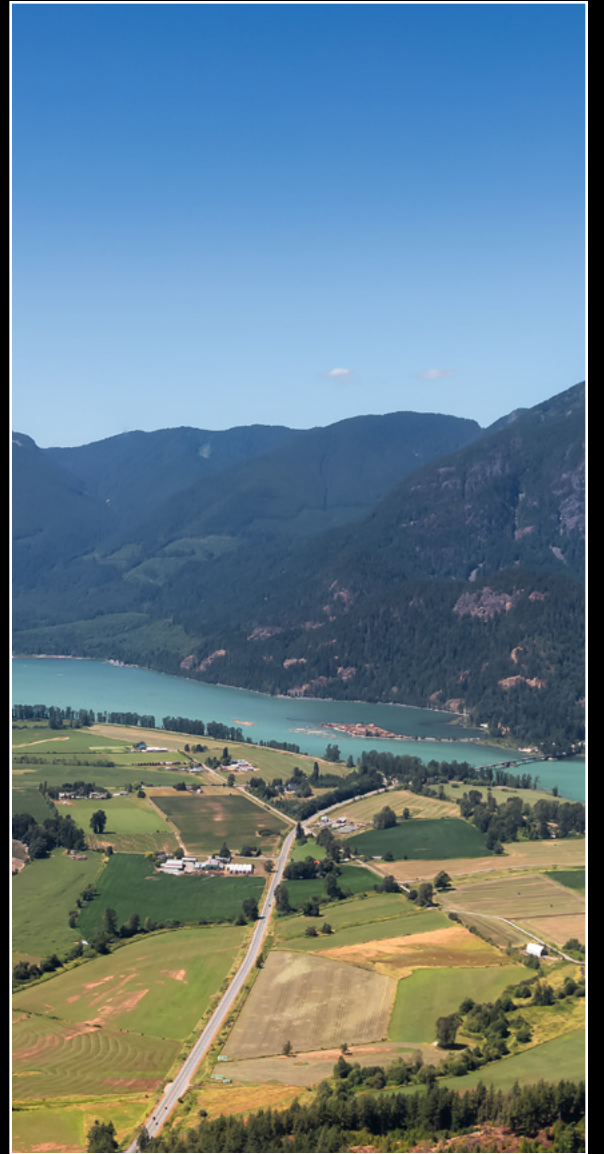
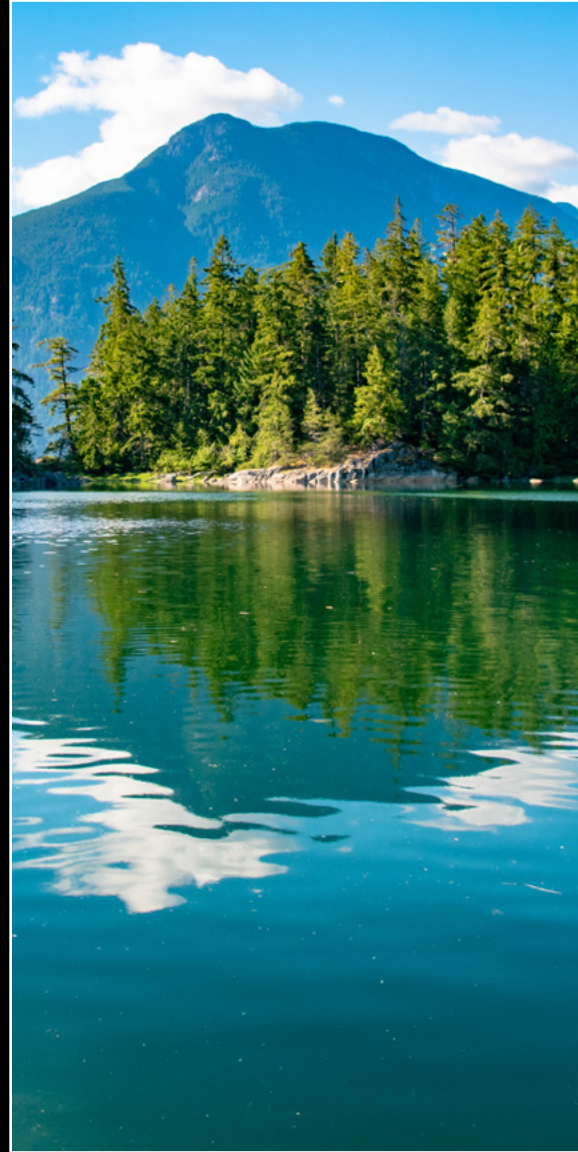


2025

# IMPACT REPORT



# Contents

<b>WELCOME</b>	1	<b>BUILDING A FUTURE READY WORKFORCE</b>	31
<b>ABOUT US</b>	4	Our people, our purpose	32
Creating shared value through sustainable growth	5	Advancing diversity, equity, inclusion and belonging	33
Indigenous territory acknowledgement	6	Empowering a future-ready workforce	35
Advancing reconciliation through meaningful action	7	Developing talent, reducing barriers	37
<b>IMPACT STRATEGY</b>	9	<b>BUSINESS OPERATIONS</b>	38
How purpose shapes enterprise strategy	10	Deploying capital for member and community resilience	39
Sustainable growth	11	Respecting our members' privacy	42
<b>COMMUNITY IMPACT</b>	12	Managing risk by safeguarding data, systems and online interactions	43
Tru Cooperative Bank enterprise partnerships	13	Impact investing	44
Local community impact	24	<b>GOVERNANCE</b>	49
		Complaints management	50
		Board governance	51
		Forward-looking statements	52

---

In 2026, the organization completed a legal name change and rebrand during the 2025 reporting period and now operates as Tru Cooperative Bank.



# WELCOME



## Message from the Board Chair

Tru Cooperative Bank was founded on the powerful idea that when people come together in cooperation, they can build something stronger than they could build alone. This principle has guided us for nearly 80 years and it remains at the heart of how we grow responsibly and serve our members and communities today.

As a member-owned financial cooperative, our responsibility goes beyond financial performance alone. We exist to act in the long-term interests of the people we serve, including stewarding our members' money, considering the broader impacts of our decisions and ensuring our strategy reflects what is best for the communities where we live and do business. This values-based

approach is not an add-on to our strategy –it is *the* strategy.

Across British Columbia, our members face evolving challenges: affordability pressures, climate impacts, workforce transitions and growing inequities that affect community well-being. The cooperative model equips us to respond differently, allowing us to take a longer view, invest locally and prioritize resilience over short-term gain. It also compels us to listen closely to members, community partners and Tru Cooperative Bank team members, ensuring diverse perspectives are reflected in the decisions we make at the Board table.

From guiding capital deployment to overseeing risk, governance and long-term

strategy, the Board of Directors remains focused on ensuring Tru Cooperative Bank is financially strong and purpose-driven. We view impact, resilience and trust as essential components of sustainable performance.

This Impact Report reflects that commitment in action. As Board Chair, I'm proud of the integrity, care and accountability that define Tru Cooperative Bank, and I remain confident in our ability to continue creating shared value for generations to come.

**Shawn Neumann**  
Board Chair

# Message from the CEO

Our purpose at Tru Cooperative Bank "Together, we create a future where everyone can flourish" guides how we integrate environmental, social and governance considerations into our enterprise strategy and business decisions. It shapes how we think about value creation, risk management and our responsibility to members and communities, today and for the long term.

From proactive mortgage renewal strategies that protect members from financial harm to financing solutions that support local businesses and help build agriculture, housing and economic resilience, we apply a member-first lens to create long-term value. Our Impact Investing portfolio further extends this approach, directing capital toward initiatives that advance climate solutions, affordable housing and inclusive economic participation.

Social impact is deeply intertwined with our day-to-day operations. We invest in community well-being through targeted partnerships that address food insecurity, mental health, financial literacy and employment readiness—matters that are directly linked to financial resilience. Internally, we operationalize social responsibility by building a future-ready, inclusive workforce to ensure our team members are equipped to deliver trusted advice during members' most critical life moments.

Governance underpins all this work. Strong privacy, cyber security and complaint management practices and robust regulatory oversight ensure that trust remains central to everything we do. Transparency, accountability and continuous improvement are hardwired into our systems, reinforcing confidence among members, partners

and regulators. Whether reducing climate risk, strengthening social infrastructure or enhancing operational resilience, impact at Tru Cooperative Bank is about disciplined execution rooted in purpose and values.

The 2025 Impact Report reflects our integrated approach to banking that strengthens communities while sustaining long-term financial performance. I'm proud of the progress we've made and am energized by the role Tru Cooperative Bank continues to play in building a more inclusive, resilient and sustainable future for our members and the communities we serve.



**Launi Skinner**  
Chief Executive Officer



# About Tru Cooperative Bank

Our purpose is to create a future where everyone can flourish. We are committed to making a meaningful difference in the financial lives of our members and the communities we serve. Guided by our core values of authentic connection, collective strength and courageous leadership, we seek to address issues that matter most to our members, business model and communities. Through continuous research and development, we strive to understand and enhance the financial well-being of our members, ensuring they have the tools and support needed to achieve their financial goals.

We are committed to being an inclusive, transparent and people-focused financial partner. Our dedication extends beyond financial services. We actively bring capital and access to people in our communities, fostering opportunities for growth and prosperity. We champion inclusivity, promote financial wellness and encourage community service as essential pillars of our work.

With 45 branches across British Columbia, we are the credit union with the largest geographic reach in the province. Our branches are strategically located in the Lower Mainland, Fraser Valley, Kitimat, Southern Interior, Okanagan, Kamloops, Vancouver Island and the southern Gulf Islands under the Envision Financial, Valley First, Island Savings and Enderby & District Financial brands.

## Tru Cooperative Bank overview<sup>1</sup>



**80**  
Years in financial services

**290,000**  
Members

**1,300<sup>2</sup>**  
Employees

**20**  
Billion assets under management

**45**  
Branch locations

**6**  
Employee networking groups

**\$2,621,729<sup>3</sup>**  
Total value of community investment and stakeholder contributions

<sup>1</sup> As of December 31, 2025; reported in 2025 Annual Report

<sup>2</sup> Defined as headcount

<sup>3</sup> Includes cash, volunteerism during working hours, program management costs, administration costs, employee giving and funds leveraged

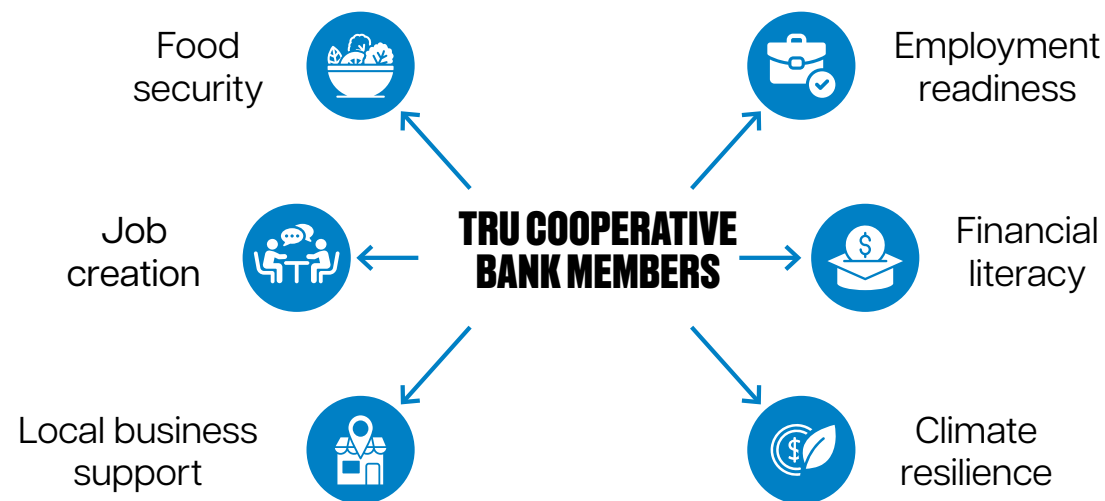
# Creating shared value through sustainable growth

At Tru Cooperative Bank, membership means partnering with a financial institution that delivers measurable value for the people and communities we serve. Deposits entrusted to us, loans repaid and initiatives advanced through our cooperative model collectively support a resilient, sustainable and financially strong organization.

As a member-owned organization, we leverage our collective assets to create long-term economic and social value. That includes supporting the financial success

of retail members—from mortgages to education savings to wealth-building strategies—while also driving growth for local businesses and sectors essential to the regional economy. At the same time, we invest in priority areas such as food insecurity, mental health, financial literacy, employment readiness and climate adaptation. These efforts reflect our commitment to balancing financial performance with meaningful community impact—a hallmark of modern cooperative governance.

