



Central 1 presents annual Ontario Credit Union Awards

March 9, 2009

Central 1 Credit Union's annual spring conference included the presentation of several awards to credit unions, staff and volunteers.

Libro Financial of London received the Ontario Credit Union Charitable Foundation's 2009 Outstanding Corporate Achievement Award for its continuing and extensive community involvement activities.

Each year it is the largest contributor to the Ontario Co-operative Young Leaders program, sponsoring up to 30 per cent of participants. For 15 years it has exceeded the Imagine goal of giving 1 per cent of net income to charitable projects. From 2006-08 Libro invested \$1.2 million back into community and a vision of \$2 million over the next five years

The Allan Lanctôt Award for Mentorship was presented to Diane Kocet, general manager of Toronto Electrical Utilities Credit Union. She was recognized for her support of staff development and establishing a scholarship to encourage members.

There were two recipients of the Gary Gillam Award for Social Responsibility, one for a credit union volunteer and one for a staff member, each received \$2,500 to be donated to charities of their choice.

Steve Mantis, a volunteer at Bay Credit Union in Thunder Bay, was recognized for his efforts to champion corporate social responsibility within the credit union. He has also worked on occupational health issues and helped develop a speakers' school to provide public speaking training to help those who have been injured

The Social Responsibility Committee of the credit union works with local community groups and established a Green Loans program to offer low rate loans for energy wise renovations and fuel efficient cars. Mantis divided his donation between the Thunder Bay Indian Friendship Centre and Injured Workers' Consultants

The second Gary Gillam award winner was Doug Robinson, CEO of Northern Lights Credit Union in Dryden. He was recognized for working with the Wasaya Group to provide financial services to remote First Nations communities. They have begun a pilot project in Bearskin Lake 425 kilometres north of Sioux Lookout that is providing financial services in a area that previously did not have any. The pilot is supported by a three-year grant from the Trillium Foundaton. Robinson split his award between the Ontario Credit Union Charitable foundation and the Dryden Regional Health Services Foundation (CT Scan Fund).





The Distinguished Service Award was won by Tim Bossence, president and CEO of Unigasco Community Credit Union in Chatham. He joined Unigasco in 1979 and has been involved in many local service groups and credit union organizations.

“Tim’s contribution to our community – whether community is defined as the Ontario credit union system, the national level, or the local level, is incalculable,” his supporters said. “Without a doubt he is an ambassador for credit unions wherever he goes.”

The NOVA Award in marketing for the service or delivery-channel category was won by Northern Lights Credit Union for the innovative approaches it has taken to delivery of services in Bearskin Lake. The pilot project for Anishinabe Shooniyawakamik – People’s Money Store in Bearskin Lake has been difficult because everything must be airlifted to the site. The credit union has translated all print material into Oji-Cree and added this as a third language option on telephone banking.

The NOVA Award for a marketing or advertising campaign was won by United Communities Credit Union for its campaign in partnership with the Windsor-Essex Development Commission, the city of Windsor, the County of Essex and the Windsor Star to promote the Windsor-Essex region as a great place to live, work, play and invest.

United Communities gave \$150,000 on condition that its contribution attract funding from municipal and county governments. Together they also started a marketing campaign – Make it Here and W.E. Can campaign. United Communities contributed another \$100,000 to this element of the campaign. The effort has increased the visibility of the area despite tough times in the automotive sector. The Windsor-Essex Development Commission now has almost 20 projects in the works for 2009-10.

Central 1 Credit Union is the central banking facility and trade association for its nearly 200 member credit unions in B.C. and Ontario. From offices in Vancouver and Mississauga, Ont., nearly 500 employees provide a wide range of services, including payments settlement, liquidity management, Internet and trade association functions.

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