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# NORIGINS

THE ORIGINS OF NORTHERN CREDIT UNION

TRUE  
NORTH  
STRONG



A message from

# AL SURACI

President & CEO

Over the last year, Northern Credit Union has continued to identify efficiencies, improve its processes and further develop its True North Strong brand.

We have established consistency organization wide by launching our new branch model across our footprint and have developed a three-year rollout plan to update our remaining physical branches. Like our new Petawawa and recently relocated Red River Road locations, these new state-of-the-art branches will combine a welcoming environment with numerous technological advancements.

The options that members now have to interact with our credit union have grown exponentially. It is because of this demand that we formalized our partnership with Celero Solutions in 2014, to manage our technology infrastructure and help us innovate every aspect of the banking experience for our members.

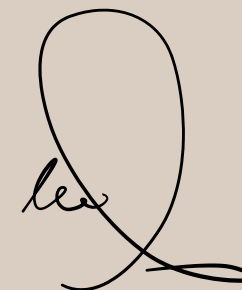
With each new initiative, Northern Credit Union's True North Strong brand continues to gain ground across Ontario. It's also received recognition at the national level by the Marketing Association of Credit Unions, winning an unprecedented 16 Achievement in Marketing Excellence Awards in multiple categories – the most ever awarded to a single credit union in Canada.

Positioning Northern for the future requires us to invest back in our business, which has negatively impacted our profitability in 2014. Nevertheless, our return on this investment will be measured by improved competitiveness for the future as we introduce new efficiencies and products.

Our potential mergers with Saugeen Community Credit Union and Espanola & District Credit Union are underway. An ad hoc Merger Committee of our Board and senior management is engaged in the required due diligence process to ensure we strike the right balance between what is right for our over 50,000 existing members and the new members we would gain from these mergers.

2014 may have been a year of transformation, but it was also a year where many of our members exhibited pride in being a member of Northern. Our \$20 million investment offering was fully subscribed within 6 months, and we thank our members for their strong vote of confidence. Our solid capital base enables us to invest in your credit union, continue to innovate and develop a top class workforce.

Truly, the heart and soul of Northern Credit Union is its members. You have made our credit union what it is today, and you inspire us to improve and serve you better. You make us True North Strong.



Al Suraci, President & CEO

**28 MEMBERS.  
56 DOLLARS.  
ONE DREAM.**

When it comes to financial institutions, our "humble beginnings" couldn't be any more humble.

Your credit union was founded by 28 members — everyday people, just like you. 28 people who felt that by working together, they would be able to help their friends and neighbours by making services available to the ordinary "working class"; providing them with better banking options and the opportunity to become owners of their own credit union.

With a modest contribution of just \$2.00 per founding member, Sault Civic Employees Credit Union Limited (now Northern Credit Union) was founded with a mere \$56 — the humblest of beginnings. And it is because of these humble beginnings that Northern Credit Union remains committed to its roots and ultimate purpose as the one true financial institution for the people of the North.





## BY THE PEOPLE OF THE NORTH, FOR THE PEOPLE OF THE NORTH

Northern Credit Union was founded by honest, hardworking Northerners just like you. People who want to help their Northern communities grow and prosper. We're not a bunch of big bankers, lining our pockets with your hard earned money and investing in larger cities down south. We are our members, and you can trust us to keep your money close to home, where it can be invested back into the people, communities and businesses of the North.



### BANKING SHOULDN'T BREAK THE BANK

What's the point to having money in the bank if you're restricted when you try to use it? Don't let banking break you. Tell us how you bank, and we'll make sure that your chequing account fits your needs perfectly. Because banking should bend to meet your needs, instead of the other way around.



#### INTEREST THAT GROWS WITH YOUR SAVINGS

It's not too much to ask for a savings account that actually grows your savings. And with a High-Interest Savings Account, your interest rate increases with your savings.



#### SHOPPING SHOULD BE REWARDING

You're already spending money. You might as well get rewarded for doing just that. Choose from one of our many rewards cards, and start reaping the benefits.