## The power of cooperative investment



### Member Spotlight

**Who do you trust with a life-changing opportunity? We're thrilled when members choose us—like Bo did when he got the chance to become a business owner.**

Already a personal member with Island Savings, he was eager to take over the reins of his longtime employer, D. Fritz Appraisals in Victoria, B.C. After coming to us with his needs—and a tight timeframe to make the

deal—he found the support to make the purchase a reality with Corinne, now his Business Banking Advisor. She was just as excited as Bo to see the loan and his new dream come through, helping him and his partner Ashley achieve the goal of owning this local business.

When they reflect on the experience, Bo shares, “The support of Jesse and Corinne at Island Savings was seamless, allowing me to purchase D. Fritz Appraisals and continue

the strong employment and culture I'd been part of for years. Their team allowed me to focus on the transition and on positioning the business for future growth. Having knowledgeable, supportive partners makes all the difference.”

Thanks to their trust in us, a great partnership continues to flourish. Bo's company is now an approved provider for commercial appraisal work for Island Savings, playing a role in other members achieving their goals!

# Indigenous territory acknowledgement

We acknowledge the deep and enduring relationships that Indigenous communities have had with these lands for countless generations. We honour the Peoples who have been and continue to be its stewards since time immemorial, and we commit to fostering reconciliation through meaningful action, understanding and education. As a credit union deeply rooted in the communities we serve, we gratefully acknowledge we have the privilege of operating on the traditional and unceded territory of the following First Nations' communities:

**Envision Financial**

Our **Envision Financial** division operates on the territory of Coast Salish Peoples, specifically the S'ólh Téméxw (Stó:lō), Nuxwsa'7aq (Nooksack), Kwantlen, šx<sup>w</sup>məθk<sup>w</sup>əyəmaʔt təməx<sup>w</sup> (Musqueam), Stz'uminus, sǫəciyaʔt təməx<sup>w</sup> (Katzie), Nl̓eʔkepmx Tmíx<sup>w</sup> (Nlaka'pamux), Semiahmoo, sǫəwaθenaʔt təməx<sup>w</sup> (Tsawwassen), Á,LENENEÇ ŁTE (W̱SÁNEĆ), and xà'isla w̱ áwís (Haisla) Peoples.




**Valley First**

Our **Valley First** division operates on the territory of Secwepemcúl'ecw (Secwépemc), Syilx tmix<sup>w</sup> (Okanagan), and Nl̓eʔkepmx Tmíx<sup>w</sup> (Nlaka'pamux) Peoples.




**Island Savings**

Our **Island Savings** division operates on the territory of Coast Salish Peoples, specifically the Snuneymuxw, Semiahmoo, Quw'utsun (Cowichan), MÁLEXEŁ (Malahat), Xwsepsum (Esquimalt) and Lkwungen (Songhees), Pacheedaht, Scia'new, Á,LENENEÇ ŁTE (W̱SÁNEĆ), Stz'uminus, and sǫəwaθenaʔt təməx<sup>w</sup> (Tsawwassen) Peoples.



**Enderby & District Financial**

Our **Enderby & District** Financial division operates on the territory of Syilx tmix<sup>w</sup> (Okanagan) and Secwepemcúl'ecw (Secwépemc) Peoples.



# Advancing reconciliation through meaningful action

At Tru Cooperative Bank, reconciliation is a responsibility we embrace with humility and purpose. Guided by Call to Action #92 of the Truth and Reconciliation Commission, Tru Cooperative Bank is taking action across six key areas:

## **Inclusive decision-making**

- Engaging Indigenous voices early and consistently in decision-making
- Supporting the Employee-led Indigenous Peoples Circle (IPC), which plays a vital role in shaping Tru Cooperative Bank's reconciliation journey by providing guidance, cultural insight and leadership in developing resources and advising on key initiatives
- Providing a Territorial Acknowledgement Guide for employees, developed in collaboration with the IPC
- Seeking feedback on the Foundation's SOAR equity grant application

## **Relationship building**

- Supporting Indigenous-led observances such as the Moose Hide Campaign and the National Day for Truth and Reconciliation
- Participating in and supporting local Powwows and cultural events, including the Stal'ew Powwow, Two-Spirit Powwow and Kamloops Powwow

## **Economic participation**

- Featuring Indigenous-owned businesses and cultural practices in an experiential guide designed to help people host meaningful gatherings rooted in Indigenous knowledge, reciprocity and connection
- Investing in the Raven Indigenous Outcome Fund, a first-of-its-kind \$50 million fund supporting Indigenous-led, community-driven solutions in health, clean energy, employment and climate resilience
- Founding a program to showcase Indigenous art alongside information about the artist and their lived experience. The work of Haisla Native artist James Grant is showcased in Envision Financial's Kitimat branch and the drum of Shuswap Elder Norman Retasket is featured in Valley First's Kamloops branch

## **Access to opportunity**

- Offering scholarships, bursaries and internships to Indigenous students
- Running the Indigenous Student Mentorship Program
- Participating in Indigenous career fairs and post-secondary outreach

## **Education and awareness**

- Providing access to the Four Seasons of Reconciliation training for all employees
- Embedding intercultural competency, trauma-informed practices and anti-racism into our learning programs
- Ensuring our Employee Relations team is trained in trauma-informed workplace investigations and race-based case handling

## **Supporting Indigenous-led community organizations**

- Yale First Nation: A food sovereignty program that grows food and plants for 90 on-reserve members, partners with School District 78 to provide fresh produce to students and offers cultural workshops on food preservation and traditional medicine
- Stal'ew Arts and Culture Society: Stal'ew Powwow

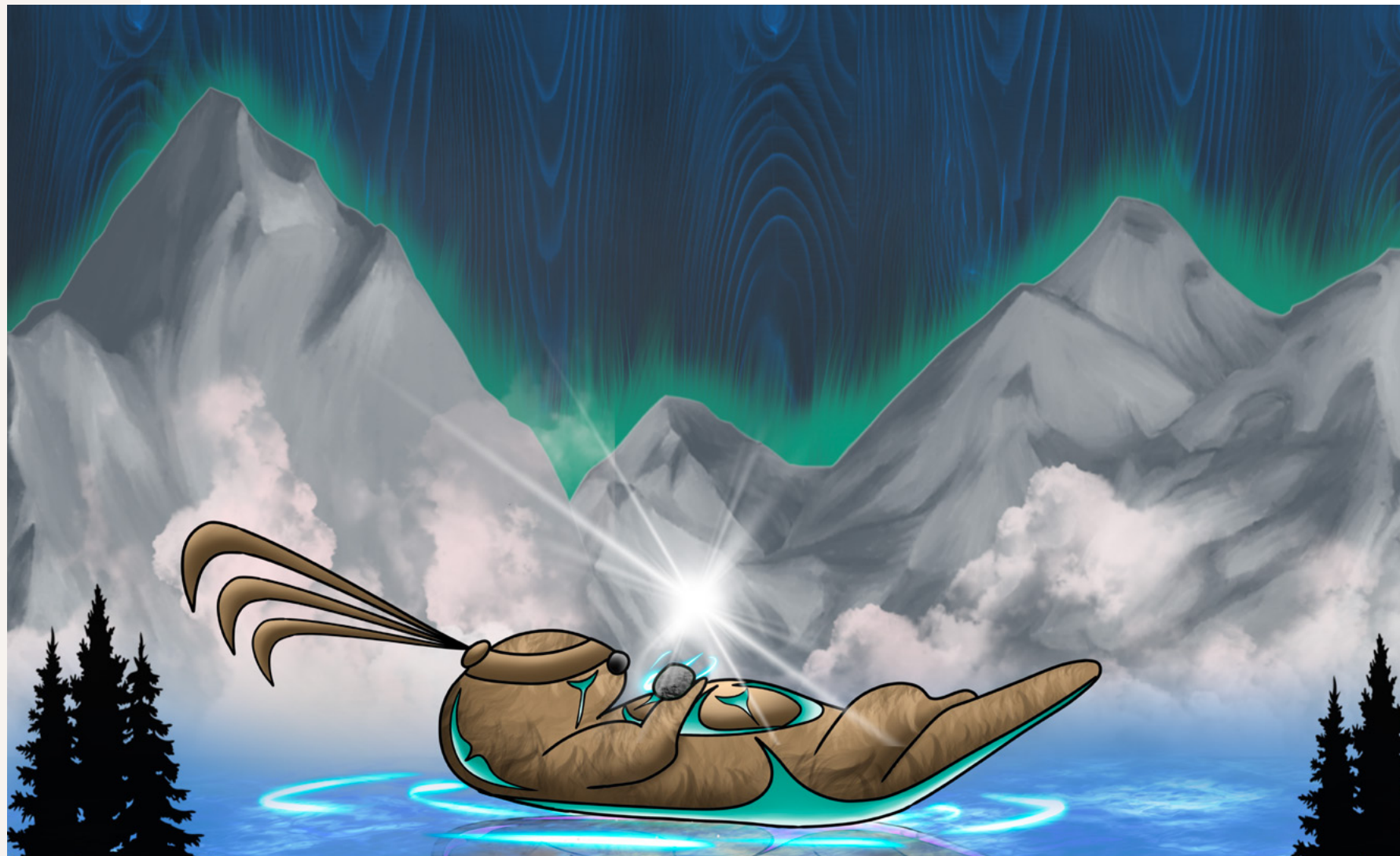
- Okanagan Indian Band: Launch of a library at their new Culture Immersion School
- Kamloopa Powwow Society: Kamloopa Powwow
- Kelowna Pride Society: Two Spirit Powwow
- Splatsin Tsm7aksaltn (Teaching) Society: On-the-Land Food Sovereignty Program, an intergenerational initiative that empowers Indigenous families to grow, harvest and prepare culturally significant foods while addressing food insecurity and health disparities

Reconciliation is a journey, not a destination. At Tru Cooperative Bank, we remain committed to walking this path with humility, purpose and partnership, working toward a future where Indigenous inclusion and economic participation are fully realized.

### ***Otter Being***

We tend to carry something within us that drives us to move forward. We carry it like this otter is carrying the rock. We cherish it and harness it to make our light shine brighter each day. And that rock is love. We are all gifted with it, and we need to remind ourselves to enhance our love with ourselves. We cannot carry on forward and help others, unless we help ourselves first.

**Artist: Rain Pierre, Katzie First Nation**





# IMPACT STRATEGY

[WELCOME](#)

[ABOUT](#)

[IMPACT STRATEGY](#)

[COMMUNITY IMPACT](#)

[BUILDING A FUTURE READY WORKFORCE](#)

[BUSINESS OPERATIONS](#)

[GOVERNANCE](#)

# How purpose shapes enterprise strategy

At Tru Cooperative Bank, our purpose “Together, we create a future where everyone can flourish” is the foundation for how we operate and the value we strive to create. It guides our decisions, strengthens our culture and shapes the impact we make across our communities. From our enterprise strategy to our operating model, we consistently reinforce this connection between purpose, enterprise direction, operations and impact.

Tru Cooperative Bank’s enterprise vision is a strategic “North Star” that defines where we are headed and why. We use it to align our teams, guide decisions and inspire innovation tied to long-term success. Unlike a mission focused on today, our vision paints the future state, boosting engagement, reducing conflict and improving performance. A clear vision anchors strategy, strengthens resilience and drives profitable growth.

Our enterprise vision is more than a strategic plan, it’s a commitment to transform banking for the benefit of people and communities. Rooted in our purpose, this vision reflects our belief that financial confidence is the foundation for thriving lives and vibrant communities.

We focus on creating meaningful impact by connecting members to education, advice and tools that empower them to build lives they love. Every success story matters—not just for individuals, but for the communities they call home. By amplifying these successes, we strengthen the collective well-being of the regions we serve.

