


www.firecreditunion.ca

HOTSTUFF

OUR FAMILY, YOUR FUTURE

Dear Members: 2011 will be a very special year for our Credit Union.

On December 24th, 1941, the then Ontario Minister of Agriculture Patrick Michael Dewan signed a certificate incorporating the Toronto Fire Department Employees Credit Union. Twenty-five City of Toronto fire fighters' names appeared on the original declaration of incorporation constituting the charter members of our Credit Union.

Today, nearly 4,500 Ontario fire fighters and their families, as well as numerous civic employees and their families at our East York facility, have built a \$70 million Credit Union that is approaching its 70th anniversary with confidence and pride. Throughout 2011, we will be celebrating our rich history, and this fall, we will be preparing for our milestone year by conducting a thorough review of our products, partnerships, services, delivery model and corporate profile.

A first step in this process was to examine our Vision and Value statements to determine if they accurately represented who we are today and where we see ourselves going in the future. A company's Vision, Values and Guiding Principles set the tone for its objectives and operations and we felt that renewal was needed in order for us to better relate what we seek to represent for our membership.

Our new **Vision statement** is clear and to the point:

To be the financial institution of choice in helping Ontario fire fighters and their families build secure financial futures.

Our new **Mission statement**, we think, is also very clear:

Fire Services Credit Union will build and nurture enduring relationships with Ontario fire fighters and their families. We will offer competitive financial products and services that make a meaningful contribution to the financial well being of our members. We will serve Ontario fire fighters professionally, providing sound financial advice that meets their individual needs and exceeds their service expectations.

So what do these updated statements mean? We want to become more than ever, the financial institution of choice for our members. We acknowledge that that many of our members do their primary banking elsewhere. We want that to change, but to do this, we will need to make the adjustments that are necessary to earn and attract more of our members' business. And we are working hard this fall to position our Credit Union to do just that.

We are planning to expand our product line to offer more savings, investment, insurance and lending solutions to our members.

One of the first changes that you will see this fall is the launch of a brand new partnership on the general insurance side that will improve our product offering with attractive group rates and, at the same time, enhance our member service. Members will even be able to obtain home and vehicle insurance quotes online by following the link on our website.

I am confident that as we work through the fall, our members will begin to see positive changes that will define us as the Credit Union for a new generation of fire fighter and his/her family, connected with their needs and circumstance, aligned with their dreams and aspirations. No financial services organization can be as focused as we can be in serving the unique needs of our membership.

I also encourage you to provide us with your feedback. Help us with your ideas that will contribute to the growth of your Credit Union. I assure you that any suggestions you have that will help us move forward will be evaluated and responded to promptly. My e-mail address is kevin@firecreditunion.ca or call me at (416) 440-1294. I look forward to your feedback.

Finally, why not reward yourself by referring new members to your Credit Union. You might even want to step up your potential rewards by becoming a part of our "Ambassador" program that is also outlined in this newsletter where you can not only earn substantial Choice Rewards points, but you can also be a grand prize winner and receive a \$2,500 Carlson Wagonlit Travel Voucher! All for helping us spread the word about our Credit Union. I am looking forward to sharing more good news with you in the months ahead.

Yours Sincerely,
Kevin J. Connolly, CEO

FROM THE DESK OF
YOUR CEO





FOR MEMBERS ONLY INTRODUCING THE AMBASSADOR PROGRAM



THE FIRE DEPARTMENT EMPLOYEES CREDIT UNION UNVEILS NEW TRADE NAME AND LOGO

The Fire Department Employees Credit Union has changed its trade name to Fire Services Credit Union and to complement this change a new logo depicting a fire fighter family, surrounded by a circle bordered by the familiar Maltese Cross was developed.

Our Credit Union's 70th anniversary in 2011 is a perfect opportunity to renew our corporate identification with our membership. The new trade name better represents the current membership we serve and the new logo symbolizes our revitalized mission of helping to build secure financial futures for Ontario fire fighters and their families.

Our goal is to be the most relevant financial services provider for today's fire fighters and their families by supporting their unique needs, helping them succeed financially and supporting community causes that are important to them.