#### FOR THE BIGGER THINGS IN LIFE

Need some extra cash to buy that house, boat, or houseboat? Whatever it is, we've got all your borrowing needs covered. You deserve it.

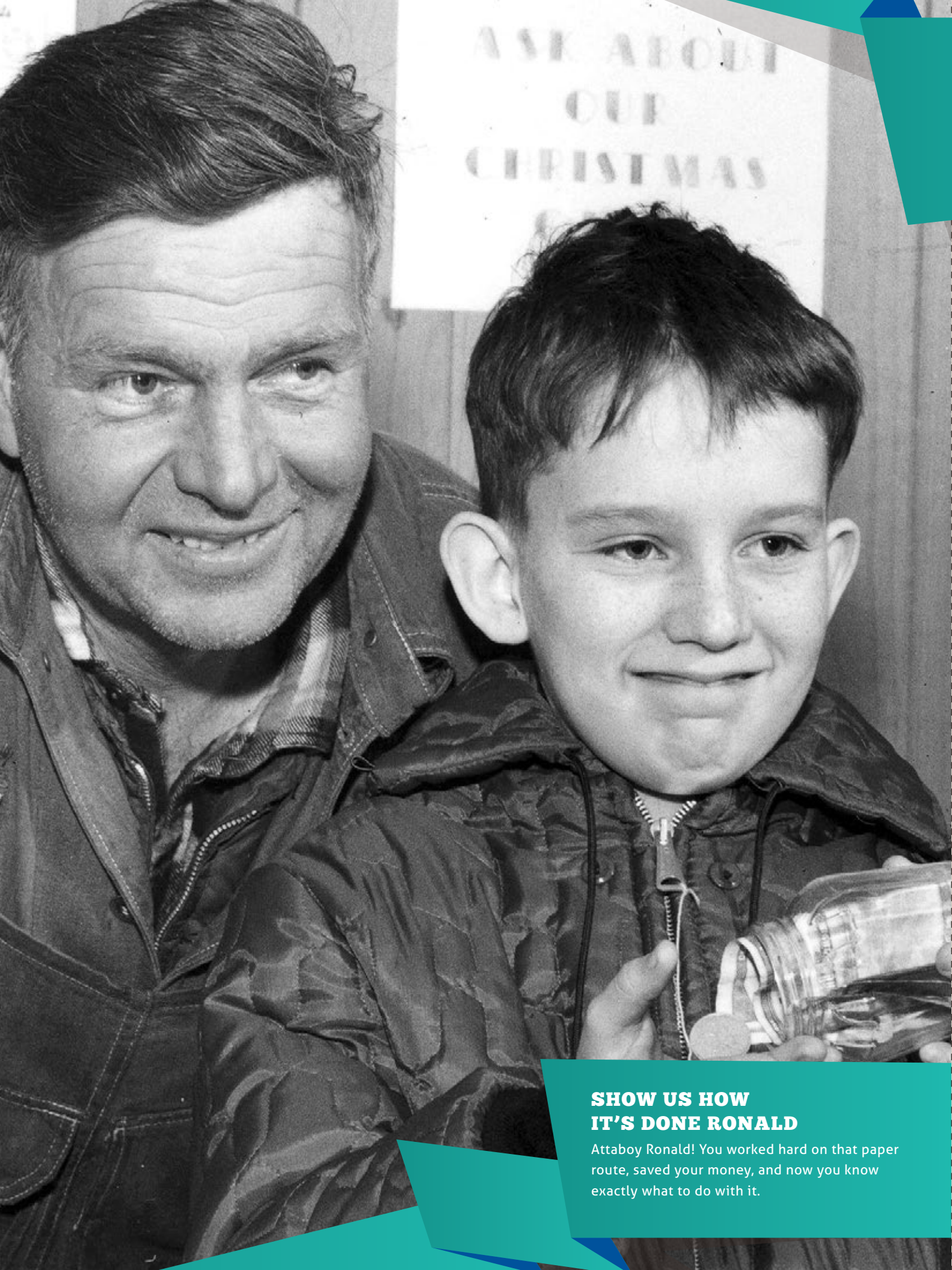
### YOU'RE PROBABLY WONDERING WHO PAUL IS.