Our vision guides every strategic decision we make. It prioritizes sustainable growth, operational excellence and community investment, ensuring that progress aligns with our core values of Authentic Connection, Courageous Leadership and Collective Strength. These values shape how we

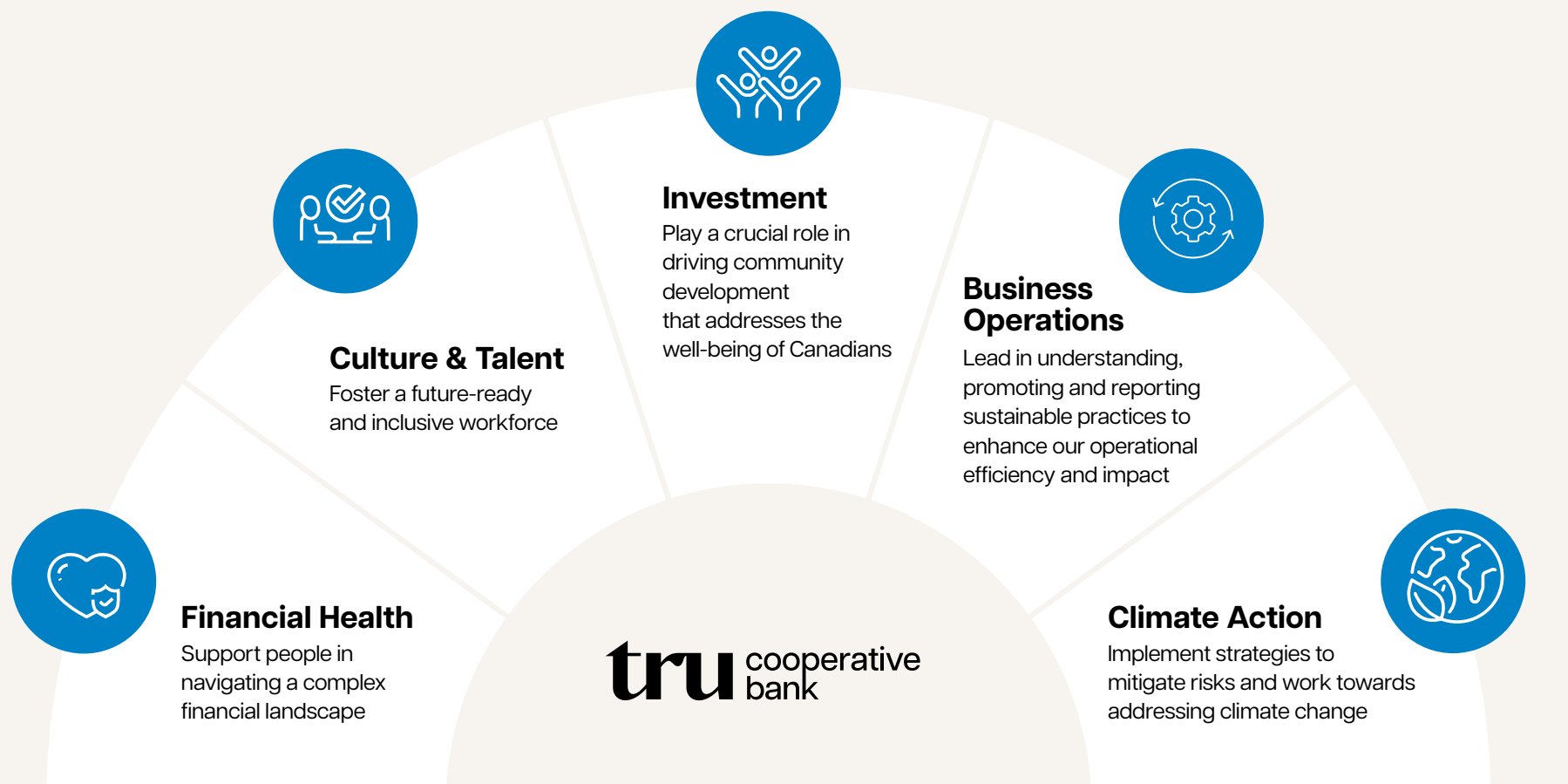
deliver personalized service, foster trust and champion innovation.

Together, purpose, vision, strategy, impact and brand form a clear and coherent enterprise system. This is how purpose shapes who we are—and how we do business.

<b>PURPOSE</b>	<p><b>TOGETHER, WE CREATE A FUTURE WHERE EVERYONE CAN FLOURISH.</b></p> <p><b>We're redefining what banking can do for people, our local communities and our world.</b></p> <p>We connect people to education, advice and tools so they have the opportunity and confidence to build a life they love. Through partnerships and collaboration, we make sure their successes are shared and amplified within our communities.</p>			
<b>STRATEGIC PILLARS</b>	<p><b>People &amp; Culture</b></p> <p>Advance an inclusive environment where everyone flourishes, contributes to the success of the organization, and makes a meaningful impact.</p>	<p><b>Member Value</b></p> <p>Redefine what is possible when people and technology intersect to deliver advice that improves financial health and confidence.</p>	<p><b>Financial Strength</b></p> <p>Deepen member relationships while building a resilient balance sheet to drive growth.</p>	<p><b>Empowered by Technology</b></p> <p>Apply forward-looking solutions to deliver the best advice and experience to the most members.</p>
<b>AUDACIOUS GOAL</b>	<p><b>BY 2028, WE WILL BE KNOWN AS THE LEADING FINANCIAL COOPERATIVE IN CANADA WHERE:</b></p> <ol style="list-style-type: none"> <li><b>Members'</b> financial health outperforms the rest of Canada when it comes to planning, practices and confidence.</li> <li><b>Team Members</b> are equipped to face an increasingly complex world.</li> <li><b>Communities</b> are more resilient and have experienced the greatest economic growth in Canada.</li> <li><b>Partners</b> see us as leader of change who is committed to making a difference.</li> </ol>			

# Sustainable growth

Guided by our enterprise strategy and informed by engagement with our members, team members and communities in 2024, we remain committed to advancing our five drivers of impact. Through this focused approach, we are building a purpose-aligned, balanced and dynamic model that supports financial well-being, nurtures talent, invests in our communities, optimizes operations and addresses climate change—contributing to Tru Cooperative Bank’s long-term, sustainable growth.



## Advancing 6 Sustainable Development Goals

Strong businesses help build strong communities. By investing in and partnering with local charities, nonprofit organizations, small businesses and our members, we can drive meaningful and lasting change. In 2024, we began aligning our strategy, decision-making and community investment efforts with our six chosen Sustainable Development Goals (SDGs).



To end hunger, achieve food security, improved nutrition and promote sustainable agriculture.



To ensure healthy lives and promote well-being for all ages.



Ensure inclusive and quality education for all and promote lifelong learning.



Promote sustained, inclusive, and sustainable economic growth, full and productive employment and decent work for all.



Empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.



Take urgent action to tackle climate change and its impacts.



# COMMUNITY IMPACT

# Tru Cooperative Bank partnerships

Collaboration is at the heart of how we're transforming lives. Our partnerships are commitments to shared goals and mutual growth through dedicated time, funds and resources.

## TIME

By building strong relationships with our partners, we ensure their needs are known. Our team provides guidance, support and expertise as we work towards common objectives.

## FUNDS

We allocate funds to initiatives that create lasting impacts on communities and industries. Our investments are strategically chosen to align with six SDGs, maximize positive outcomes and foster sustainable development.

## RESOURCES

Beyond funding, we offer many resources to our partners, including access to our network and knowledge base. Sharing these resources increases the potential for successfully reaching goals.

## Community partnerships



**First West Foundation:** The community and philanthropic partner of Tru Cooperative Bank is dedicated to enhancing community life through its grant making programs to local charitable organizations.



**Do Some Good:** An innovative social impact platform that strengthens connections through volunteer engagement between businesses, community organizations and volunteers.



**Food Banks BC:** The provincial association for food banks, comprising 111 members throughout the province. They assist communities through the provision of food, funds and other resources. Food Banks BC also serves as a voice to advocate for support for B.C.'s hunger relief sector while tackling the root causes of food insecurity as we work toward ending hunger in B.C.



**London Benchmark Group (LBG) Canada:** First West's annual community investment is audited by LBG Canada to ensure positive community impact, measured against established standards.



**Volunteer Canada:** As members of Volunteer Canada, we support efforts to strengthen and increase accessibility of volunteering across Canada.



**Imagine Canada:** Through Imagine Canada's Prism Network, Tru Cooperative Bank annually commits to investing a minimum of 1% of pretax profit in community impact.

# Strategic investments strengthen community well-being

At Tru Cooperative Bank, community impact is a strategic investment that strengthens the social and economic conditions our members rely on. Our impact strategy is built on a framework that is purpose-driven, data-informed, relationship-built and aligned with UN Sustainable Development Goals. These pillars are shaped by member insights and regional expertise, ensuring our work is relevant, scalable and grounded in the realities of the communities we serve.



## COMMUNITY PILLARS

Together, these four pillars guide meaningful investments that build capacity, strengthen social infrastructure and advance inclusive regional growth.



### Food insecurity

Addressing immediate needs while strengthening long-term food system resilience through nonprofit sustainability and community innovation.



### Financial literacy

Empowering people with the knowledge and tools that build financial capability and long-term well-being.



### Mental health

Supporting and increasing access to community-based mental health resources that acknowledge the connection between emotional and financial well-being.



### Employment readiness

Building economic stability by expanding access to skills training, business partnerships and education that enhance employability.

# Measurable reach

## 2025 community footprint

**\$2,621,729**

Value of community investment and stakeholder contributions

**\$89,833**

**Raised by employees** benefiting Tru Cooperative Bank endowments and local charitable partners

**\$476,454**

**Funds raised** for Feed the Valley and The Full Cupboard partners

**221**

**Organizations supported** by volunteers

**7,206**

Team member **volunteer hours**  
**1,772** working  
**5,434** personal

**\$2,252,765**

**in grant funds disbursed** through the Foundation's annual grant cycle and programs

**150**

**Organizations supported** by the First West Foundation



# Advancing community well-being through volunteerism

Volunteerism continues to be a defining element of Tru Cooperative Bank’s commitment to community leadership. Our employees demonstrate a deep sense of responsibility to the regions we serve, contributing their time, skills and experience to strengthen local organizations and support community well-being. This sustained engagement reflects our longstanding belief

that thriving communities are built through purposeful action and shared commitment. Throughout the year, team members participated in a broad range of volunteer initiatives, including hands-on service, governance roles, skills-based support and community-led programs. Their efforts enhanced the capacity of local partners, helped advance critical social initiatives,

and fostered stronger regional connections. Many employees also provided leadership beyond traditional volunteer roles—mobilizing networks, supporting community partnerships and championing initiatives aligned with our organizational values. Volunteerism remains an essential component of our broader community impact strategy. By encouraging and enabling

employees to contribute meaningfully in their communities, we help create more resilient, connected and equitable places to live and work. This commitment ensures that our impact extends well beyond financial investment, reinforcing a culture grounded in service, integrity and collective purpose.



ENTERPRISE PARTNERSHIPS

# Advancing strategic goals through partnership

At Tru Cooperative Bank, enterprise partnerships are a cornerstone of how we bring our purpose to life. They reflect our belief that lasting community impact is achieved not through one-time donations, but through long-term, values-aligned relationships that combine financial investment, employee engagement and shared leadership. By partnering with trusted nonprofit organizations, we amplify our impact, deepen community connections and address some of the most pressing social challenges facing British Columbia, while staying true to our cooperative values and ESG commitments.

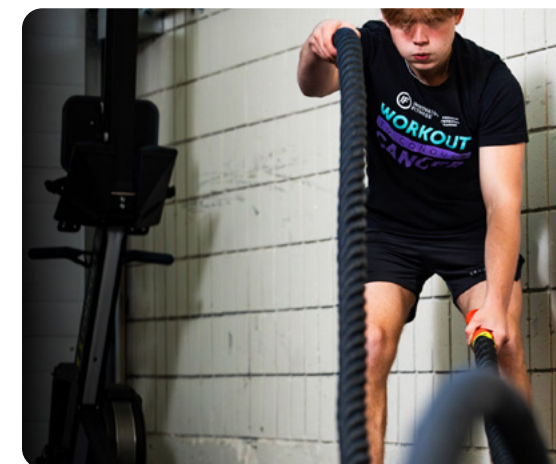
Our enterprise partnerships are intentionally few and deeply integrated. They are designed to mobilize the full strength of Tru Cooperative Bank, our people, resources and influence, to deliver measurable outcomes that extend beyond funding alone. Through these partnerships, we support community resilience by raising awareness, encouraging volunteerism and co-creating initiatives that generate long-term social

value across the province.

Tru Cooperative Bank’s three enterprise partnerships reflect this approach in action. The First West Foundation serves as our philanthropic partner, providing sustained, trust-based funding to charities working to strengthen communities across British Columbia.

Our Signature Cause focuses on addressing food insecurity by raising food, funds and awareness for local food banks through programs such as The Full Cupboard and Feed the Valley.

