wide range of products, including life, group benefits, home, auto and business insurance.

A unified vision for the future

Our collaboration with credit union centrals is grounded in co-operative principles. Together, we're building a socially responsible future, where shared success leads to greater prosperity and community impact.

Risk management and mitigation

Safeguarding credit unions from emerging challenges. Our risk expertise helps boards anticipate pressures, strengthen resilience and protect members in a rapidly changing financial landscape.

Board focus

Strong governance is essential to the long-term health of every credit union. We work closely with boards to provide guidance, education and forward-looking insights that help leaders navigate change with confidence. Our support is designed to strengthen decision making, deepen strategic alignment and ensure boards remain well equipped to serve their members.

Succession planning

Preparing current and future leaders for the road ahead. We help boards identify talent, assess readiness and build development pathways that support a smooth and intentional leadership transition.

Celebrating co-operative milestones

In recognition of the IYC and the 80th anniversary of Co-operators, we are proud to celebrate the strength of the co-operative model. These milestones remind us of the power of collaboration, shared purpose and people-first values. Together, we continue to build a future where credit unions and their members thrive.



Impactful contributions in 2025 across Co-operators: A snapshot

United Way Contributions

\$490,400

contributed to United Way Centraides across Canada by Corporate and staff.

Giving Our Time

5,075 days

volunteered by staff (nearly 36,477 hours and the salary equivalent of \$1,746,233).

Empowering Underserved Youth

\$2,432,000

Contributed through Co-operators Community Funds to support community organizations committed to providing employability-skills training to underserved youth and individuals with mental health challenges.

Financial Vulnerability

\$622,439

contributed to Financial Resilience Institute and Prosper Canada to better understand how to serve our financially vulnerable clients and communities.

From Orchard to Table

7,315 lbs of apples

picked by 200+ volunteers from the CUMIS orchard, distributed to over 20 community organizations.



Strong today, stronger tomorrow

At the heart of every credit union is a simple truth: when people come first, everything else follows. Communities grow stronger. Families feel supported. Local businesses have room to thrive. Credit unions aren't just financial institutions. They're neighbours who lend a hand, partners who stand by you in difficult times and sparks that keep local economies alive.

This spirit is more than a business model. It's a promise. A promise to keep showing up for people, to keep building resilience and opportunity, and to keep investing in a future we create together. Because lasting security isn't built far away, it's built right here at home, with each other.



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As we look ahead, co-operatives will play an even greater role in helping Canadians navigate complexity, from financial security to climate action to social equity. We're proud to mark this historic year alongside our credit union partners, celebrating 80 years of shared impact and embracing our role in shaping a stronger, more resilient Canada.

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Rob Wesseling

President and CEO,
Co-operators



CUMIS®  **co-operators**

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