

Supporting Documentation for Coady Award Submission

February 2015



LEADING EDGE
Getting You There™

Social Responsibility Key Performance Indicator (KPI) Tracking

CATEGORY	Year-end Totals
Total Donations and Sponsorships	\$21,649.91
Community Involvement Contributions	\$1,718.90
Number of Employee Volunteer Hours - Personal	1,372
Number of Employee Volunteer Hours - LECU	217
Number of School Savings Program Participants	89
Number of Member Education Events	16
Small Business Credit Financing	\$1,014,010.00
Training Dollars Spent by CU	\$28,512.30
Employee Satisfaction	92.00%
Estimated paper saving through online statement initiative and paperless Board and Committee meetings	104,300 pages
Number of members with a free banking package	1,206
Number of non-profit groups availing of free banking	227

KPI Definitions

CATEGORY	MEASUREABLE	NOTES	Responsibility for tracking
Total Donations and Sponsorships	Dollar Value	Anytime our branch or organization provides a donation it shall be recorded with a monetary value	Branch Designate Corporate Designate
Community Involvement Contributions	Dollar Value	Record membership fees, registration fees or any other fee associated with participation in a community event with a social cause by staff while representing the Credit Union	Branch Designate Corporate Designate
Number of Employee Volunteer Hours	Number of Hours and value in \$ (hours time set volunteer rate)	Anytime an employee volunteers time and is there as a representative for LECU their total hours must be tracked	Branch Designate Corporate Designate
Number of School savings accounts	Number	To promote our part on financial literacy for kids	Branch Designate
Number of Member education events	Number	Number and description to be recorded	Branch Designate
Small business credit financing	Dollar value	The total value of credit being used by our business clientele	Corporate Office
Training dollars spent by CU	Dollar value	The total value of training costs for LECU staff and board.	Corporate office
Employee Satisfaction	Percentage of 100	Question in our employee satisfaction survey that would measure total employee satisfaction	Corporate Office
Paper saving through online statement initiative	Tones of paper	League Data annually can advise how many statement pages were produced	Corporate Office
Number of Members with a free banking package	Number and \$	Seniors accounts, estimated service charges saved by members	Corporate Office
Number of Non-profit groups availing of free banking	Number and \$	Non-profit accounts and estimated service charges saved by members	Corporate Office

EDUCATION

- Seminars
- School Savings Program





Leading Edge Credit Union held or collaborated with other groups to put off various member and public community sessions in their regions. Topics included risk, fraud, investments, and TFSAs.



As part of the School Savings Program, there are trivia questions every couple of weeks to engage the students in the program, as well as a \$250 GIC draw at the end for each location.



Participants in the School Savings Program were invited to shop at a pretend store with their play money to gain hands-on financial experience and walk away with cool merchandise. The branches made a celebration day out of it!

I have been the principal at Our Lady of Mercy here in St. George's for 5 years, and many things have changed at our school during this time. There is one thing, though, that has remained constant during this time: the dedication and commitment shown by the Leading Edge Credit Union to promote and carry out the Fat Cat program at our school. Our students look forward to the weekly visits to collect their deposits. As a principal, I love the fact that this program teaches the students many things such as finances, commitment, and especially goal development and attainment. They are so excited to see their money grow, and all of the little things done for them such as having their own bank books and incentive programs only serves to enhance an otherwise already great program. I strongly urge parents to enrol their children in this program. It does nothing but provide benefits to their children. Thank you Leading Edge Credit Union!

Wallace Childs



I'll start off by saying that the school savings program is a great program that everyone should have access too. Not only because of how simple it is to get into but also how it helps you so much in the long run. 5 dollars a week doesn't sound like much but if you do it every week it sure does add up. Having your kid enrolled in the school savings program helps them learn how important saving is and they will really see it when they buy the first thing they really want or when you show them all the money that is saved up in their account. I'll use me for an example, Every week 5 dollars is put into my account and recently I bought a motorcycle, went to driving school, and I am about to help pay for my trip to Quebec. So I encourage everyone to take part in this program and help teach your kids the value of money.