Our partnership with BC Cancer Foundation supports cancer research and innovative care, while engaging team members and members through initiatives like Workout to Conquer Cancer, turning collective action into meaningful impact. Together, these partnerships exemplify how Tru Cooperative Bank moves from investment to impact, creating shared value for our members, communities and the social sector.



ENTERPRISE PARTNERSHIPS

# First West Foundation

The Foundation serves as the philanthropic arm of Tru Cooperative Bank, advancing the long-term well-being of communities across British Columbia. Established in 1996 with an initial \$200,000 donation, the Foundation has grown to steward more than \$23 million in assets, enabling sustained, community-driven impact across the province.

### Catalyst for community impact

In 2025, the Foundation reached a significant milestone, achieving its highest-ever disbursement rate of 12% and distributing more than \$2.25 million to local charities throughout Tru Cooperative Bank’s regional communities. Since issuing its first grant in 1998, the Foundation has invested more than \$15.1 million in organizations strengthening social well-being, health, education, food security and equity. Working in close partnership with Envision Financial, Valley First, Island Savings and Enderby & District Financial, the Foundation tailors its grant making to reflect the distinct priorities and lived realities of each region it serves.

### Trust-based philanthropy

Central to the Foundation’s work is the continued focus on trust-based philanthropy, which prioritizes flexibility, mutual accountability and strong relationships with community partners. In 2025, more than \$1.9 million was awarded as unrestricted funding, reducing administrative burden and allowing organizations to focus their resources where they are needed most. This approach supports long-term organizational stability while recognizing the expertise of those closest to community needs.

The Foundation’s commitment to equity is anchored through the SOAR Program, directing resources to organizations serving Black, Indigenous, racialized and newcomer communities. Since 2022, SOAR has awarded more than \$1 million through 72 grants, including support for 31 equity deserving charities in 2025 alone. A co-adjudication model with Tru Cooperative Bank’s Employee Network Groups ensures grant decisions are informed by lived experiences and community voices, reinforcing fairness, relevance and accountability in funding outcomes.



### Strengthening regional and sectoral capacity

Across British Columbia, the Foundation’s regional endowments continue to respond to diverse and evolving community priorities. In 2025, funding supported literacy and reading programs, youth mental health services through Foundry, Indigenous community wellness initiatives, food security and local infrastructure projects. Together, these investments reflect a commitment to meeting communities where they are, addressing root causes and strengthening local capacity through practical, place-based solutions.

To support continued growth and accessibility, the Foundation also completed key modernization efforts in 2025, including the launch of a redesigned website. The new platform improves access for grantseekers, enhances clarity for donors and strengthens the Foundation’s storytelling capability—ensuring its impact and values are reflected clearly and consistently across all audiences.



## ENTERPRISE PARTNERSHIPS

**Leadership and governance**

Guided by Tru Cooperative Bank directors and an appointed Tru Cooperative Bank executive, the Foundation's governance emphasizes accountability, sustainability and measurable impact. Alignment to select United Nations Sustainable Development Goals further reinforce the Foundation's focus on addressing systemic challenges while contributing to broader social progress.

**A shared commitment to thriving communities**

The Foundation's impact is made possible through the generosity of donors, the engagement of Tru Cooperative Bank employees, and the ongoing support of Tru Cooperative Bank. Together, these partnerships enable lasting change, build resilient organizations, advance equity-deserving communities and help people across British Columbia thrive.

For more information visit:  
**First West Foundation**

**First West Foundation 2025 impact****\$2.25 million in grants**

distributed across British Columbia

**150 charities supported**, addressing local needs across all Tru Cooperative Bank regions

**31 local equity-deserving charities**, received SOAR grants

**12% disbursement rate**, more than double the CRA requirement

**\$23 million in endowment assets** stewarded to enable long-term community benefit

**In 2025, funding supported:**

- Children's and adult literacy and reading programs
- Foundry youth mental health supports
- Indigenous community wellness initiatives
- Food security and local infrastructure projects

**Long-term community investment**

**\$15.1 million granted** since 1998 to organizations advancing social well-being, food security, health, education and equity

**72 SOAR grants awarded since 2022**, directing \$1 million to groups serving equity-deserving communities

**Building capacity in 2025**

**\$1.9 million in unrestricted funding** released to support organizational resilience

**Welcomed new family legacy endowment**, established by Valley First members with a \$2,013,232 donation

**Regional endowments continued to invest in priority areas** including literacy, mental health, food security, Indigenous wellness and youth supports

**Operational and strategic progress**

- Creation of a new user-friendly Foundation website
- Granting priorities aligned with selected UN Sustainable Development Goals

IMPACT IN ACTION

# Strengthening the sector for the long term

## UPLIFT Program

UPLIFT is a capacity-building initiative co-created by First West Foundation and The New School of Fundraising to strengthen the long-term sustainability of community-based charities across British Columbia. Rather than providing one-time funding, the Foundation invests directly in organizations' growth by funding access to professional fundraising and communications training. Designed for small and medium-sized charities with limited fundraising infrastructure, UPLIFT equips organizations with the skills, tools and shared understanding needed to grow diversified revenue, strengthen donor relationships and tell their stories. The program reflects the Foundation's trust-based approach to philanthropy, recognizing that strong internal capacity is essential to lasting community impact.

Delivered through a customized, instructor-led learning model, participating organizations engage multiple employees in targeted workshops covering core

fundraising principles, revenue generation and communications best practices. Learning is tailored to each organization's context and reinforced through coaching and structured reflection, ensuring practical application beyond the classroom.

Participating charities report increased confidence in their fundraising decisions as well as feeling supported, energized and excited about the work ahead. By investing in people and systems—not just programs—UPLIFT helps organizations build resilience, reduce long-term reliance on grants and better serve their communities.



**THE NEW SCHOOL  
OF FUNDRAISING**

For more information visit: **UPLIFT**



"UPLIFT is an investment in growing knowledge, organizational sustainability and a stronger social sector," says Susan Byrom, Executive Director of the First West Foundation. "Investing in community leadership and team development is a core value of the First West Foundation. Financial resources for professional development should not impede service delivery—our partnership with The New School of Fundraising delivers exceptional training, mentorship and more to charities serving our communities. We're proud that this partnership ensures charities can access support, knowledge networks and pathways to strengthening their teams and organizations."

**SUSAN BYROM, Executive Director**



ENTERPRISE PARTNERSHIPS

# Signature Cause



Food insecurity remains one of the most urgent and visible challenges facing the communities we serve. As a member-owned cooperative rooted in local impact, Tru Cooperative Bank has made addressing food insecurity our Signature Cause—focusing on immediate relief while strengthening long-term community food systems.

Through our flagship programs, including The Full Cupboard and Feed the Valley, we mobilize members, team members and partners to raise food, funds and awareness in support of local food banks and food security organizations across B.C. In 2025 alone, Tru Cooperative Bank raised

\$476,454, helped provide 952,908 meals and collected 7,847 pounds of food to support people experiencing food insecurity in our communities.

Since 2010, these initiatives have generated \$5.9 million in funds, supported the delivery of more than 16.2 million meals and collected over 223,000 pounds of food, helping ensure families and individuals have access to nutritious food when they need it most.

Our approach extends beyond emergency response. In 2025, we continued to prioritize partnerships that build sustainability and resilience—supporting food banks, social

enterprises, school-based nutrition programs and community-led food initiatives that address both immediate needs and systemic drivers of food insecurity. This work aligns with our commitment to the UN Sustainable Development Goal of Zero Hunger and reflects our belief that access to food is foundational to health, learning and economic participation.

By combining financial investment, volunteer leadership and long-term partnerships, Tru Cooperative Bank is helping create stronger, more resilient food systems—so our communities can get through today and thrive into the future.

	Funds Raised	Meals Provided	Food Collected
<b>2025</b>	\$476,454	952,908	7,847 lbs.
<b>Cumulative (since 2010)</b>	\$5,987,560	16,418,238	223,408 lbs.



ENTERPRISE PARTNERSHIPS

# Advancing cancer care across B.C.



## BC Cancer Foundation

Cancer is one of the most significant health challenges facing British Columbians today. One in two people in the province will be diagnosed with cancer in their lifetime, placing immense pressure on individuals, families, communities and the health-care system. As demand for timely, high-quality cancer care continues to grow, particularly outside major urban centres, there is a critical need for sustained investment in research, innovative treatment and accessible care.

### Addressing province-wide cancer outcomes

Since establishing a partnership with the BC Cancer Foundation in 2022, Tru Cooperative Bank has played a sustained and meaningful role in advancing cancer research, innovative care and patient access across the province. What began as a two-year commitment has evolved into a multi-year collaboration that combines financial investment, team member

engagement and lived-experience storytelling to help improve cancer outcomes for individuals, families and communities throughout B.C.

These efforts include support for new and expanding BC Cancer centres serving communities such as Surrey, Kamloops and Nanaimo, as well as the surrounding and regional communities that rely on these centres for specialized cancer care. By strengthening care closer to home, this investment helps reduce barriers for patients and families who would otherwise need to travel long distances for treatment.

### Mobilizing team members

The partnership is distinguished not only by funding, but by deep and ongoing team member participation. Through initiatives such as the Workout to Conquer Cancer campaign, Tru Cooperative Bank team members actively contribute to improving cancer outcomes while also strengthening their own health and well-being.

In 2025 alone, Tru Cooperative Bank employees logged 16,139 hours of physical movement in support of the campaign, a significant year-over-year increase, while also raising \$5,395 in additional donations for cancer research and patient care.

### Inspiring change through human stories

A defining element of Tru Cooperative Bank’s partnership with the BC Cancer Foundation is its commitment to sharing authentic stories that reflect the human impact of cancer. Beginning in 2024 and continuing through 2025, Tru Cooperative Bank team members Lisa Paulson and James Funfer courageously shared their personal cancer journeys as part of the Life Beyond Cancer campaign.

By elevating lived experience, these stories helped donors, team members and communities better understand how investment in cancer research and care translates into real outcomes—supporting individuals not only through treatment, but in sustaining meaningful lives beyond cancer.

## Strengthening communities

Because cancer touches nearly every family in B.C., the impact of this partnership extends across all communities Tru Cooperative Bank serves. Through sustained financial investment, team member-led action and authentic storytelling, Tru Cooperative Bank has helped bring cancer care closer to home, supported innovation in treatment and contributed to a future where more people can access timely, high-quality care regardless of where they live.

Together with the BC Cancer Foundation, Tru Cooperative Bank is demonstrating how a values-driven financial institution can help address one of the province’s most pressing health challenges while building stronger, healthier communities.



For more information visit: [BC Cancer Foundation](#)

IMPACT IN ACTION

# Expanding equitable access through digital tools

## Do Some Good

Do Some Good is a strategic partner and digital platform that helps Tru Cooperative Bank create greater community impact by making technology more accessible to nonprofits. Through our investment and use of the platform, we ensure community organizations can connect with volunteers, access equitable funding opportunities and share their impact, at no cost.

Since 2015, this partnership has enabled more than 3,750 community organizations to benefit from free, enterprise-grade digital tools that support volunteer recruitment, grant participation and impact storytelling. By eliminating software and administrative costs, nonprofits can redirect scarce resources toward mission delivery—strengthening capacity across the entire sector.

Internally, Tru Cooperative Bank uses the platform to streamline volunteer engagement, approval workflows and recognition programs. This contributes to a broader ecosystem that has logged more than 1,455,000 volunteer hours across 15,000

organizations, reinforcing a culture of participation and accountability. Programs like Make a Difference Every Day leverage digital tracking, reminders and storytelling features to make giving both visible and accessible.

“We’re deeply grateful for this partnership because it reflects what Do Some Good was built for – removing barriers, amplifying impact and making community connection easier and more visible for everyone involved,” says Jeff Hoffart, Co-Founder and COO of Do Some Good.

“At a time when division can feel louder than unity, this work matters more than ever. Together, we’re proving that everyday acts of generosity deserve to be seen, measured and celebrated. When businesses, nonprofits, volunteers and media come together on one shared platform, good doesn’t just happen – it multiplies. And that ripple effect strengthens the fabric of our communities,” he says.

Our partnership extends beyond platform use into co-creation. Tru Cooperative Bank provides ongoing feedback, pilots new

features and helps shape enhancements, including automated storytelling, volunteer workflows, media distribution and reporting tools, that strengthen the platform for all users.

The results are both measurable and far reaching. Nearly 18,000 stories of community impact have been shared, many amplified through media partnerships with Black Press Media and Pattison Media, generating more than 55 million views across British Columbia, Alberta, Saskatchewan and Manitoba. These stories elevate local voices, build trust and spotlight resilience at scale.

