



*Alterna:
bank fresh.
bank local.*



Alter- Banking for alter- people

Alterna Savings: Your community partner.

Date: December 1, 2010

Presenter: Kimberley Ney

SVP Marketing, Communications & CSR



Alterna Savings: Who we are

- Created April 1, 2005 from merger of CS CO-OP and Metro Credit Union
- Ontario based, regional offices in Toronto and Ottawa
- 22 Branches
- 81 proprietary ABMs
- 120,000 members
- >\$2 Billion in assets under administration
- Owns Alterna Bank, a Schedule 1 chartered bank
- 550 employees

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Community Investment through Co-operative Structure



- Locally owned and controlled by members
- Serve anyone who lives or works in the province of Ontario
- Democratic governance structure—any member can run for the Board of Directors
- Approx. 85% of funds deposited are returned to the community in the form of loans and mortgages to members—money stays local

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Our CSR Pillars

- Accountability
- Philanthropy
- Financial Literacy
- Environment
- Community Economic Development

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Accountability



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Philanthropy

Imagine
Campaign

Spare
Change
Program



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Sponsorships

“Events that bring people together are vital for the health of communities.”

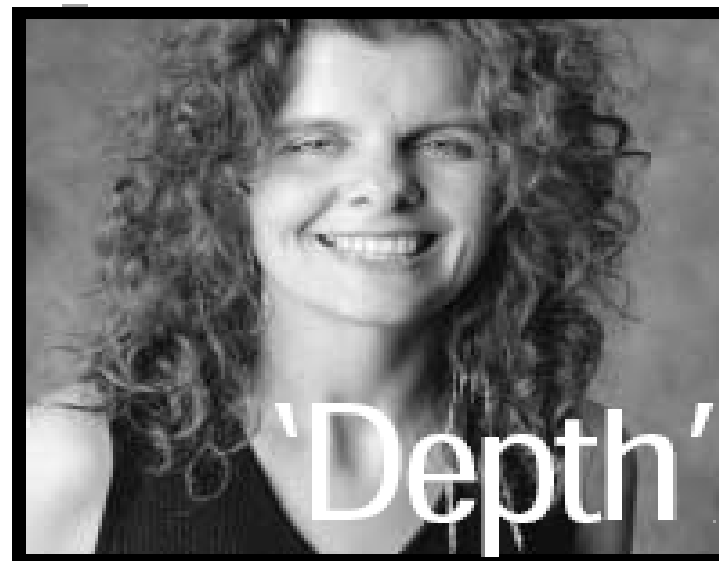


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Employee Involvement

“We are thankful
that our staff
embrace the ethic
of social
responsibility
wholeheartedly”



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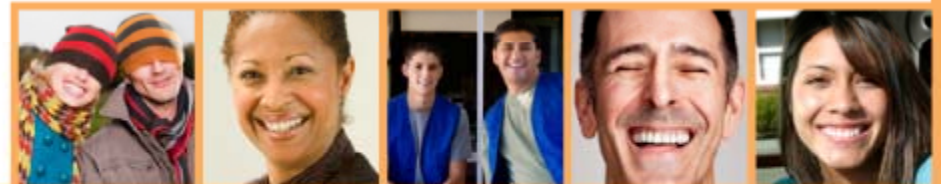
Financial Literacy



“Members Making Informed Choices”



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Environmental Sustainability

- Community Partnerships
- Member Education Forums
- Carbon Neutral AGM
- Employee Committee
- Milestones (Accountability)

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Community Economic Development Non Profit Support

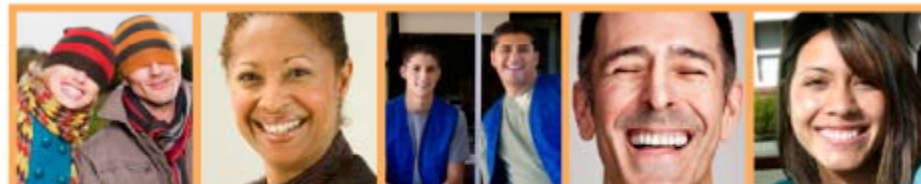


The organization package is designed specifically to meet the unique needs of incorporated non-profit organizations. This includes charities, community groups, unions, political parties or riding associations, churches, consumer co-ops, and volunteer organizations of all kinds.

The following services are free:

- No monthly service fee
- Cheque clearing, withdrawals and debit items
- Pre-authorized/electronic deposits & debits
- Chargebacks
- Cheque imaging
- Monthly statement
- In-branch deposits

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Community Economic Development

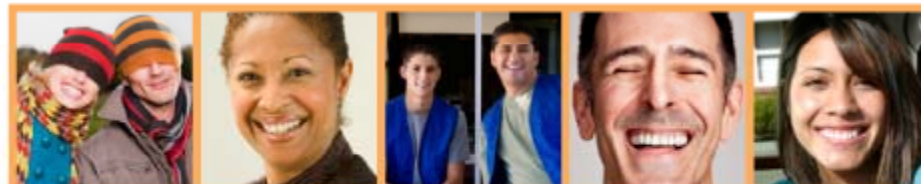
What is the Community Micro Loan Program?



Micro Finance:

- Proven economic and social structure that provides financial services to low-income households
- The activities usually involve small loans for working capital with access to repeat and larger loans
- Major component to micro finance is SAVINGS

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Community Economic Development

Community Micro Loan Program-GTA

- Established in June 2000
- Provides business loans and full financial services to self-employed individuals who cannot access credit from traditional financial institutions

Our Focus

- Low income individuals
- Self-employed individuals
- Business start-ups

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Partnerships and Collaboration

1. Ottawa Community Loan Fund
2. Access Community Capital Fund
3. Youth Micro Loan Initiative

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Key Findings



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Micro loan Evaluation Findings

Personal Success

- **Increased Annual Income** (67% incorporated and 52% unincorporated noted significant increase)
- **Enhanced Quality of Life** (60% improved housing; 20% became home owners)
- **Reduced Reliance on Government Assistance** (50% of those who were on assistance no longer rely on government subsidies)
- **Jobs are Being Created** (>60% have hired others; 25% hired an average of 4 employees and another 37% hired an average of two)

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Small Loans Big Impact

Development Impact

- Directly responsible for investments of almost \$2,000,000 into our community

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Thank You!

For more information

Kimberley Ney

Kimberley.Ney@Alterna.Ca

416 252 5625

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