



2021

Corporate Social
Responsibility Report

Investing in People and Communities



Our Purpose

At BlueShore Financial, we strive to build long-lasting relationships with our clients by providing mutually beneficial solutions to help improve their overall financial well-being.

We have a responsibility for the financial wellness of our clients, but we're also deeply committed to supporting the broader community and socioeconomic causes that contribute to their overall wellness. In ways big and small, we all contribute to and invest in the people and communities around us.



Our Place in the World

A full-service financial institution, BlueShore Financial serves clients across British Columbia through our branch network across the Lower Mainland and the Sea-to-Sky Corridor. Our region is renowned and celebrated worldwide for its unparalleled natural beauty, bounty of resources, high quality of life, and diversity of peoples and cultures.

We acknowledge that our services are provided on the unceded territories of the Lil'wat7ul (Lil'wat), x^wməθk^wəyəm (Musqueam), S_kwxwú7mesh (Squamish) and Səílwəta?/Selilwitulh (Tsleil-Waututh) Nations.

Given this remarkable setting, we are dedicated to improving the overall well-being of the people who live here – our clients, our employees and our greater communities.

Corporate Social Responsibility at BlueShore

Corporate Social Responsibility (CSR) is an integral part of our culture and values. Our commitment is to operate in a financially, socially and environmentally sustainable manner, while acknowledging the interests of all of our stakeholders.

To achieve this, we engage in a number of activities, programs, and initiatives that connect back to our values and our commitments. Some are ongoing and have been part of our culture for years, while others have risen to greater prominence and significance in 2021.

Here are some of the engagements and initiatives we focused on in 2021.

Imagine Canada

BlueShore is proud to be an Imagine Canada Caring Company. As part of this program, we contribute a minimum of 1% of our pre-tax profits to community donations and sponsorships, and follow best practices laid out by the national charitable organization, Imagine Canada.

Community Funding

Community funding is provided through our corporate Donation and Sponsorship Programs. In addition, we contribute to the Credit Union Foundation of BC's student scholarship and bursary program. By partnering with local organizations, we aim to support wellness in all its forms.

Staff Volunteerism

BlueShore employees are encouraged to give of themselves, their time, and their skills through our Making Waves program which provides employees with one paid day off a year to volunteer for their chosen cause.

Each employee who volunteers at an organization for a minimum of 20 hours a year receives a donation to the charitable organization of their choice.

Arts in View

Well-being isn't just about finances or health, it's also about the beauty of human creativity. The BlueShore Financial Arts in View program is designed to foster and celebrate the artistic and cultural development of our community. It supports West Coast artists by offering a unique exhibit opportunity to display their work, as well as providing visitors to our Financial Spa® branches with a chance to experience and appreciate the creativity of our local artists.

Displays are carefully curated and exhibited on a rotating basis across our network of branches. Current exhibits and information on the works and their creators can be viewed on our website.



Did you know?



BlueShore's Local Impact

Through our Double Your Impact initiative, we helped turn our \$10,000 donation to Lions Gate Hospital Foundation into **\$33,000**.

Backed by dollars and a sense of community, BlueShore takes action and makes an impact.

Progressive and Inclusive Work Culture

BlueShore strives to be an employer of choice by fostering a progressive corporate culture, powered by engaged employees. We believe the values of diversity, equity, and inclusion play a critical role in the success of our business and the well-being of our staff and clients. We recognize that diversity of thought and being curious about the world around us will lead to greater innovation for meeting our clients' needs, a deeper understanding among people, and stronger, richer, and more vibrant communities.

As a testament to our commitment to building a community and people-centric workplace, BlueShore was named a Kincentric "Best Employer in Canada" from 2011 to 2020 and has received three Waterstone Human Capital "Canada's Most Admired Corporate Culture" awards, including inclusion in their "Hall of Fame" in 2021.

Client Financial Literacy

We believe that achieving financial wellness begins with accumulating financial knowledge. We continually provide learning opportunities for our clients and our communities to help build their understanding of financial systems, products, and strategies so they can in turn make more informed decisions. Through webinars, one-on-one interactions, client newsletter communications, and our newly revised online Advice Hub, we offer our clients information and advice to help guide their financial wellness.

Building financial literacy is a lifelong process, so starting early has its advantages. Through our Wishbank program, we help parents and educators alike to instill a sense of financial understanding and responsibility in our children. Teaching them the value of money and the concepts of "save, spend and share" can help ensure that they grow up to become financially literate - and financially secure - adults.