More than 140,000 meaningful connections have been formed among volunteers, nonprofits, and businesses, strengthening community networks and shared momentum.

Together, we are enabling a digital ecosystem where local good is accessible, measurable, visible and celebrated.



For more information visit: **Do Some Good**





# LOCAL COMMUNITY IMPACT

IMPACT IN ACTION



# Pairing site safety with mental health leadership

## Canadian Home Builders' Association – Central Okanagan

The construction industry is navigating unprecedented pressure—chronic labour shortages, rising costs, tighter timelines and increasing regulatory demands. These realities show up most clearly in the well-being of the people who build our communities every day. Support from Valley First and Tru Cooperative Bank has enabled the Canadian Home Builders' Association – Central Okanagan (CHBA-CO) to respond meaningfully by bringing mental health support directly onto job sites.

This support funds the Building Resilience: Mental Health in Construction program, which delivers practical, stigma-reducing mental health education where it's needed most—in the field. Workers and employers learn to recognize signs of stress, lead supportive conversations with confidence and access local counselling resources and community care. The partnership reflects Tru Cooperative Bank's commitment to strengthening the well-being of the people who uphold the economic and social foundations of our region.

Cassidy DeVeer, CHBA-CO Executive Officer, said that Tru Cooperative Bank's support is "helping us take better care of the people who build our communities," noting that industry pressures today are "unlike anything we've seen before." This collaboration has enabled the organization to bring mental health education onsite, connect workers with local resources and create space for honest conversations about well-being.

The program is already demonstrating strong engagement. The first in-person workshop—Building Safer Workplaces: Site Safety & Mental Health in Construction—brought together 31 business owners, managers and supervisors, all of whom completed feedback surveys used to shape future sessions. Delivered with the Canadian Mental Health Association (CMHA), the session focused on recognizing mental-health-related stress, strengthening psychological safety, understanding risk and protective factors and building team-wide resilience. Participants emphasized the value of training that blends site safety with mental health leadership.

As the program continues to grow, CHBA-CO is capturing a deeper picture of its impact. Each new participant adds to a clearer understanding of how mental health literacy is shifting across job sites, with 85 individuals engaging in training that strengthens their ability to recognize and address stress in themselves and their teams. Building on this momentum, CHBA-CO is expanding the initiative to include confidential counselling supports for members and their teams. This enhanced offering will further strengthen the program's impact by creating accessible pathways to professional care, ensuring that individuals can move from awareness to action when support is needed. Together, education and direct access to care are helping shape a construction culture where mental health is prioritized, stigma is reduced and the people who build our communities are supported both on and off the job site.



For more information visit: **Canadian Home Builders' Association Central Okanagan**



## IMPACT IN ACTION

# A catalyst for community inclusion

## COCO Cafe

Just south of Nanaimo, B.C., a small cafe is creating big change. COCO Cafe is more than a place to grab a coffee, it's a social enterprise rooted in compassion, inclusion and community transformation.

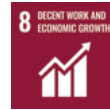
COCO Cafe's mission aligns with Tru Cooperative Bank's commitment to building resilient, inclusive communities. By supporting organizations like COCO Cafe, Tru Cooperative Bank helps create pathways for individuals with diverse abilities to thrive as active, contributing members of society.

### A place to belong

Across Canada, thousands of individuals with developmental disabilities face a turning point when they age out of the school system. As structured supports fall away, opportunities for work, connection and purpose often disappear—leaving many isolated and their potential unrealized. The impact extends beyond the individual, affecting families and entire communities.

COCO Cafe was created by a group of families whose adult children were aging out of government systems. They needed a place where their children could continue to develop and belong as they got older—a place where adults with diverse abilities could continue to grow, contribute and thrive. Today, COCO Cafe is a registered charity and a model of inclusive employment.

Jacob Brauckmann joined COCO Cafe at age 17. With support and mentorship, he's grown into a confident team member who now helps train others. "The independence that Jacob has gained through working and learning at COCO, has eased that fear immensely," says his mother Deborah Cooper. "Now he has more than just his parents looking out for him, he knows how to do things on his own. He'll be able to live and work independently—that's huge for a parent."



 Island Savings



### Model for community inclusion

COCO Cafe proves that individuals with diverse abilities are not just capable—they are essential contributors to vibrant, inclusive communities and resilient local economies. By integrating supported employees into every aspect of the business, COCO fosters dignity, independence and mutual respect, while also driving economic participation.

With continued financial and community support from Tru Cooperative Bank, COCO Cafe is building a sustainable future, one that expands inclusive employment opportunities and strengthens social cohesion across Vancouver Island and beyond. Every job created, every skill developed and every meal served contributes to a more equitable and economically empowered community.

“COCO Cafe is a very unique social enterprise, our purpose is to provide people with diverse abilities the opportunity, training and environment to build independence—to gain employment, learn how to work in retail and food service, and be active, involved

members of the community,” explains COCO Cafe General Manager, Marc Taschereau.

Our local Island Savings branches proudly support COCO Cafe through volunteering, promotion and patronage of the Cafe. We’re working to ensure everyone can succeed.

- More than 7,500 hours of supported employment delivered
- A team of 28 employees, including 19 individuals with developmental disabilities
- 70% of staff are adults with Down syndrome, autism or intellectual disabilities
- Delivery of a meal kit program that provides thousands of low-cost meals to vulnerable community members through partnerships with Snuneymuxw First Nation, schools and local community organizations



For more information visit: **COCO Cafe**

IMPACT IN ACTION

# Responding to gaps in mental health and community outreach



## South Asian Community Hub Society



The South Asian Community Hub Society (SACH) addresses critical gaps in access to mental health, housing and social supports for South Asian and newcomer communities across the Lower Mainland. Structural barriers—including language, cultural stigma, trauma and complex service systems—often prevent individuals and families from receiving timely, appropriate care, particularly those experiencing homelessness, crisis or housing instability.

SACH responds to these inequities through a community-led, culturally safe and trauma-informed outreach model that meets people where they are. Services are delivered directly in encampments, shelters, hospitals, libraries and homes—settings where conventional service delivery models frequently fail to reach those most at risk of being excluded from support systems.

Through its Outreach Program, SACH provides sustained, relationship-based, wraparound support to individuals and

families navigating poverty, mental health challenges, housing insecurity and social isolation. Multilingual service delivery in Punjabi, Hindi, Urdu and English reduces language barriers and improves access for communities that are often underserved by mainstream systems.

Envision Financial's partnership with SACH helped expand the program's outreach capacity to 45 hours per week, enabling consistent engagement across Surrey, Delta, New Westminster and Abbotsford. Between January and October 2025, the outreach team supported 60 unique individuals, including five families and caregivers, many of whom were facing intersecting social, economic and health-related challenges.

Weekly outreach resulted in 20 to 30 community connections and 7 to 10 follow-up engagements, supporting continuity of care and long-term trust—an essential foundation for individuals who have experienced trauma, marginalization or repeated system failures.

Through this partnership, individuals accessed faster and more coordinated pathways to essential supports, including income and disability assistance, rental subsidies, shelter access, legal and identification services, food security resources, mental health supports, health system navigation, care packages and crisis response interventions. They also reported increased stability, stronger social and mental health connections, and greater confidence navigating complex support systems.

By investing in SACH's community-based model, Tru Cooperative Bank helped strengthen frontline capacity, reduced systemic barriers and improved access to essential services for vulnerable populations. This work reflects our commitment to advancing health equity, reducing social and economic inequalities and supporting inclusive, resilient communities.



For more information visit: [Sach BC](#)

IMPACT IN ACTION

# Advancing Financial Literacy through digital access



## ChatterHigh

Tru Cooperative Bank believes that financial literacy is a critical life skill and growing priority across Canada. The Canadian Financial Capability Survey, conducted by Financial Consumer Agency of Canada, shows that 64% of Canadians report they did not receive financial education in school, and 84% believe earlier financial education would have made managing money less stressful. Youth are particularly vulnerable, reinforcing the need for earlier, more accessible and engaging financial education opportunities.

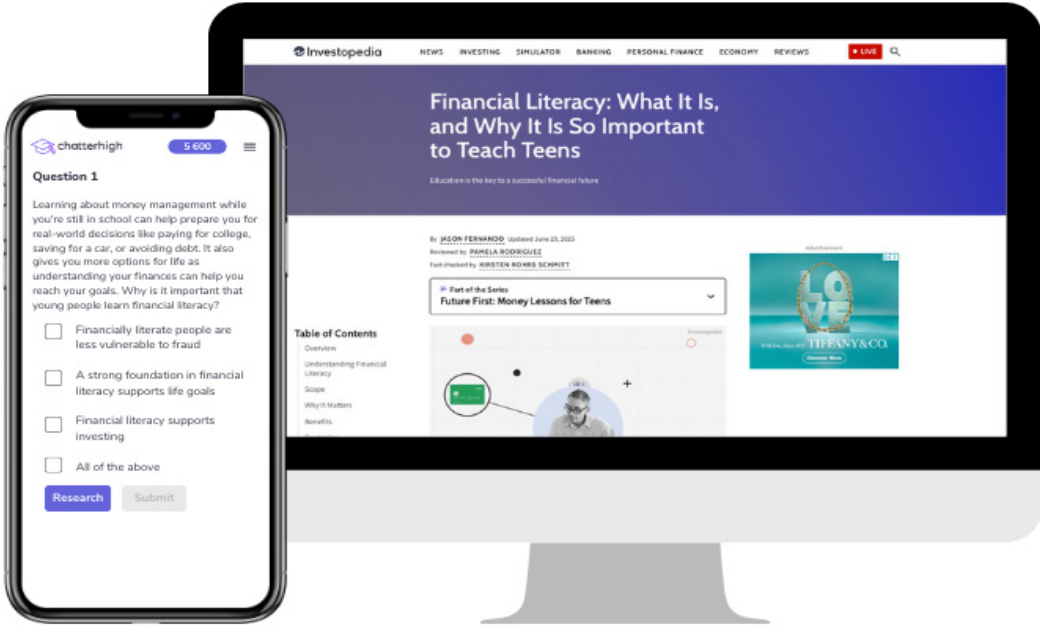
Tru Cooperative Bank’s partnership with ChatterHigh directly addresses this gap by increasing access to financial literacy education online. ChatterHigh’s gamified, research and learning platform enables students to build real world financial skills through trusted resources, interactive quizzes and age-appropriate content, whether learning takes place in the classroom or remotely.

### Increasing access

Through this partnership, Tru Cooperative Bank helped expand access to financial literacy programming by:

- Delivering virtual, self-guided learning, removing geographic and scheduling barriers for schools and families
- Opening participation to any community partner, school, educator or member, ensuring broad and equitable access across communities
- Supporting curriculum-aligned, no cost resources that require minimal preparation for educators while remaining engaging for students

This approach aligns with national priorities to strengthen financial resilience by starting early and embedding learning into everyday environments.



With affordability pressures and financial stress continuing to affect Canadian households, building financial confidence early is essential. Youth and young adults remain among the most financially vulnerable populations, underscoring the importance of preventative, skills-based education.

By partnering with ChatterHigh, Tru Cooperative Bank is:

- Investing in long term financial resilience, not just short-term education
- Expanding equitable access to high quality financial literacy resources
- Demonstrating measurable impact through engagement and learning outcomes to show real progress toward stronger financial futures

This alliance reflects Tru Cooperative Bank’s commitment to empowering the next generation with the knowledge, confidence and tools they need to make informed financial decisions today and throughout their lives.

For more information visit:  
**Banking For Your Future BC | ChatterHigh**

## Effectiveness of digital delivery

From September 1 to December 18, 2025, ChatterHigh activity demonstrated strong engagement and learning outcomes:

- ✔ **6,785 questions** answered through daily quizzes, with an overall **83.2% correct response rate**.
- ✔ Reached across **16 school districts and 50 schools**, engaging 1,875 unique participants.
- ✔ Students **consistently demonstrated knowledge retention** across grades, with particularly strong participation in Grades 9–11, showing relevance at key decision-making stages.

In addition, structured financial literacy modules delivered through the platform resulted in:

- ✔ **24,180 module questions answered** across multiple regions.
- ✔ An average **77.2% correctness rate**, indicating meaningful comprehension of financial concepts.
- ✔ Engagement from **729 unique participants across 27 schools and 14 districts**, highlighting the scalability of the model.

These findings demonstrate that interactive, behaviourally informed and digital delivery models are effective in supporting youth engagement and comprehension.