Paul's not just a pretty face. This chipper young Northerner had the smarts to open an account at Northern Credit Union, and happened to become our 2,000<sup>th</sup> member in the process. Good on you, Paul!

### PASSION & STRENGTH IN THE FACE OF ADVERSITY

We're no stranger to strikes here in the North, but that doesn't mean they have to hit you in the wallet. If you should find yourself on the picket line, you can breathe easy knowing that your financial institution has your back. A strike loan will keep your head above water while you're taking on "the man."





ASK ABOUT  
OUR  
CHRISTMAS

## INVESTING IN "THE NORTH"

Geographically, "the North" is everything above the 45th parallel, but we like to think there's more to it than just that. Being a Northerner means being a good neighbour, a hard worker and a proud member of the local community. Northern Credit Union is no different. Like you, we're heavily invested in strengthening our Northern communities and making them better places to live, work and play.

## INVESTING IN EVERY STAGE OF YOUR LIFE

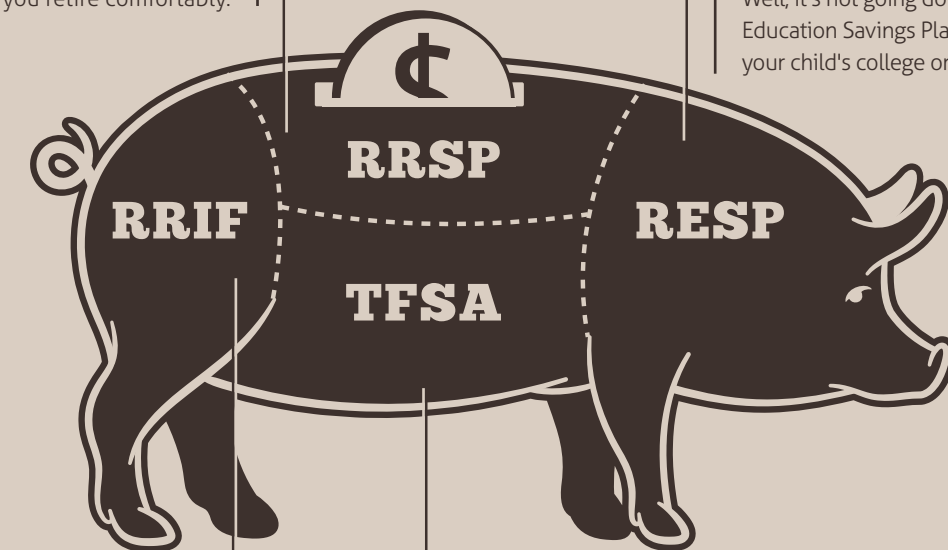
Life is always changing, and no matter where you are in life, you've got opportunities to invest. Investing doesn't need to be complex or overwhelming. That's why we're here, to help you make the best investment choices for where you are in life.

### WHEN YOU'RE WORKING

Registered Retirement Savings Plans can help you retire comfortably.

### A CHILD'S EDUCATION

Have you seen the cost of tuition lately? Well, it's not going down. A Registered Education Savings Plan can help you save for your child's college or university education.



### WHEN YOU'RE RETIRED

You've worked hard all your life, and now it's time to enjoy your retirement. With a Registered Retirement Income Fund, you can relax while your money keeps working.

### A LITTLE EXTRA

Nobody likes to pay taxes. So stop paying them (at least, on your interest)! A Tax Free Savings Account will let you grow that nest egg of yours, without being taxed on your gains.

### SHOW US HOW IT'S DONE RONALD

Attaboy Ronald! You worked hard on that paper route, saved your money, and now you know exactly what to do with it.

## KEEPING YOUR DOLLARS IN THE NORTH.

In the North, we pull together to help our neighbours, and our True North Community Bond is a great way to invest in each other. When you open a bond with us, we not only guarantee a great return on your investment — we guarantee that every last dollar will be used to support local communities, businesses and members.