Tyler Young



LEADING EDGE
Getting You There™



Respect For
Self
Others
Academics
Resources

E. A. Butler All Grade
P. O. Box 10
McKays, NE 68616
Phone: (709)645-2330
Fax: (709)645-2633

Principal: Marsha Alexander
Vice Principal: Sherry Barnes

www.eabutler.com

Leading Edge Credit Union Testimonial

Having members of the leading edge credit union come to our school to do *Fat Cat Banking* shows their dedication and commitment to our school and the community. The *Fat Cat Banking* program itself introduces children to the power of saving money. They learn the importance of saving for the future and get excited to deposit their funds. They also get excited about possibly winning the voucher at the end of the year! Coming to our school really shows the strength of the relationship between the Leading Edge Credit Union and the school. It is great to see an organization take interest in the kids in their community and want to help them prepare for tomorrow.

Deanne Madore, mother of Dawson , age 5, thinks our school savings program is wonderful. She said it teaches young children to be responsible with money and shows them how rewarding it can be to save for something special. Deanne told us how much Dawson loves participating in the program and how it even helps him with math, as he adds up his deposits on his fridge chart. Overall, Deanne believes the program is very positive and hopes to see it continue. Deanne was especially please to see the participation and interest shown by LECU to our children.



Drew Quilty, a grade 4 student at E A Butler All Grade School in McKay's, loves our School Savings Program. "It's fun!" he said when asked about the experience. Drew is really looking forward to spending his Credit Union dollars at our store at the end of the year. He's also excited about the chance of winning a prize. Drew thinks it's great that we come to the school every week. He said it's important to save money, so he can get a good house when he grows up!

ENVIRONMENT

- Green Space
- Beach Clean-up and Development Project





Staff of the Port aux Basques Branch cleaning up their “adopt-a-spot” by mowing grass, painting benches and planting flowers. This overlooks the “Gateway” to the Province.



Doyles branch donated to the Murray Beach Development Project as well as participated in the Beach Clean Up Day.

YOUTH/SENIORS

- “VP For A Day” Program
- Scholarships





CEO Cory Munden welcoming these students to be “VPs for a Day” at LECU. The students presented their findings and recommendations at the end of the day to the Corporate Office Team.



Leading Edge Credit Union provides scholarships to all the schools within their areas of operation. Each Community Scholarship is valued at \$250 and is open to any student who demonstrates the cooperative values and principles.

COMMUNITY ECONOMIC DEVELOPMENT

- Race to the Sea





Some participant pictures of the event – LECU welcoming everyone to the event, plus our staff volunteer their time. This is a fun event for all.

MAKE THIS RACE
YOUR ONE RACE
THIS YEAR



A personal best
Like
no
other.

Running,

My Dream,

My Life.



Professional photography of the Race to the Sea, where LECU invested funds to help stimulate participant interest. For a glance at the event, please watch the video at: <https://www.youtube.com/watch?v=0VPtfn6DvxM>

Race to the Sea

Chantelle MacIsaac
Published on May 12, 2014

 Share 0  Tweet 0  +1 0

 Comment  Send to a friend  Print

Planning has begun for the twelfth annual Lighthouse Relay Race to the Sea. The dates are set for August 8-9, for the meet and greet and race day respectively.

The Leading Edge Credit Union has taken ownership of the race, and the committee is well underway planning this year's event.

Chair of the committee, Randi Alexander, said as with every year at the beginning stages, the committee is looking for volunteers.

Volunteers are critical to the race and are needed in many areas including traffic control, timing teams and race follower.

The race starts early on the morning of August 9 in Cape Anquille at the first lighthouse on the route, travels through the Codroy Valley down to the Cape Ray Lighthouse, takes the T'Railway to Port aux Basques and travels downtown to Channel Lighthouse before finishing in Rose Blanche at the fourth lighthouse.

Eleven legs make the entire race and range in distance from eight kilometres to nearly sixteen kilometres. To volunteer for the event please contact Dana Warren at 695-6231, Randi Alexander at 695-7607 or email at racetothesea@gmail.com.

Article showing LECU took ownership of the "Race to the Sea" and organization was underway.

For an additional article about runners experience, please click here: <http://www.gulfnews.ca/Sports/2014-08-18/article-3836926/Elite-runners-dominate-in-Race-to-the-Sea/1>