YOU COULD WIN A \$2,500 TRAVEL VOUCHER!

Introduce new members to your Credit Union and you could WIN A \$2,500 Carlson Wagonlit Travel Voucher, substantial CHOICE REWARDS* points for merchandise and travel, and attend our first annual Ambassador Banquet. We do MORE for fire services employees, volunteers and their families. Share the benefits of belonging. Visit our website or call us today to find out more about the Ambassador Program.

*Applies to members with a CHOICE REWARDS® MasterCard®

Send A Kid to Camp

Camp BUCKO is just for kids and teens with burn injuries, and you can help us send them there. It costs approximately \$1,800 to give one child a chance to make friends, have fun and enjoy the outdoors with other kids going through the same thing. You can help the Credit Union raise enough money to send as many kids as possible.

- Sign up for everyday banking, and we'll donate \$2
- Take out a mortgage, equity line of credit or car loan, and we'll donate \$5
- Be approved for any loan or purchase a term deposit, and we'll donate \$2
- Open a new membership with a family member, and we'll donate \$2

PLEASE HELP US HELP THESE KIDS.

For more information about our Camp BUCKO campaign, call us or drop by your branch. Your Credit Union cares about its community. Through a combination of fundraising efforts during the first six months of 2010, staff and members were able to exceed our goal of raising \$1,600 to Send A Kid To Camp!



SPECIAL ANNOUNCEMENT!

New General Insurance PARTNERS IP

We are pleased to announce that the Fire Services Credit Union has selected Johnson Inc as its new Property & Casualty Insurance Broker.

WHY JOHNSON INC? They are a national Canadian provider of insurance and benefits, headquartered in St. John's NL. With origins dating back more than 125 years, they have more than 1,200 employees in over 65 locations across Canada. And like the Credit Union, they pride themselves on offering exceptional service and excellent rates. Policies issued by Johnson Inc are underwritten by Unifund Assurance; both are divisions of Royal & Sun Alliance, one of the largest insurance companies in the world.

NO WAITING! Effective immediately Credit Union members will benefit from group discounts through Johnson that can save you up to 25% on auto insurance premiums and as much as 40% on property insurance. Online quotes are now available on our website and a direct toll-free number to Johnson's 24 hour service centre is posted as well.

Members whose policies are renewing are already being contacted by Johnson. We encourage everyone to obtain quotes on their auto and home insurance in order to take advantage of their competitive rates. Get a quote today!

OUR LOW RATE LOANS ARE A DRIVER'S BEST FRIEND.

**CAMP
BUCKO**
FUNDRAISER

NEW & USED
CAR LOANS AT
5.99%*



This time of year, when new car models start hitting the showrooms, everyone looks at their current set of wheels and starts dreaming of a new vehicle. Whether it's for fuel efficiency, safety reasons, or you just really want a new car, we can help turn your dream into a reality.

OUR LOW INTEREST LOANS GIVE MEMBERS MORE MILEAGE

If you're worried about how to afford some new or new-to-you wheels, we've got a simple solution. We can help you get the car, truck or SUV you want with a Low Interest Loan just for members. Check around and you'll find that our rates are very competitive, making your dream of a new vehicle an affordable reality.

LOW RATES APPLY TO BOTH NEW AND USED VEHICLES

Perhaps you've got your eye on a used vehicle. All new and used vehicles listed in the Red or Gray Book are eligible for our Low Interest Loans giving you a wide range of options depending on your budget.

FLEXIBLE PAYMENT OPTIONS

Loans can be amortized up to seven years to ensure your payment

remains affordable. Schedule a payment plan that works best for you: weekly, bi-weekly, or monthly. We offer easy-to-handle payments through payroll deduction, online banking, telephone banking, and electronic and automated fund transfers. Plus there are no penalties for extra or early payments.

AFFORDABLE AUTO INSURANCE

Drive safely – and securely! Members of Fire Services Credit Union benefit from preferred group rates for auto insurance, with no interest or service fees on the monthly pre-authorized payment plan.