## WE KNOW WHAT IT'S LIKE TO BE A BUSINESS IN THE NORTH

After all, we're a Northern business ourselves – grown from the success stories of our members. The big banks may not have seen the value of small businesses here in the North, but we've always seen it for what it is: the economic backbone of our communities.

### NOT YOUR RUN-OF-THE-MILL RIBBON CUTTING.

Many communities in the North are built on hard-working industries. So when it came to opening our original McNabb Street branch in Sault Ste. Marie, we took a blowtorch to a steel ribbon.



### WE'RE ALWAYS INVESTING IN THE NORTH

As fellow Northerners, we understand the unique challenges businesses face here. Committed to supporting over 3,000 businesses from Thunder Bay to the Ottawa Valley, we have Business Relationship Managers right here in your town — providing the guidance and support you need to make your business True North Strong.



### TRUE BUSINESS ONLINE BANKING

Online banking should empower your business, not stand in your way. What if it was geared exactly to the needs of small businesses? Well, then we'd have to call it something different: like True Business Online Banking. Consolidate accounts, automate dual signature approvals, authorize users to view or initiate transactions — all in a simple and seamless environment.

### NORTHERN STREAMLINED BUSINESS LOAN

Applying for a loan should be every bit as streamlined as your business. The Northern Streamlined Business Loan is designed specifically to get your business the money it needs to keep operating and even grow. Because in business, there's no time to get bogged down in an application process.



### BUSINESS GROWTH ACCOUNT

Your business is growing and your account needs to keep up. The Business Growth Account is exactly what it sounds like: an account that grows with your business. The bigger your balance, the more interest you earn. Even better, your money is always at your fingertips, and there are no monthly fees to chip away at your balance.

# FROM THE “BANKING-MOBILE”...

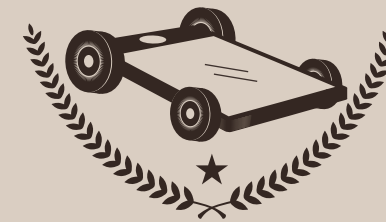
# TO MOBILE BANKING

Gone are the days when a computer filled a whole room, or a cell phone looked like a brick. Technology is advancing faster today than it ever has, and banking needs to keep up — keeping your money and personal information safe and sound.



## TAKING MOBILE BANKING TO A WHOLE NEW LEVEL.

That's right, kids. Before you could bank on your fancy cell phones, there was the Mobile Service Van. Like an ice-cream truck, only it would take your deposits (instead of handing out ice cream).



### ANYTIME. ANYWHERE.

Wherever you are, whenever you need it – with over 2,000 Ding-Free ATMs across Canada and 26 branches across Northern Ontario, you're never far from your money. And if that's not enough, you also have 24/7 access to your funds via online, mobile and telephone banking.



Visit [northerncu.com](http://northerncu.com) to sign up for new services, or simply enjoy all the convenience and security that online banking provides.



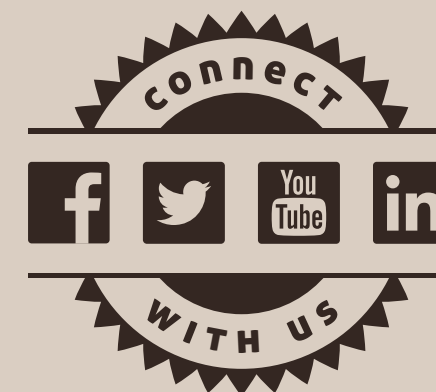
With new and exciting apps coming your way, we've made banking-on-the-go even more convenient.



Bank by phone 24/7, or call your branch and talk to someone who knows you a little better.

### GET SOCIAL

Like, follow, subscribe or connect. Whatever method you prefer, let's keep in touch. Get updates on what's happening at Northern Credit Union, and you may even find some helpful tips on managing your finances.