Environmental Sustainability

We are committed to incorporating sustainable initiatives into our business and operational practices wherever possible.

Our Financial Spa® locations and head office incorporate a number of features to minimize energy consumption and make use of recycled materials in design, construction and operations.

To do our part in easing traffic congestion and promote environmental wellness, we offer transit subsidies for staff, dedicated carpool parking spots and a loan benefit program for bike or e-bike purchases.

To encourage sustainable forestry practices, we offer paperless bank statements for clients who can reduce their paper waste through the use of electronic statements. According to data from Aviso Wealth, BlueShore has one of the highest adoption rates among Canadian credit unions for clients who have made the switch to paperless statements. We also print the majority of our marketing materials on FSC compliant paper stock using Hemlock Printers, a local company that has been named Most Environmentally Progressive Printer in Canada.

BlueShore Financial is the founding sponsor of the LEED certified BlueShore Financial Environmental Learning Centre in Squamish. The building is located at the North Vancouver School District's Cheakamus Centre, (formerly the North Vancouver Outdoor School), which hosts programming intended to teach youth about respecting and appreciating the environment.

Did you know?



Unpackaging Success

Our sustainability efforts have significantly reduced the amount of packaging on technology and office equipment purchased for BlueShore business. An example? In 2021, we streamlined ordering to reduce 300 potential package deliveries to just 25.

Responsible Investing

Naturally, financial services are the core of BlueShore Financial's business. We maintain a high standard for helping clients seek investment products and opportunities that align with our goal of being socially responsible.

One option uses our investment partner Aviso's discretionary management program, OnPoint Managed Portfolios, clients can select asset managers that not only utilize Environmental, Social and Governance (ESG) analysis as part of their RI screening, but also asset managers that specialize specifically in ESG and the exclusion of companies that are primarily engaged in the extraction, production and distribution of fossil fuels such as coal, oil and natural gas. A second option utilizes RI capabilities of research providers, such as Refinitiv, to build a customized a discretionary portfolio.

Additionally, through our relationship with NEI, a leader in defining, shaping and integrating Responsible Investing in Canada, there are a number of mutual funds that include ESG analysis that determine how energy companies are responding to climate change through shareholder action and dialogue on:

- Improving disclosure on GHG reduction policies and performance
- Reducing GHG emissions and finding innovative solutions to lower their footprint
- Adaptation to address risks created by climate change that can no longer be avoided
- Public support for the development of effective climate policy

Truth and Reconciliation

The year 2021 was an extraordinary turning point in our national understanding of Indigenous communities and the cultural impact of colonization and residential schools. BlueShore recognizes the significance of truth and reconciliation across our country.

In light of the federal government's new legislation recognizing September 30 as the National Day for Truth and Reconciliation, we chose to honour this day and closed our branches and head office on September 30, 2021. This allowed all BlueShore employees (and clients) a time to reflect and deepen our understanding of truth and reconciliation, and honour Indigenous residential school survivors, their families and communities as a vital part of the process of reconciliation. We are proud to support The Indian Residential School Survivors Society who provides services and resources to residential school survivors.

Furthermore, ahead of September 30, we provided our staff with an education session in partnership with Reconciliation Canada and offered resources to enable ongoing reflection and learning.



Bill Reid Gallery Opening

Supporting culture and the arts are vital parts of enhancing wellness in our communities.

Causes and Organizations We Support

In addition to the initiatives above, BlueShore is actively engaged with key organizations across our communities, providing monetary, sponsorship, and volunteer support on a variety of levels.

Some of the charitable and not-for-profit organizations we supported in 2021 include:

- Alzheimer Society of BC
- BC Children’s Hospital Foundation
- Big Sisters of BC Lower Mainland
- Burnaby Neighbourhood House
- Chor Leoni
- Covenant House Vancouver
- Crisis Centre of BC
- Dress for Success Vancouver
- Indian Residential School Survivors Society
- Lions Gate Hospital Foundation
- North Shore Community Foundation
- Whistler Community Services Society

Did you know?

Spirit of Giving

BlueShore Financial donates at minimum 1% of pre-tax profits each year and provides employees a paid day off to volunteer.

Giving With Guusto

BlueShore offers employee recognition gifts through Guusto, who in turn donates one day of clean drinking water to the One Drop Foundation for every reward sent. In 2021, we provided over 2500 days of clean water to those in need around the world.