SUPPORT TO NON-PROFIT ORGANIZATIONS

- Soccer Program
- Doyles' Fire Truck Initiative
- Hospital Foundation



Soccer to 'em

When Leading Edge Credit Union heard that the town of Port aux Basques was trying to start a soccer program they wondered how they could assist. In speaking to Brian Button, Recreational Director, the Credit Union learned that there were jerseys and cleats available but the program would have to buy their own soccer balls. Leading Edge Credit Union decided that this was a great opportunity to help out



not only the Port aux Basques soccer program, but also the soccer programs in the other communities in which the credit union operates. In total, Leading Edge Credit Union has donated 100 soccer balls to these programs. Accepting the balls are Brian Button, Bruce II Facilities Manager; Todd Strickland, Recreation Committee for the Town of Port aux Basques; Chantelle MacIsaac, chair of the Codroy Valley Recreation Association and Geneva Taylor, Leading Edge Credit Union (presenting the soccer balls). Leading Edge Credit Union is a proud community supporter and is honored to help the soccer program get started in the Port aux Basques area and continue in other local areas. Brodie Thomas photo

Leading Edge Credit Union provided the soccer balls to a start-up program in Port aux Basques, and additional inventory to the other soccer programs in the areas in which they operate.



Doyles branch of Leading Edge Credit Union provided \$1,500 towards purchasing a new fire truck for the community.



The Port aux Basques branch purchased and donated a new tree to the Hospital Foundation for their “Tree of Love” as the old one was no longer usable, and the foundation didn’t have the funds to purchase a new one.





Our branch staff branch showcasing the amount of apples they sold at their branch in conjunction with the “Kids Eat Smart” foundation’s Apple a Day fundraiser. “Kids Eat Smart” is just one of the many causes that LECU supports.

OTHER SPECIAL INITIATIVES

- Sears McArthur Bursary
- Dedication to Mr. Ronald Callahan

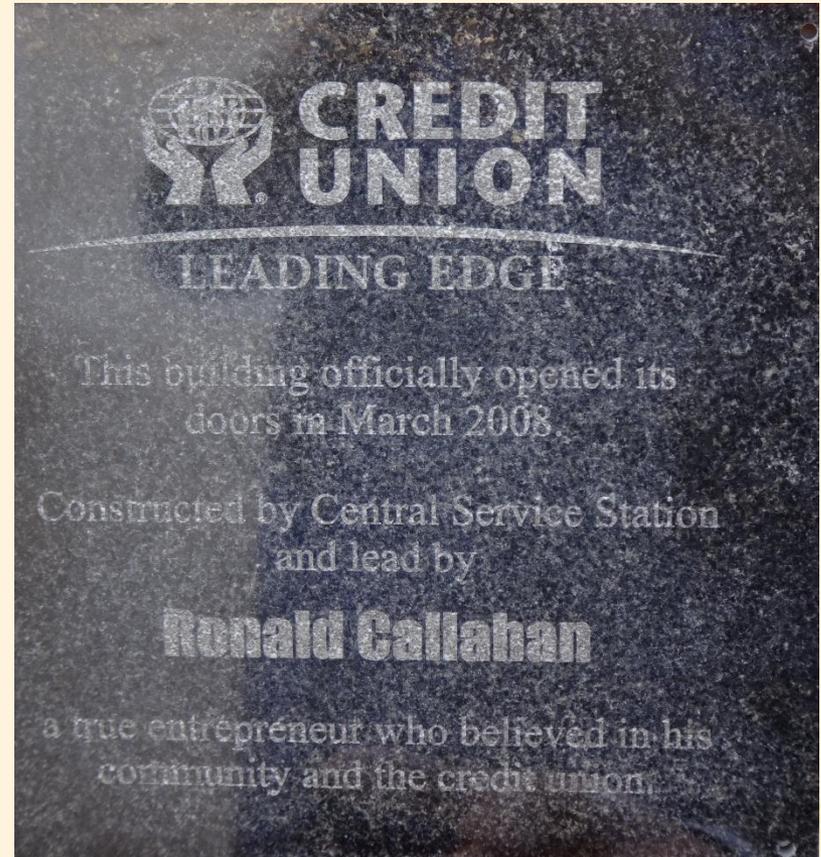




The Annual Sears MacArthur Youth Music Bursary is a \$250 bursary, provided by the Leading Edge Credit Union, to assist a young musician/artist in pursuing their musical talent,. It is awarded at the Codroy Valley Folk Festival.

Sears was a significant contributor to maintaining the musical culture in the Codroy Valley region. His legacy remains in the people in which he touched with his musical talent. Most notable, his interest in youth continuing to practice folk music is showcased by the talent in his entire family. Sears was also instrumental in the growth and prosperity of the Credit Union movement.

The first recipient is Elizabeth Bungay, who accepted this scholarship from Doyles branch employee, Selma Kilpatrick.



Leading Edge Credit Union honored a prominent member of the St. George's community and an essential contributor to the construction of the branch.