GET FAST APPROVAL

We do our best to make your loan application process as quick and easy as possible. You can apply online, or we'll come to you at the fire hall, coffee shop, or mall – just call to schedule a convenient time and place.

BENEFITTING CAMP BUCKO

When you're approved for a vehicle loan, we'll donate \$5 to Camp BUCKO burn camp for kids. Call us today and get going faster!

*Rate subject to change without notice. See our website for current rates.

RRSPS: INVEST IN YOURSELF

Registered Retirement Savings Plans are a valuable retirement and tax deferral tool. They should be an integral part of everyone's financial plan. With so many options and such a variety of investment choices available in the marketplace, things can seem complex.

Why should I "RRSP"? When should I start? How much can I contribute? Should I borrow? Should I wait? What are the best investment options for me and for my family? Can I also open a TFSA? You have questions! We have answers!

We have the expertise to help you decide what you need, when you need it and how to get the most out of your RRSP. We work with you to help you understand your options and choose the products that best suit your particular situation. And the sooner you get started the better off you'll be.

So don't wait until March 1, come in to your Credit Union now and we'll help you create a registered savings program that works comfortably and consistently for you all year long with weekly, bi-weekly or monthly deposits so you can avoid that last minute scramble to meet a contribution deadline. Invest in yourself today! We'll help you every step of the way.



IT PAYS TO SHARE.

Choice Rewards® Referral Program

Now you have even more reasons to be a member of Fire Services Credit Union. Spread the good news about joining, collect points and choose how to spend them!

- Get 5,000 points (\$50 value) on your **CHOICE REWARDS® MasterCard®** every time you refer a new member*
- Earn 2,500 **CHOICE REWARDS®** points (\$25 value) when you become a member**
- Apply points to **your choice** of worldwide travel, brand name merchandise, charity donations and more
- Enjoy all the added benefits you get with your **CHOICE REWARDS® MasterCard®**

The **CHOICE REWARDS® REFERRAL PROGRAM** is just one of many advantages of being a member with us!

*Some conditions apply. Offer valid until November 30, 2010. Contact the Credit Union for full details.
**To be eligible, members must apply for a CHOICE REWARDS® MasterCard

2010 68th Annual General Meeting REPORT TO MEMBERS

The Annual General Meeting is always a highlight of our Credit Union year, full of camaraderie, superb food, and a family-like feeling with staff and members mingling as we get to know each other better. It's also an important evening where we review and reflect on the accomplishments of the previous year and look ahead to our goals in the future.

The devastation created by the earthquake in Haiti was revisited with the presentation of the John Rider Memorial Award to fire fighter, Gerald Brinston. Gerald has been actively involved with helping in the rebuilding of Haiti, and his wife and other family members were on hand at the AGM to help acknowledge his ongoing commitment to this cause. We were carried forward into the next chapter in the Fire Services Credit Union evolution with the introduction of our new CEO, Kevin Connolly, who joined our Credit Union on June 7th.

We welcomed back incumbent Directors John D'Aloisio, Keith Hamilton, and Michael Neely to the Board of Directors, each for three year terms.

Financial highlights:

- Net income was \$65,796
- Liquidity at 12.4% remains well above the regulatory requirement of 8.00%
- Capital at 7.40% remains well above the regulatory requirement of 4.25%
- Assets decreased by 1.00% from \$68,816,205 to \$68,391,852
- Loans to members decreased by 8.06% from \$54,599,288 to \$50,197,547
- Members' deposits decreased by .59% from \$63,245,951 to \$62,866,580



Charlene Gonsalves receives thanks from Chair Steve Buckingham.



Gerald Brinston, winner of the John Rider award, with his wife and Steve Buckingham.



CREDIT UNION DAY IS THURSDAY, OCTOBER 21ST

Join us for a weeklong celebration of the enormous contribution Credit Unions and co-operatives make to the lives of Canadians and their communities. *Experience the Credit Union Difference!*

Avenue Road
1997 Avenue Road
Toronto, Ontario M5M 4A3
T 416.440.1294
F 416.440.4271

Weekdays 8:00 a.m. to 4:00 p.m.
Thursdays until 6:00 p.m.

