



80 years

**ANNUAL
REPORT**

2024

Vision Statement

*Helping Members Succeed
Building Our Communities*

Mission Statement

Actively Involved In The Future Of Our Members And Communities

Rocky Credit Union Values

Our values define how we act, and form the basis of our culture

People *Are the heart of our business*

Achievement *Empower our people to get things done*

Responsibility *Take ownership of our decisions*

Trust *Seek to do the right thing by our members*

Innovation *Anything is possible*



\$19.5 M in Loan Growth



In 18 years RCU has presented \$75,000 in Youth Scholarships



Growth in Membership
7,597 Members



\$25.1 M Growth in
Assets in 2024



In 5 years \$1.8 M back to
members in Dividends



\$6.7 M CASH BACK to
members since 2020
in Profit Share



Continuing to support our
local Businesses through
Partnerships, Purchasing
Gift Cards, & Collaborations



\$22.2 M Growth
in member Deposits

Table of Contents

2	Mission, Vision & Value Statements
4	Message from the Board Chair
5	Message from the CEO
5	RCU Team
7	Staff Milestones & Celebrations
8	RCU Wealth Management
9	RCU Lending Team
10	Auditor's Report
14	Financial Literacy
15	RCU Community Investments



Photo Credit to Donna Stewart

Message from Board Chair

On behalf of the Rocky Credit Union Board of Directors, I am pleased to present our annual report for the 2024 fiscal year. It's been an exciting year, full of growth and achievements; we are proud to have served you, our members, with excellence. Oh yes, we turned 80 years old this year, and still have our shine on! Over these 80 years, we have experienced many ups and downs.

Our solid capital position has allowed us to weather the tough times and prosper during the good ones. In 2024, with your support, our earnings before tax and profit share was \$6.9M. Of that, we shared more than \$2.6 million to you, through our Profit Share program. This was paid in cash, directly to your RCU account. Thank you for your support!

Community investment is at the heart of all we do as a financial co-operative, and our focus on giving back and enriching our communities continued in 2024, strong as ever. In fact, it is the heart of all we do. We take pride in not only providing financial support to many local events and festivals, but we also make it a priority to be present as well. Looking at the numbers, we contributed close to \$80,000 to various local organizations, not including a legacy donation of \$100,000 to the Rocky Mountain Bike Park Society, commemorating our 80th Anniversary. While money donations are needed, what lifts organizations up is a volunteer presence. Our employees showed up, bigtime, to the tune of 1,815 hours. We stand alongside our communities.

I do want to acknowledge my fellow Board members who work with myself and management, to set the course for Rocky Credit Union. Each Board member commits to continuous education, meeting preparation, and gaining issue knowledge to provide effective oversight to your Rocky Credit Union. We bring our diverse backgrounds, skills, and perspectives to this challenge, bound by a love for the Clearwater region, and a commitment to our future.

Finally, I would like to thank all the Team members that make up Rocky Credit Union. You are the heart and soul of Rocky Credit Union. Thank you for all you do.

Sincerely,



Robert Boodt,
Chair, Rocky Credit Union
Board of Directors

2024 Board of Directors



Robert Boodt
Board Chair



Carson Stewart
1st Vice Chair



Bob Bryant
2nd Vice Chair



Linda Fredine



Larry Dunsford



Ron Leaf



Jerry Pratt

Message from CEO

Rocky Credit Union has had another good year. We finished the year with more than \$550 million in assets under administration. At various times throughout the year, we hit all-time highs in both loans and deposits. All of this is due to the amazing support that you, our members, have given us. On that celebratory note, we also achieved a new high for individual memberships, close to 7,600! Despite all those milestones, what we are most proud about is celebrating our 80th birthday! There are not too many organizations that are eighty years old and continue to operate at the top of their game.

We recognize that achievement is due to the overwhelming support from you, our members. As such, we continually adapt our offerings to ensure they meet your wants and desires. This year we have either introduced or have fully implemented a number of products and services that you expect from your financial institution, including mobile wallet, online account opening, Lock N' Block card management, debit cards that operate on MasterCard rails, and Knowledge of Financial Education (KOFE) – digital financial literacy.

Looking ahead, we are excited to offer even more digital solutions to make your banking experience easier. However, and most important, we will always offer in-person service, and give you valued and trusted financial advice from our more than 40 financial experts – our staff – our most valued resource.

I would like to thank the Board of Directors for their leadership and commitment, making Rocky Credit Union an even better place for you to bank with. As importantly, I would like to express sincere thanks and appreciation to each and every staff team member, for all of your tireless work efforts and valuable contributions.

Sincerely,



Randall Sugden,
CEO Rocky Credit Union

RCU Team



Leadership Group

Back Row: Joann Thompson, Crystal Weber, Nancy LaPerriere, Angie French

Front Row: Randall Sugden, Jody Shanks, Mark Vos

RCU Team



Member Services

Back Row: Angela Macdonald, Tanya Opendries, Nicole Schenk, Haili Butler, Taylor Nicolay, Mikala de Bruyn, Kate Friesen, Devon Sorensen

Front Row: Rikki Nicolay, Melanie Velichka, Patricia Mellot, Cherryl Brown



Loan Administration

Back Row: Laura Dirsten, Melinda Lightbown, Megan Teskey, Penny Forster

Front Row: Rachelle Evans, Michelle Cech



Support Services

Back Row: Vanessa Lorentzen, Gina Crouch, Abby Kadyk

Front Row: Kim Kadyk, Kandis Jackson

Years of Service - 2024

Staff Milestones



Rachelle Evans
20 Years



Angie French
20 Years



Kendra Wandler
20 Years



Melanie Velichka
15 Years



Mark Vos
15 Years



Vanessa Lorentzen
10 Years



Angela Macdonald
10 Years



Cherryl Brown
3 Years



Haili Butler
3 Years

*When you stop living
at work and start
working at living...
Happy Retirement...*



Darlene Morrow



Barb Schooler



RCU Wealth Management



Back Row: Jamie Vandenberg, PFP®, Vedang Patel, Emilee OpdenDries, CFP®

Front Row: Sherri-Lynn Pratt, Karianne Soppit, RRC®

The Wealth Services department offers Rocky Credit Union investments as well as additional investment options, such as mutual funds*. The Wealth Services department has been successfully managed by Nancy Laperriere with Rocky Credit Union for the past seven years.