#### FACEBOOK

Visit [facebook.com/NorthernCreditUnion](https://facebook.com/NorthernCreditUnion) for regular updates and financial advice.

#### TWITTER

Follow us @NorthernCU for the latest news and happenings here in the North.

#### YOUTUBE

See all of Northern's videos and commercials at [youtube.com/northerncreditunion](https://youtube.com/northerncreditunion).

#### LINKEDIN

Learn more about our products, services and all things True North Strong.



## REIMAGINING THE WAY A BRANCH SHOULD BE

Northern Credit Union's first branch was in a house, and the waiting room was an actual living room. We knew back then what we know now: banking should be a comfortable experience. We want to get to know you and be a part of the communities we serve, and that takes more than just an average branch.

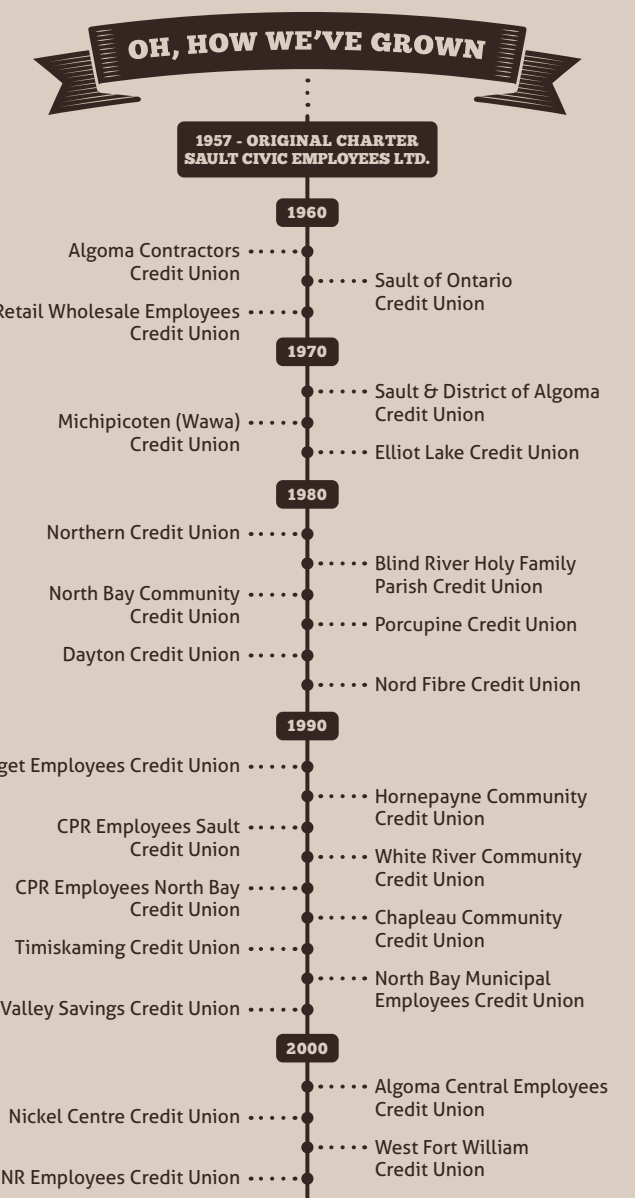
# THE NEW BRANCH MODEL

From the staff to the layout, we're reinventing every aspect of the banking experience. So come on in, and make yourself at home. If there's anything you need, feel free to ask. Everyone at our 26 branches has been trained to help you with all of your banking needs.

- 1 A Pleasant Experience.** Banking should feel natural and comfortable. We want to get to know you on a more personal level, so that we're always ready for what you need.
- 2 A Welcoming Environment.** Our branches are open, warm and inviting. Come on in and relax. Can we interest you in a coffee?
- 3 Convenience.** Banking should fit your needs and schedule. Whether it's simple things like non-traditional hours or more focus on technology and automated services, we've made banking easier for you.
- 4 Self Empowerment.** We're always here if you need us, but with focus on self-service, you are in more control of your overall financial picture.