# BUILDING A FUTURE READY WORKFORCE

# Our people, our purpose

Providing trusted advice and exceptional service to our members is fundamental to who we are. Tru Cooperative Bank understands that strong member outcomes depend on well trained, confident and values aligned advisors. As part of our commitment to acting in members' best interests, we continue to invest in development programs that equip our teams to understand member needs and deliver thoughtful, personalized financial solutions.

We also support and invest in fostering a diverse and inclusive workplace, from promoting well-being and professional development to leadership growth. We believe that sharing these insights not only demonstrates our accountability but also celebrates the people who make our mission possible.

Importantly, our commitment to local hiring plays a vital role in strengthening the economic resilience of the communities we serve, circulating income locally and supporting small businesses. These economic contributions are a key part of our broader impact.



# Advancing diversity, equity, inclusion and belonging

Through Employee Network Groups (ENGs), events, education and activities we stay connected to our diverse employee community. We measure the experiences of our employees through a DEIB survey, which achieved a participation rate of 90% in 2025. The results of the survey provide accurate insights into employees' work life and perceptions and provides data that informs accessibility practices, manager training and workplace upgrades. These initiatives underscore our commitment to foster inclusion and ensure that employee feedback directly shapes meaningful organizational change.



# Diversity, equity, inclusion and belonging

Tru Cooperative Bank's six employee network groups provide supportive safe spaces for cultural exchange, mentorship and learning—making a meaningful impact on employee and member experience while advancing social responsibility.

**The Women's Network** focuses on mentorship, leadership development and opportunities for gender equity. In 2025, the women's network partnered with Mamas for Mamas, raising \$1,000 to support families, in addition to providing diapers, formula, clothes and hygiene products. Recognizing the impact that comes from mentorship, they hosted three webinars in 2025 featuring respected guests that created an opportunity for team members to expand their capabilities in confident communication, leadership and women's health.

**The Young Leaders** connects emerging professionals to share ideas and develop leadership skills. In 2025, they introduced environmental initiatives to encourage employees to change behaviours, including reusing coffee mugs and an Environmental Impact Bottle Drive, hosting proceeds of which were donated to local community gardens. To encourage better financial

literacy for young people, they led a new financial literacy partnership with ChatterHigh (see page 29 for details).

**The Indigenous Peoples Circle (IPC)** promotes understanding and respect for Indigenous cultures, traditions and perspectives while supporting reconciliation efforts. Through the "Tru Cooperative Bank Wednesday" employee fundraising program, \$2,000 was raised for the Orange Shirt Society, and \$1,800 was raised as part of supporting the Moose Hide Campaign. The IPC also co-hosted a webinar, Trauma of Money with guest Tuuparnaq Kopeck, that brought awareness to the connection between financial well-being and mental health.

Through the leadership of the IPC, Envision Financial provided a \$10,000 sponsorship to the Stalew Powwow to celebrate Indigenous culture and sponsored an Indigenous artisan. Three of our Tru Cooperative Bank team members volunteered at the event to engage with attendees and create connections within our communities. In 2025, the IPC also released an experiential holiday hosting guide featuring Indigenous business owners and cultural practices.

**The Pan-Asian Employee Network (PAEN)** leads conversations and activities that celebrate diverse Asian cultures and foster inclusion. In 2025, they hosted a webinar featuring filmmaker Baljit Sangra that was attended by more than 50 team members and brought awareness to Asian representation and storytelling. They also shared a dozen culture stories internally to foster better understanding about Lunar New Year, Ramadan, Transgender Day of Visibility, Sinhala and Tamil New Year, and Raksha Bandhan. Celebrating culture through food, the PAEN led a company-wide event entitled, "Don't Yuck my Yum," that brought 40 team members together to taste and learn about different cuisines.

**The Poss-Ability Network (PAN)** advocates for the accessibility and inclusion for people of all abilities. Educational content about understanding different mental and physical experiences was delivered throughout the year on subjects such as neurodiversity, mental health and accessibility.

Hosting a webinar in partnership with the Canadian National Institute for the Blind (CNIB) on Vision Loss Awareness, the ENG welcomed Andrew Gourlay from CNIB to

speak on challenges faced by people with sight loss. The talk provided employees with better understanding and awareness of tools that support success in the workplace.

**The Pride Employee Network** supports 2SLGBTQ2IA+ team members and allies by creating a safe, inclusive space and greater awareness. Through a "Tru Cooperative Bank Wednesday" employee fundraising day, \$820 was raised for local community organization, QMUNITY. During Pride Month, the ENG developed an employee survey that collected 33 responses leading to better understanding of the types of supports and resources employees need, while also participating in five local Pride events.

A Lunch and Learn led by Two-Spirit drag artist and educator Ella Lamoureux helped employees better understand drag and queer culture. The ENG also supported adopting pronoun inclusion in organizational systems.



# Empowering a future-ready workforce

In 2025, Tru Cooperative Bank advanced a future-ready workforce by strengthening leadership capability, fostering equitable access to development and enhancing organizational resilience. Grounded in our 12 key leadership capabilities—which define the essential behaviours required to lead effectively in a complex, rapidly evolving environment—we refined and expanded our leadership curriculum to strengthen capability-building across all competencies, with enhanced focus on innovation, communication and collaborative leadership. Together, these capabilities enable leaders to build trust, foster collaboration, embrace innovation and technology, navigate change with agility, and drive sustainable performance across the organization.

## Key enhancements to the curriculum include:

Leadership development specialization: All new people leaders are now automatically enrolled in a curated leadership pathway, ensuring a consistent, equitable and high-quality development experience that equips leaders to succeed from the outset.

## Leadership for everyone

To support inclusive opportunities for growth, leadership learning was expanded for all team members. These offerings enable capability development and career progression in essential areas such as effective collaboration, accountability and navigating complex or difficult conversations.

## Strengthened coaching culture

We deepened our investment in coach-focused development, enhancing training in core coaching skills and introducing one-on-one coaching provided by an internal certified coach. This supports leaders in fostering engaged, high-performing teams, contributing to a stronger organizational culture and long-term sustainability.

## Developing our team members

Investing in team member development is a strategic priority that drives engagement, retention and organizational performance. We recognize that providing trusted advice and exceptional service to our members is fundamental to who we are. As part of our

commitment to acting in members' best interests, we invest in development programs that equip our teams to understand member needs and deliver thoughtful, personalized financial solutions.

## Building confidence through development

Our commitment to equipping team members with the tools and training they need is delivering measurable results. In our most recent pulse check survey, 82% of respondents agreed they receive the training and development necessary to be effective in their roles—a substantial improvement from 62% in the 2022 OHI survey, marking a 20-point increase over three years. This upward trend underscores the impact of our sustained investment in learning and development.

Equally important, 95% of respondents expressed confidence in adapting to new technologies, reinforcing our focus on creating a future-ready, tech-savvy workforce. To reinforce this confidence and accelerate digital transformation, we have advanced key technology initiatives, including CRM Dynamics, which streamlines customer



relationship management through data-driven insights and Copilot training, which equips team members with AI-powered tools to enhance productivity and decision-making. These efforts strengthen our digital infrastructure and ensure our workforce remains agile and future ready.

**Advisor development**

The Member Advisor Development Program (MADP) plays a critical role in building advisory capability and supporting internal career progression. In 2025, 36 Member Advisors completed the program.

Participants invested an average of 118.5 hours each to complete the program, representing 4,266 total learning hours. This investment strengthens frontline capability, enabling Member Advisors to engage members with greater confidence, empathy and financial insight. Leaders consistently report strong outcomes, with one MA noting the program “catapulted their career journey.”

The Financial Advisor Development Program (FADP) remains a cornerstone of Tru Cooperative Bank’s talent and succession strategy. In 2025, we expanded the program to include Business Advisor and Assistant

Branch Manager roles, accelerating advisor readiness while deepening alignment with Tru Cooperative Bank’s culture, systems and technology.

During the year, 51 advisors completed the program, each investing an average of 60 hours, for a total of 3,060 learning hours. The program supports consistent, high-quality advice delivery and helps ensure advisors are well equipped to address complex member needs with sound judgment and care.

Through sustained investment in learning and development, Tru Cooperative Bank continues to strengthen its advisory

workforce, ensuring our teams have the skills, knowledge and confidence to serve members’ best interests and support their financial well-being now and into the future.

**2025 Development**

-  Total participants **87 advisors**
-  Total learning hours **7,326 hours**



**JASLEEN, Senior Financial Advisor**

**Digital, yet personal**

For more than 20 years, Robert and Ruth have turned to Envision Financial not just for banking, but for partnership through life’s most challenging moments. When a sudden health event left Robert anxious about their upcoming mortgage renewal, one thing grounded them: their trust in their member advisor Jasleen.

Although digital tools can feel overwhelming

for them, they knew they were in steady hands. As Ruth shared, “Anywhere we travelled, we could phone her and she would do what we needed. We never had to go to a branch. That’s huge.”

Through seven digital touchpoints, Jasleen guided them step by step, ensuring their mortgage was renewed and their peace of mind restored. The day before surgery,

Robert called simply to say thank you for giving him strength to trust the process. Their mortgage renewal was digital, but the experience was deeply personal.

“It’s a profound responsibility we carry,” says Jasleen. “Beyond managing finances, we support our members through some of life’s most challenging moments, offering security and confidence when it matters most.”

# Developing talent, reducing barriers

In 2025, British Columbia’s unemployment rate rose to 6.4%, with young people and recent graduates among the most affected. At Tru Cooperative Bank, we recognize that employment readiness is more than a resume—it’s about real-world experience, mentorship and connection. Our Student Internship Program is designed to bridge this gap.

This year, we welcomed and supported 26 students from diverse academic backgrounds into departments across our organization. By offering meaningful work placements, we’re not only creating opportunities, but we’re also actively addressing the barriers that contribute to youth unemployment.

Students gain:

- Hands-on experience in a professional environment
- Mentorship from experienced leaders
- Opportunities to volunteer and contribute to community initiatives
- Exposure to cross-functional teams and career pathways
- Presentation and research skills

These internships directly invest in the future workforce. They equip students with the tools, confidence and networks they need to transition successfully into long-term employment, whether at Tru Cooperative Bank or beyond.

By aligning our talent development strategy with the realities of the job market, we’re helping to build a more resilient, inclusive and opportunity-rich economy for all.

## Engagement, advocacy and retention

Employee participation in our listening channels remained high with 89.8% participation in our DEIB survey and 89% participation in our annual Pulse Check engagement survey. High participation is an important indicator of employee trust in feedback mechanisms and confidence that perspectives will be considered.

Employee advocacy was also strong. The Pulse Check’s “Likelihood to Recommend” score of 92% suggests employees are highly willing to recommend the organization as a place to work—an indicator commonly associated with positive culture, engagement and alignment.

Workforce stability remained solid, with voluntary turnover of 7.9%. We monitor voluntary turnover to understand retention and talent continuity, and to identify themes that may require targeted interventions (e.g., career development, workload, leadership practices or role clarity).



### STUDENT SPOTLIGHT

"The most rewarding part of my internship with the strategy team so far has been the opportunity to collaborate with multiple teams across the credit union, and have had the opportunity to collaborate with multiple departments including marketing, procurement, legal and product. Seeing the impact that research can have on the strategy and business direction of a large financial institution has been an incredibly valuable and rewarding experience."

**JOCELYN, Strategy Student**

## Workforce engagement, inclusion and retention

**89.8%**

DEIB Survey participation

**89.0%**

Engagement Survey participation

**92.0%**

Likelihood to recommend

**7.9%**

Voluntary turnover

*Higher is better for participation and advocacy; lower is better for voluntary turnover.*



# BUSINESS OPERATIONS

# Deploying capital for member and community resilience

Tru Cooperative Bank’s impact is rooted in how we utilise capital—through strategic mortgage renewal decisions, timely credit deployment and financing solutions tailored to member needs—all aligned with cooperative values. This approach enables us to support members and local businesses that play a critical role in British Columbia’s economy, helping ensure financial resilience and long-term operational stability.



# Safeguarding member financial health

A few years ago, Tru Cooperative Bank identified that an unprecedented number of member mortgages were renewing at much higher interest rates. We recognized the risks posed by rising interest rates and the potential for negative amortization. Meaning, a payment is less than the interest owed for that period and the unpaid interest gets added to the loan balance, so members end up owing more than when they started.