East York
East York Civic Centre
850 Coxwell Avenue
East York, Ontario M4C 5R1
T 416.397.4641
F 416.397.4642

Weekdays 8:00 a.m. to 4:00 p.m.
Wednesdays closed

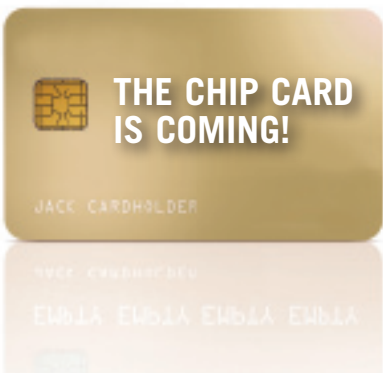
toll-free:
1.866.833.3285
website:
www.firecreditunion.ca
e-mail:
memberservices@firecreditunion.ca

FREE PARKING at all branches

CASH AND DEBIT CARD WITHDRAWALS ARE AVAILABLE AT ALL ATMS AND/OR RETAILERS DISPLAYING THE EXCHANGE NETWORK, INTERAC AND PLUS LOGOS.



**FIRE SERVICES
CREDIT UNION**



A chip card, or "smart card", is a card with a microcomputer embedded into the plastic that can perform a variety of functions. This includes card authentication, PIN verification, and information storage, all in a highly secure environment. For you, using a chip card will mean entering a PIN at chip-reading terminals for every transaction regardless of whether you are paying by debit or credit card.

We expect to introduce the new chip Member Card debit card by the end of this year. You will receive a PIN by mail prior to receiving your chip card, so it is important for us to have your current address on file. After your PIN is mailed, your chip card will be mailed. Once you have called to activate your card, you may start using it. You can change your PIN at any branch. If you would like to come in to pick up your card, you can do so.

Chip Member Cards can be used in the USA as well as internationally, just check the network symbols on the back of your card.

20-month term deposit at 2.25%!*

VERY SPECIAL LIMITED TIME OFFER

Fire Services Credit Union is offering a 20-month non-redeemable term deposit at 2.25% with interest paid annually and at maturity. This special term deposit is available for registered term deposits, like RRSPs and TFSAs, and non-registered products with a minimum \$5,000 deposit.

Don't miss out on this safe, secure investment. Regular deposits at FSCU are insured by the Deposit Insurance Corporation of Ontario (DICO) for up to \$100,000 while registered products do not have any maximum – your entire deposit is fully insured! Please contact us at memberservices@firecreditunion.ca or by phone at 416.440.1294 or toll-free at 1.866.833.3285.

**Offer subject to change or withdrawal without notice.*



MENTIONS & MILESTONES

CHRISTINE CHAPMAN, MANAGER, MEMBER SERVICES WILL LEAD OUR EFFORTS IN OVERALL MEMBER SERVICE AND BRANCH OPERATIONS INCLUDING SAVINGS AND LENDING PROGRAMS AS WELL AS STAFF TRAINING, COACHING AND DEVELOPMENT.

LINDA FERNANDES CELEBRATES 5 YEARS WITH OUR CREDIT UNION.

CHARLENE GONSALVES, MANAGER, CREDIT & SPECIAL PROJECTS, WILL BE RESPONSIBLE FOR ALL ASPECTS OF LENDING AND CREDIT POLICY, RETAIN HER ROLE AS PRIVACY OFFICER AND TAKE ON ADDITIONAL SPECIAL PROJECTS AS WE MOVE IN TO OUR NEXT PHASE OF GROWTH.

TERESA KATSAROV CELEBRATES 5 YEARS WITH OUR CREDIT UNION.

JEFFRINE OJUKWU, MANAGER, ADMINISTRATION WILL CONTINUE TO PERFORM ALL OF HER NORMAL DUTIES OF HER FORMER ROLE, BUT WILL NOW TAKE ON HUMAN RESOURCES ADMINISTRATION. SHE CELEBRATES 10 YEARS WITH OUR CREDIT UNION.

KATHLEEN VIEIRA REJOINS OUR STAFF. WELCOME BACK!