### HOME IS WHERE THE BRANCH IS.

Is that a branch or a living room? It's both, actually. This is what one of our branches looked like in 1957.





A message from

# TIM FOSTER

Board Chair of Northern Credit Union

2014 was a very busy year at Northern Credit Union, with many accomplishments to be proud of.

In September, Northern welcomed its 26th branch when we opened the doors of our brand new, state-of-the-art branch in Petawawa. And in Thunder Bay, the Red River Road branch was relocated to a modernized facility that will benefit our members and help grow our business in this key community. We also launched the new branch model across our footprint – positioning us to provide our members with an enhanced, top tier banking experience.

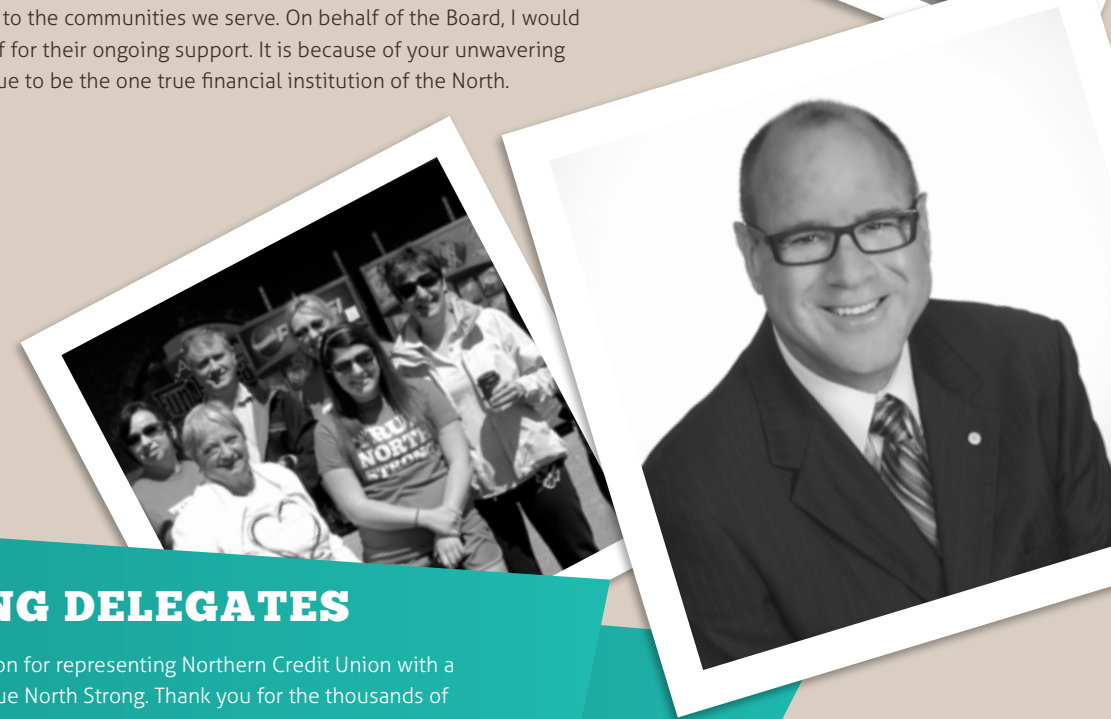
To maintain our competitiveness in the financial environment, Northern needs to keep growing. We need to continue to implement new processes and tools – from programs to enrich and engage staff, to providing members with better banking experiences and resources.

Growth will also be achieved through mergers and acquisitions. Northern is presently engaged in the due diligence process for two such mergers: Saugeen Community Credit Union, and Espanola & District Credit Union. The process has yet to complete and is still subject to Board and membership approval, but it is nevertheless exciting to think that we may be welcoming delegates from these credit unions at next year's AGM.

Our Corporate Social Responsibility strategy is focused around four pillars: Philanthropy/Volunteerism, Community Economic Development, Financial Literacy and Environmental Sustainability. Our Delegates continue to further these efforts in each of our communities. The creation of True North Strong Communities has the potential to help us achieve something truly amazing. I encourage you to lend your support at [Truenorthstrong.ca](http://Truenorthstrong.ca).