With interest rates rising sharply across Canada, nearly 60% of all mortgages faced renewal in 2025, Tru Cooperative Bank identified a significant challenge for its members. In 2022, 2,400 mortgages were

renewing with that number doubling to 4,876 members in 2025. Recognizing the potential for adverse impacts, particularly among members holding variable rate mortgages—Tru Cooperative Bank implemented a proactive, data-driven strategy to mitigate risk and promote financial stability and built a cohesive plan that included targeted communication to engage members early. Advisors leveraged our approach to member-centric decision-making to determine appropriate solutions for each member’s unique circumstances. Notably, only a handful of accounts required changes to their amortization, underscoring the effectiveness

of early intervention and reducing members’ shock at renewal.

### Certainty in uncertain times

The program was successful, by December 31, none of our members were in negative amortization. This outcome stands in stark contrast to broader industry trends, where many institutions allowed members to quietly accumulate debt by maintaining fixed payments after reaching their trigger rate. Tru Cooperative Bank’s approach—rooted in foresight, rigorous account monitoring and direct member engagement—ensured that interest obligations were always met and that members avoided hidden debt.

In an environment marked by uncertainty and financial stress, Tru Cooperative Bank members are navigating renewals with confidence and clarity.

Tru Cooperative Bank’s proactive mortgage renewal strategy exemplifies the power of early intervention, personalized support and responsible risk management. By anticipating challenges and acting decisively, we have protected our members from the most severe impacts of rising interest rates. Our commitment to member well-being, financial education, and tailored solutions has fostered resilience and long-term financial health across our membership.

## Inclusive financial support when life changes

In 2025, we saw the real impact that trusted advice has on member well-being. For Conor, a Valley First member in Kelowna, an unexpected job loss left him struggling to keep up with his housing costs and he was very stressed. After trying many solutions on his own and eventually feeling out of options, he turned to his Valley First advisor, Roxy, for help. Taking time to understand his situation, Roxy worked with Conor to find an option that

could ease some stress, deferring several months of mortgage payments so he could create a path forward. When Roxy checked in with Conor a few months later, she found his outlook had totally turned around. “If I had advice for someone in my situation, I would say ‘don’t be afraid to be honest. Everyone at Valley First really cared to fix my issues or help in any way they could. It took some of the load

off so I could focus on finding a comfortable path forward,” Conor says. Conor’s experience highlights the vital role that we play in giving our members stability. Every member can face a tough moment, and our advisors are always there with compassion and financial support to help them flourish.



IMPACT IN ACTION

# Supporting a critical agricultural transition

In the summer of 2024, BC Tree Fruits—a grower-owned cooperative that had supported B.C.’s fruit industry for nearly 90 years—collapsed under mounting financial pressures and entered court-directed liquidation, putting growers, jobs and domestic food supply chains at risk.

Recognized nationwide by its iconic green leaf logo, the cooperative represented hundreds of small farms to process, pack and distribute tree fruits from growers.

Wildstone Construction Group, a long time Tru Cooperative Bank member through our

Valley First brand, stepped forward with a plan to acquire the business and revive operations. Drawing on the financial strength of Tru Cooperative Bank’s multi-brand model and the deep local knowledge of the local community, we moved quickly to help stabilize a business that plays a vital role in B.C.’s agricultural economy.

Valley First structured and funded a complex financing solution, enabling a strategic partnership with Ontario-based Algoma Orchards. Algoma’s operational expertise ensures BC Tree Fruits can continue to serve

growers and markets across Canada. Without this intervention, many growers would have faced costly cross-border shipping or loss of market access altogether. Instead, the solution remained Canadian—protecting jobs, stabilizing farm incomes and strengthening domestic food resilience.

Today, a B.C. business that might have disappeared is operating once again. 27 employees are back at work, with plans to hire more than 20 additional staff as packing facilities in Oliver, Keremeos and Summerland ramp up to full capacity.

Looking ahead, 30 to 35 growers are expected to ship produce through the facilities this season, supporting hundreds of families and farm workers across the region.

This outcome reflects cooperative banking in practice—working alongside our members to deploy capital that delivers measurable benefits for growers, workers and communities, while strengthening the systems that keep B.C.’s agricultural economy thriving.



# Respecting our members' privacy

As a member-owned credit union, protecting personal information is a core component of our governance practices and a foundational element of the trust we build with members, team members and partners. We integrate strong privacy principles into our ESG reporting, ensuring transparency, accountability and responsible data stewardship across everything we do.

## Our privacy principles

Our approach is guided by globally recognized privacy standards, including the 10 Fair Information Principles as well as Canadian legislation such as Personal Information Protection and Electronic Documents Act (PIPEDA) and British Columbia's Personal Information Protection Act (PIPA BC). These laws inform our internal privacy policy and shape how we collect, use, disclose and safeguard personal information.

We apply these principles consistently across our operations and they are reflected within

our disclosures. Personal data included in our reporting is aggregated, anonymized or consent-based, ensuring that insights such as workforce demographic trends never compromise individual rights or identities.

## Responsible data use

We collect only the information necessary to deliver services, meet regulatory obligations and strengthen organizational performance. When data is used for analysis or reporting, all identifiable information is removed to protect privacy.

We do not sell personal information. When partnering with trusted service providers, we ensure they adhere to privacy, legal and security standards aligned with Canada's privacy requirements.

## Accountability and oversight

A designated privacy officer oversees our privacy program, ensuring compliance with legislative requirements and internal

standards. We maintain clear processes for responding to member inquiries, addressing concerns and continuously reviewing our practices to strengthen protections.

## Training and awareness

Every employee receives ongoing privacy and data protection training to support their role in safeguarding member information. This includes understanding how to handle personal data, recognizing potential and emerging risks, and complying with internal protocols and regulatory obligations. In 2025, 100% of team members completed the annual training.

## Safeguards and security practices

We use layered security controls—including encryption, secure storage, restricted access and monitoring to protect personal information from unauthorized access, misuse or loss. Our privacy and security safeguards evolve with emerging risks, technologies and best practices.

## Measuring accountability

We track key privacy and data protection metrics to evaluate performance and maintain transparency:

- The privacy officer is engaged in the review of new and updated products and services to provide privacy guidance and oversight
- Privacy policy is transparent on what is collected and why
- Privacy impact assessments are completed for third-party applications, as deemed necessary through risk-based evaluation
- Privacy training updated annually to include emerging risks, completed by 100% of team members

These measurements help ensure continual improvement and reinforce our commitment to responsible data governance.

For more information visit:  
[Privacy policy](#)

# Managing risk by safeguarding data, systems and online interactions

At Tru Cooperative Bank, protecting our members and strengthening the resilience of our cooperative are foundational to how we deliver impact. Cyber security is an essential part of this work. As digital risks grow in scale and sophistication, our ability to safeguard data, systems and online interactions has become central to maintaining the trust our members place in us.

Our cyber security program is designed not only to defend against threats, but to reinforce the principles of responsible governance that guide our ESG approach. By investing in strong operational practices, educating our employees, carefully managing third-party relationships and embedding clear policies and oversight, we reduce the likelihood and impact of cyber incidents that could disrupt our services or compromise member information. These efforts help ensure that we operate with integrity, transparency and accountability, values that define who we are as a cooperative.

**Cyber Security’s impact on ESG 2025**

Tru Cooperative Bank’s cyber security program reinforces its ESG framework by proactively reducing risks that threaten operational resilience, digital assets and stakeholder trust. Reducing the likelihood and impact of material cyber incidents demonstrates responsible governance and long-term value creation.

---

 **Cyber operations**


**7,854 Alerts processed by cyber security tools** that have been monitored by cyber operations protecting Tru Cooperative Bank from cyber incidents and attacks that must be triaged for potential impact.

 **Employee cyber education**


**843 Total number of phishing emails** that Tru Cooperative Bank’s Security operations teams have investigated.

---

**35 Enhanced educational tactics** to ensure Tru Cooperative Bank team members learn about current topics and how to protect themselves.

 **Third-party cyber vendor risk assessments**

**14 Third-party risk assessments** are crucial for identifying vulnerabilities introduced by external vendors, ensuring they meet Tru Cooperative Bank’s security standards. These help reduce the risks of data breaches and regulatory violations by continuously monitoring and mitigating risks associated with third-party access and services.

 **Audits/Assessments**

**8 Internal and external security audits and assessments** are essential for identifying vulnerabilities, ensuring compliance and strengthening an organization’s overall cyber security posture. They provide independent validation of controls and help prevent breaches by proactively addressing risks before they can be exploited.

 **Cyber management governance**

**Published cyber security enterprise policies & guidelines**

Cyber security policies and guidelines at Tru Cooperative Bank establish clear standards for secure behaviour, regulatory compliance and risk mitigation, ensuring consistent protection of member data, operational resilience and alignment with industry frameworks including the Centre for Internet Security, National Institute of Standards and Technology and OSFI's Supervisory Framework.

# Impact investing

At Tru Cooperative Bank, we believe how we invest reflects who we are. Impact investing is one of the most powerful ways we bring our purpose "Together, we create a future where everyone can flourish" to life. Through our impact investment portfolio, we deploy capital intentionally into funds and initiatives that focus on positive, measurable social and environmental outcomes, while delivering sustainable financial returns for our members.

Our approach is grounded in the belief that finance can and should strengthen the well-being of people, communities and the planet. That's why we invest in areas such as affordable housing, climate innovation, Indigenous reconciliation, social enterprise development and resilient local economies. These investments complement our broader ESG and impact commitments, advancing environmental stewardship, social inclusion and strong governance across everything we do.

Since 2024, Tru Cooperative Bank committed \$5.5 million to impact investments that support long-term community prosperity. From clean-energy and housing solutions to community-owned enterprises and innovative social finance models, each investment demonstrates how capital can be used to drive meaningful change. This strategic focus allows us to partner with forward-thinking organizations and contribute to scalable solutions that benefit our members and the communities we serve.



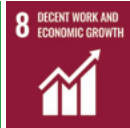



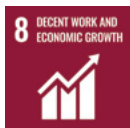


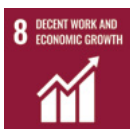






Impact investing is more than a portfolio, it reflects our values, our purpose and our commitment to helping build a more sustainable and equitable future.



# Tru Cooperative Bank Impact Investment Portfolio

Our impact portfolio is designed to generate positive, measurable social and environmental outcomes through the responsible allocation of capital, supporting long-term value creation for our members and contributing to the well-being of the communities in which we operate.

As of December 31, 2025, \$5.5 million total committed capital has been placed.

Tru Cooperative Bank SDGs Supported by the Investments	Investments (Dec. 31, 2025)	Investment Focus	2025 Highlights
    	<p><b>Active Impact Fund II &amp; III:</b> two Limited Partnership funds.</p>	<p>To provide capital and talent to accelerate the growth of early-stage climate tech ventures catalyzing the transition from finite to infinite sources of energy, food and water products.</p>	<p>Facilitated the creation of 398 jobs, mitigated 94,814 tCO2, generated 313,354 MWh of clean energy and saved +90M litres of water.</p>
  	<p><b>Thrive Impact Fund:</b> preferred shares</p>	<p>Thrive Impact Fund is an evergreen impact fund providing flexible and patient capital to high impact organizations in British Columbia that are innovating and providing solutions to environmental, social, cultural and community challenges.</p>	<p>Facilitated the creation of 69 new jobs and paid \$9.8M in wages. 93% of leadership positions are led by individuals who self-identify as belonging to equity-deserving groups.</p>
   	<p><b>New Market Funds Affordable Rental Housing Fund II:</b> Limited Partnership fund</p>	<p>New Market Funds invests in purpose-built, stabilized multi-family affordable rental housing and also acquires for-profit apartments to preserve affordability via conversion to non-profit ownership.</p>	<p>Facilitated the creation or preservation of 1,365 affordable housing units. 1,752 units in the pipeline across 7 active deals in BC, MB, ON, QC and PEI.</p>
   	<p><b>Ayrshire Housing Impact Fund II:</b> Limited Partnership fund</p>	<p>A multi-family rental development fund, looking to capitalize the build of new multi-family rental housing construction, principally focused on Western Canada.</p>	<p>Provided 974 units, 17% at discounted rent prices and 9% having neuro-inclusive design. All residences achieved 20% greater emission efficiency than the 2017 National Energy Code for Buildings, except for Parkside North, which reached 98%.</p>

Tru Cooperative Bank SDGs Supported by the Investments	Investments (Dec. 31, 2025)	Investment Focus	2025 Highlights
	<p><b>Raven Indigenous Outcomes Fund:</b> Limited Partnership fund</p>	<p>First of its kind Indigenous Outcomes Fund makes domestic investments in diversified, Indigenous outcomes-based financing deals. The fund pursues investments in Indigenous programs/ initiatives with an established evidence base for success with high-capacity service providers that have proven organizational management and deep community support or ownership.</p>	<p>Facilitated the creation of 12 jobs and trained 44 Indigenous workers. Ongoing projects include energy retrofitting of 25 homes in the Sioux Valley Dakota Nation and installation of solar systems for 123 homes in the Onion Lake Cree Nation.</p>
	<p><b>Spring Impact Capital Fund:</b> Limited Partnership fund</p>	<p>Launched from Spring Activator’s national accelerator program. The fund seeks out investments in startups with an effort to scale innovation for a more sustainable, healthy and equitable world, which may include, but is not exclusive to, companies operating in the areas of climate, health and diversity.</p>	<p>\$2.5M deployed across 9 startups in the health and climate industries. 75% of portfolio founders are led by individuals identifying as diverse.</p>
	<p><b>Propolis Cooperative Housing Society:</b> community bond</p>	<p>A non-profit housing cooperative developing affordable, sustainable, net-zero, multi-family buildings in Kamloops. Propolis has issued a community bond in support of building a six-storey apartment with 50 affordable residential units.</p>	<p>Currently under development in Kamloops is a six-storey residential project that will provide 50 affordable housing units, with rents set at approximately 55% of market rates.</p>

# Raven Indigenous Outcomes Fund

Tru Cooperative Bank is committed to advancing reconciliation and supporting the self-determination of Indigenous communities across Canada. Through our \$1,000,000 investment as a limited partner in the Raven Indigenous Outcomes Fund (RIOF), we support positive impact for Indigenous communities. Raven Outcomes, as the fund's Indigenous-led manager, leads all investment decisions and ensures that Indigenous priorities, knowledge and leadership guide the work at every stage.