Whistler Half Marathon

BlueShore is proud to support and sponsor wellness activities in the communities we serve.

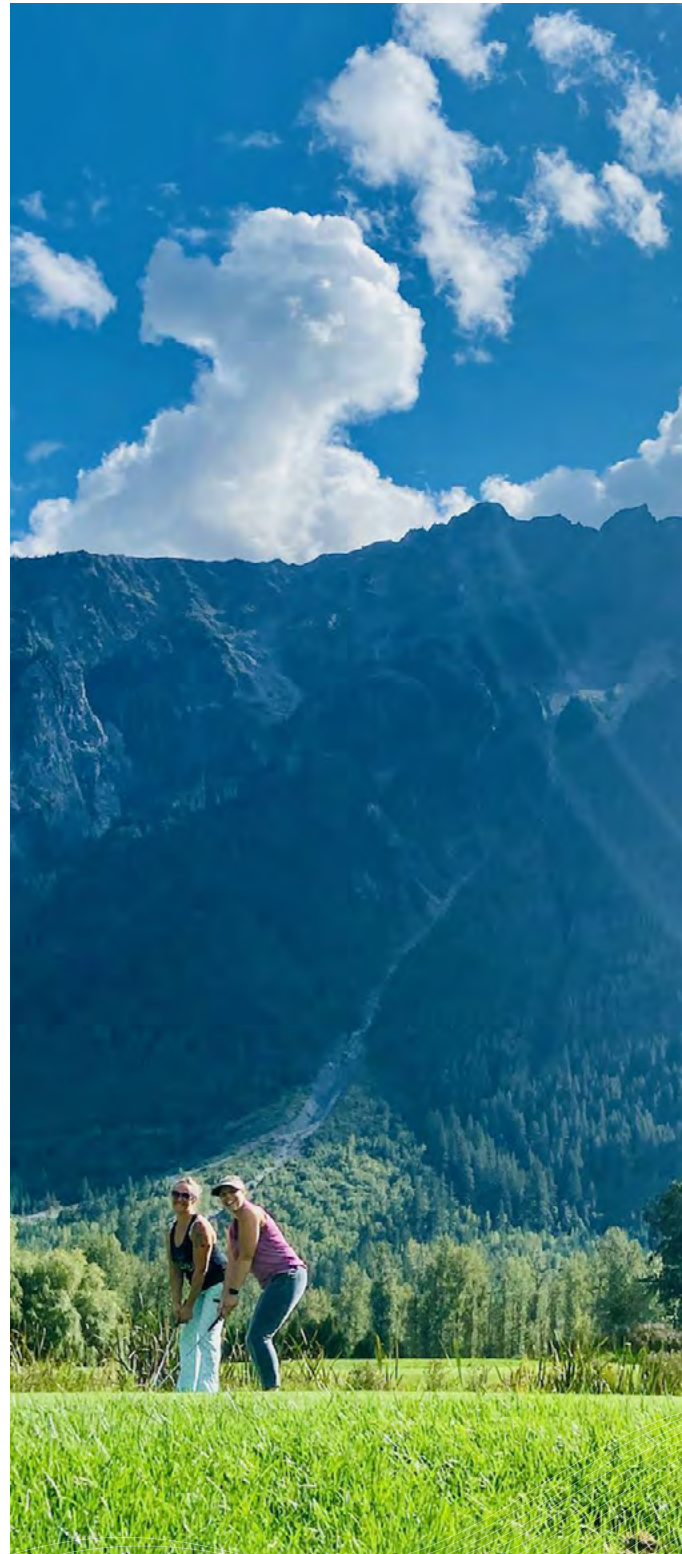
Corporate Governance

As a member-owned organization, we are committed to excellence in corporate governance. We are open and accountable to our members/owners, and adhere to corporate governance practices that reflect the highest level of oversight, independence and accountability.

BlueShore Financial is governed by a nine-person Board of Directors who possess a targeted mix of skills and experience, as well as diverse backgrounds to help guide our strategic success. The Board is accountable to our members while acting in the best interest of the Credit Union.

Pemberton Golf Tournament

Giving back and sponsoring community events are part of the BlueShore landscape.



Head Office & Administration

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Locations

Burnaby
North Vancouver
Pemberton
Squamish
Vancouver
West Vancouver
Whistler

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