It is because of these and many more initiatives that Northern has surged ahead of the rest – as an organization committed, more than ever, to the communities we serve. On behalf of the Board, I would like to thank all of our members and staff for their ongoing support. It is because of your unwavering commitment that we are, and will continue to be the one true financial institution of the North.

Tim Foster, Board Chair



## THE IMPORTANCE OF BEING CAUTIOUS.

We've always cared for the communities we serve and supported many initiatives over the decades, including The Cautious Twins. Mother would be pleased!

## A WAY TO GIVE BACK TO THE COMMUNITIES WE LOVE

Together, we have the power to make a real difference in the communities of the North, which is why we launched **True North Strong Communities** – a platform for Northerners to come together and support local causes.

## WE ALL WANT TO DO SOMETHING AMAZING

True North Strong Communities is your platform to make a difference in the community. You can donate to local causes, or create a campaign around one of our four pillars: philanthropy, community economic development, financial literacy or environmental sustainability.

Find out more by visiting [www.truenorthstrong.ca](http://www.truenorthstrong.ca).



## TO OUR AMAZING DELEGATES

Our Delegates deserve a lot of recognition for representing Northern Credit Union with a sense of pride that can only be called True North Strong. Thank you for the thousands of volunteer hours, not to mention the hundreds of thousands of dollars raised each year. Together, we are doing something truly amazing for our communities.



# BRANCH LOCATIONS

<b>Arnprior</b> .....	211 Madawaska Blvd., P.O. Box 280	613.623.3103	<b>North Bay</b> .....	525 Main Street East	705.476.3500
<b>Barry's Bay</b> .....	19630 Opeongo Line W., P.O. Box 1028	613.756.3097	<b>Pembroke</b> .....	432 Boundary Road East	613.732.9967
<b>Capreol</b> .....	10 Vaughan Ave.	705.858.1711	<b>Petawawa</b> .....	Unit 19, 3025 Petawawa Boulevard	613.687.0955
<b>Chapleau</b> .....	34 Birch St., P.O. Box 719	705.864.1841	<b>Red Rock</b> .....	65 Salls Street	807.886.2247
<b>Coniston</b> .....	110 Second Ave., P.O. Box 59	705.694.4741	<b>Richards Landing</b> .....	1193 Richard St., P.O. Box 128	705.246.3081
<b>Deep River</b> .....	87 Deep River Road, P.O. Box 306	613.584.3355	<b>Sault Ste. Marie</b> .....	280 McNabb Street, P.O. Box 2200	705.949.2644
<b>Eganville</b> .....	237 John Street, P.O. Box 10	613.628.2244	<b>Sault Ste. Marie</b> .....	612 Second Line West	705.942.2333
<b>Elliot Lake</b> .....	289 Hillside Drive South	705.848.7129	<b>Sudbury</b> .....	2380 Long Lake Road	705.522.2111
<b>Englehart</b> .....	50 Fourth Ave., PO Box 689	705.544.2248	<b>Thessalon</b> .....	186 Main Street, P.O. Box 478	705.842.3916
<b>Garson</b> .....	3555 Falconbridge Hwy.	705.693.3411	<b>Thunder Bay</b> .....	560 Arthur Street West	807.475.5817
<b>Hornepayne</b> .....	84 Front St., P.O. Box 160	807.868.2471	<b>Thunder Bay</b> .....	Suite 101, 581 Red River Road	807.767.1300
<b>Iron Bridge</b> .....	22172 Hwy. 17	705.843.1169	<b>Timmins</b> .....	70 Mountjoy Street North	705.267.6846
<b>Kirkland Lake</b> .....	13 Government Road W., P.O. Box 972	705.567.3254	<b>Wawa</b> .....	208 B Mission Road	705.856.2322



**TRUE  
NORTH  
STRONG**

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**NORTHERN**  
CREDIT UNION