The RIOF is the first-of-its-kind, Indigenous outcomes fund in Canada, majority Indigenous-owned and governed and is designed to finance community-driven programs through outcomes-based contracts. This outcomes-based approach ensures that capital deployed by the fund contributes to improvements in areas such as clean energy, housing, health and workforce development.

This model differs from traditional impact venture capital. Instead of investing directly in enterprises, RIOF uses Community-Driven Outcomes Contracts (CDOCs) to fund community-designed solutions that deliver verified social outcomes. CDOCs centre Indigenous leadership by ensuring communities identify priorities, co-design

interventions and define success, while Raven Outcomes manages investment decisions, contracting and outcome verification.

Each project begins with a solutions lab, where communities, social enterprises and partners co-create interventions and define impact priorities grounded in Indigenous protocols and ceremony. This ensures that outcomes are shaped by the people they are intended to serve and reflect local aspirations, knowledge and cultural values.

Recent projects supported by the fund include:

- Energy-efficient home retrofits and geothermal installations in three First Nations: improving living conditions, reducing energy costs, creating jobs and strengthening local capacity.
- Workforce training and enterprise development: enabling Indigenous communities to build resilient workforces and launch community-owned social enterprises.
- Health initiatives such as diabetes prevention programs: designed and delivered by Indigenous communities to meet specific health needs and support long-term well-being.

All outcomes are verified by independent evaluators, ensuring transparency and accountability. The fund's impact measurement framework—designed and implemented by Raven Outcomes, is rooted in Indigenous values and emphasizes respectful relationships, cultural safety and the well-being of Indigenous Peoples. Each project aligns with the United Nations Sustainable Development Goals, supporting climate action, good health, economic inclusion and self-determination.

Tru Cooperative Bank's participation as a limited partner reflects our commitment to building meaningful relationships and supporting Indigenous-led solutions. By investing alongside other partners in Raven Outcomes' work, we help contribute to positive, sustainable change and strengthen the bond between Tru Cooperative Bank and Indigenous communities across Canada.



For more information, visit [Raven Outcomes](#)

# Spring Impact Capital Fund

Through our \$500,000 investment in the Spring Impact Capital Fund, Tru Cooperative Bank is helping accelerate the development of early-stage ventures that address some of society’s most pressing challenges in the areas of climate and health. The Fund is designed to provide flexible, patient capital to startups and organizations working to create a more sustainable, healthy and equitable world. By supporting Spring Impact Capital Fund, Tru Cooperative Bank is investing in a new generation of entrepreneurs who are driving positive change in areas such as climate action, health and diversity.

Spring Impact Capital Fund stands out for its commitment to scaling innovation and supporting companies that deliver measurable social and environmental impact. The fund has invested in a diverse portfolio of startups, with a focus on companies operating in climate, health and diversity sectors. The fund’s approach brings together capital from a range of investors and partners, creating a collaborative platform for growth and impact.

2025 projects supported by Spring Impact Capital Fund include:

- **Climate tech startups:** Investments in companies developing solutions for clean energy, waste reduction and sustainable agriculture. In 2025, the fund supported companies in the climate sector, with portfolio impacts including approximately 831 tonnes of CO<sub>2</sub> emissions mitigated by climate-focused companies
- **Health innovation:** Support for ventures focused on improving access to healthcare and advancing medical technologies. The fund has backed organizations that collectively served over 400,000 individuals in underserved communities
- **Diversity and inclusion:** Dedicated to diversity, with 80% of portfolio founders identifying as diverse, Spring Impact Capital Fund is helping to foster greater equity and opportunity in the innovation ecosystem

All investments are monitored for both financial performance and impact outcomes, ensuring transparency and accountability.

Spring’s approach emphasizes mentorship, capacity building and long-term partnership, helping portfolio companies grow sustainably and maximize their positive impact.

Tru Cooperative Bank’s partnership with Spring Impact Capital Fund reflects our commitment to fostering innovation, supporting entrepreneurs and building resilient communities. By working together, we are helping to create lasting change and strengthen the bond between our credit union and the communities we serve.



For more information, visit [Spring Impact Capital](#)





# GOVERNANCE

# Complaints management

An effective complaints management program is fundamental to strengthening trust. At Tru Cooperative Bank, member feedback raised through complaints is valued as an important opportunity to better understand lived experiences and evolving needs. By thoughtfully reviewing and analyzing complaint insights, we identify patterns that help improve processes, enhance clarity and support more consistent, member focused outcomes. These insights inform targeted improvements across our operations, including service design, training and policy refinement, ensuring that changes are grounded in real member experiences. This approach reinforces Tru Cooperative Bank’s commitment to accountability, continuous improvement and responsive service for our members and communities.

In 2025, complaint activity showed a notable shift, with total complaints declining from 817 in 2024 to 552 in 2025—representing a one-third reduction in new cases entering our process. Resolution results during this period indicate that our teams continued to address concerns in a sustained and transparent manner.

Timeliness indicators highlight both operational gains and the realities of a more complex complaint environment. Average resolution time for non-escalated complaints improved from 5.7 to 4.9 days, demonstrating increased efficiency in resolving straightforward cases promptly. At the same time, overall average resolution time increased to 16.5 from 14.4 days, and satisfaction declined from 85% to 75%, largely due to a greater proportion of complex, escalated cases requiring specialized review. Escalated complaints naturally involve more time intensive assessment, and the increase in average resolution time underscores our commitment to member focused investigations that prioritize fairness and integrity over speed.

Only 10 complaints were escalated to the external complaints body within the reporting period, the Ombudsman for Banking Services and Investments (OBSI), a Canadian organization that serves as an impartial investigator of banking-related concerns. This is a relatively low figure, considering all complainants are informed of their right to

seek the services of OBSI and are provided with the firm’s contact information as part of their complaint handling experience. The low escalation rate likely reflects both the effectiveness of our investigations and our commitment to transparency and consumer rights.

Collectively, these trends illustrate the ongoing integration of ESG principles within our complaint handling operations, resulting in sustainable practices, and a resilient and responsive service environment for our members.

For more information:  
**Resolving Your Complaints**

## COMPLAINT RESULTS<sup>5</sup>

Metric	2024	2025
Total number of complaints received	817	552
Total number of complaints resolved or closed	799	561
% escalated for further investigation (of complaints received)	27%	31%
Average resolution time non-escalated complaints <sup>6</sup> (of complaints resolved)	5.7 days	4.9 days
Average resolution time (of complaints resolved)	14.4 days	16.5 days
% resolved within 14 days <sup>7</sup> (of complaints resolved)	76%	69%
Satisfaction rate (of complaints resolved)	85%	75%
Total # escalated to the OBSI (of complaints resolved)	10	10

<sup>5</sup> To Dec 31, 2025

<sup>6</sup> Calendar days

<sup>7</sup> Measurement and methodology review completed for 2025 resulting in replacement of % resolved within 7 days metric with % resolved within 14 days metric to more appropriately aligned with service-level commitments made through complaint handling process.

# Board governance

Tru Cooperative Bank is governed by a member-elected Board of Directors that provides independent oversight, strategic direction and stewardship on behalf of its members. As of 2025, the board is composed of 12 directors, elected to staggered three-year terms to support continuity, renewal and accountability.

The board reflects a commitment to diversity, equity and inclusion, with women representing approximately 42% of directors and 25% identifying as members of equity-deserving and/or inequity-experiencing groups. Directors represent all regions served

by Tru Cooperative Bank and bring a broad mix of skills, professional experience and community perspectives that strengthen decision-making and oversight.

Governance practices are grounded in cooperative principles, regulatory expectations and transparency. The board holds fiduciary responsibility for approving strategy, setting the organization’s risk appetite, overseeing financial and non-financial performance, and appointing and evaluating the CEO. Board effectiveness is supported through regular performance and peer evaluations, ongoing director education,

and setting clear standards for independence and ethical conduct.

Risk oversight is a core responsibility of the board. A dedicated Risk, Investment and Loan Committee oversees the credit union’s risk appetite and enterprise risk management framework, lending and investments policies, and ensures consistent alignment with regulatory and prudential standards. The board regularly reviews key financial, operational, regulatory, environmental and social risks to support organizational resilience and long-term sustainability.

The board operates through a robust committee structure, including Audit and Conduct Review; Governance and Nominations; Human Resources; and Government Relations and Partnership, providing focused oversight across financial integrity, risk management, renewal, and talent and culture.

Together, Tru Cooperative Bank’s board composition, governance practices and risk oversight support ethical leadership, sound decision-making and long-term value creation for members, communities and stakeholders.

## Executive Team



**LAUNI SKINNER,**  
Chief Executive Officer



**MARK MORELAND,**  
Chief Financial &  
Strategy Officer



**SHELLEY BESSE,**  
Chief Credit Officer



**LESLIE CASTELLANI,**  
Chief Governance &  
Corporate Affairs Officer



**DARRELL JAGGERS,**  
Chief Transformation  
Officer



**CARL LAMOUREUX,**  
Chief Risk Officer



**MARGO LAWRENCE,**  
SVP, People & Culture

## Board of Directors 2025



**DEBORAH BUSZARD**



**PAUL CHALLINOR**



**MERYLE CORBETT**



**JEFF DYCK**



**RICHARD HILL**



**WAHEED HIRJI**



**DARRYL KROPP**



**DAVID LETKEMANN**



**CATHY MACINTYRE**



**BALRAJ MANN**



**RENEE MERRIFIELD**



**SHAWN NEUMANN**



**KARLEY SCOTT**



**Forward-looking statements:** From time to time, Tru Cooperative Bank makes written and verbal forward-looking statements. Statements of this type are included in the Impact Report and reports to members and may be included in filings with regulators or in other communications such as press releases and corporate presentations. Forward-looking statements include, but are not limited to, statements about Tru Cooperative Bank's objectives and strategies, targeted and expected financial results, and the outlook for Tru Cooperative Bank's businesses or for the Canadian economy. By their very nature, forward-looking statements involve numerous assumptions and are subject to inherent risks and uncertainties, which give rise to the possibility that Management's predictions, forecasts, projections, expectations and conclusions will not prove to be accurate, that its assumptions may not be correct and that its strategic goals may not be achieved.

---

#### **About Tru Cooperative Bank, formerly First West Credit Union**

Tru Cooperative Bank brings together the best of both worlds, combining the strength and stability of a leading Canadian financial institution, and the care and community leadership of a local cooperative. With nearly \$20 billion in total assets and assets under administration, and more than 289,000 members, Tru Cooperative Bank offers clear, practical advice and modern banking that's designed to be digital when it should be, and personal when it matters.

Through its local brands – Envision Financial, Valley First, Island Savings and Enderby & District Financial – Tru Cooperative Bank has contributed more than \$44 million back to local communities while cultivating a nationally-recognized culture shaped by courageous leadership, authentic connection and collective strength. Learn more at [trucooperativebank.ca](https://trucooperativebank.ca) and see how we're redefining banking to create a future where everyone can flourish.