Our Wealth Services team includes Jamie Vandenberg, PFP® and Vedang Patel, who are both dually employed with the Rocky Credit Union as Financial Services Officer and Aviso Wealth as Mutual Fund Investment Specialists. We have added Cheryl Brown to our team as a Financial Services Officer who will be helping with Rocky Credit Union investments and estates while Karianne Soppit is on maternity leave. Sherri-Lynn Pratt assists the Wealth Services team with Rocky Credit Union estate administration.

Our Wealth Services Team understands the value of being a part of a financial cooperative and continues to utilize the flexibility it provides to help our members succeed and build our communities. We are driven to offer sound investment advice to help our members grow their wealth and achieve their financial goals.

We look forward to 2025, where our focus will continue to be providing the best investment solutions for everyone's individual goals. We truly care about our members; your success is our success.

Our goal is to see all our members succeed financially, in each of life's milestones.

* Mutual funds and other securities are offered through Aviso Wealth, a division of Aviso Financial Inc.

Aviso Insurance Inc. offers financial planning, life insurance and investments to members of credit unions and their communities.

Aviso Insurance Inc.

Emilee OpdenDries holds the CERTIFIED FINANCIAL PLANNER® designation and is licensed as an Insurance Advisor with Aviso Insurance Inc. as well as a Mutual Funds Investment Specialist with Aviso Wealth.



RCU Lending Services



Back Row: Stacey Speight, Raynita Larocque, Justin Duncan, Curtis Donald, Kendra Wandler

Front Row: Chloe Stannard, Tyson Shortneck

The Lending Services Department offers Consumer, Commercial and Agricultural lending options, including mortgages, term loans and lines of credit. The Lending Department is overseen by Angie French, VP, Financial Services, and is managed by Justin Duncan – Manager, Lending Services.

Our 2024 Lending Services team includes Senior Consumer Lending Officer - Stacey Speight, Consumer Lending Officers – Chloe Stannard and Tyson Shortneck, Senior Commercial Lending Officer – Kendra Wandler, Commercial Lending Officer – Curtis Donald, and Junior Commercial Lending Officer – Raynita Larocque. Together the Lending Services Team accounts for over 100 years of combined experience in the financial services industry.

Our Lending Services Team understands the value of being part of a financial cooperative and are proud to contribute to supporting our

members and build our communities. Through the recent rising interest rate environment, we have worked closely with new and existing members to provide options and solutions that continue to enable them to reach their goals. These solutions include helping members refinance their mortgages to consolidate debt obligations, walking new members through the process of buying their first home, and providing new business owners with advice and financing to achieve their dreams.

Our Lending Services Team understands that our members value accessible and efficient service and we strive to deliver that by being available for appointments that work for our members, answering our phones and leveraging our expertise. Helping our members succeed is our top priority and we look forward to continuing to provide advice and solutions to help them reach their goals in the coming year ahead.

ROCKY
CREDIT
UNION



The following Financial Report was extracted from the Financial Statements of the Rocky Credit Union Ltd. for the year ended October 31, 2024. The Financial Statements were audited by Metrix Group LLP Chartered Professional Accountants who expressed an unmodified opinion on those statements on January 14, 2025.

The Report of the Independent Auditor on the Condensed Financial Statements does not cover the other information presented in the Annual Report and the auditors have no specific responsibility for determining whether or not the other information is properly stated.

A complete set of Rocky Credit Union Ltd. financial statements and notes can be obtained from the branch.

MANAGEMENT’S RESPONSIBILITY FOR FINANCIAL REPORTING:

These financial statements were prepared by the management of Rocky Credit Union Limited (the “Credit Union”) who are responsible for their accuracy, completeness and integrity. They were prepared in accordance with the requirements of the Credit Union Act (Alberta) and conform in all material respects with International Financial Reporting Standards.

Systems of internal control and reporting procedures are designed to provide reasonable assurance that the financial records are complete and accurate so as to safeguard the assets of the Credit Union. These systems include establishment and communication of standards of business conduct throughout all levels of the organization to provide assurance that all transactions are authorized and proper records are maintained. Internal control provides management with the ability to assess the adequacy of these controls. Further, they are reviewed by the Credit Union’s external auditors.

The Board of Directors has approved the financial statements. The Board of Directors, comprising seven directors who are not officers or employees of the Credit Union, have reviewed the statements with the external auditors in detail and received regular reports on internal control findings. Metrix Group LLP are the external auditors appointed by the Board of Directors. The external auditors have examined the financial statements of the Credit Union in accordance with Canadian generally accepted auditing standards. They have had full and free access to the internal audit staff, other management staff, and the Audit, Finance & Risk Committee of the Board. Their report appears herein.



Randall Sugden



Crystal Weber, CPA, CA



To the Members of Rocky Credit Union Ltd.

The accompanying 2024 financial summary, which comprise the condensed statement of financial position as at October 31, 2024, the condensed statements of net income and comprehensive income, changes in members’ equity and cash flows for the year then ended, are derived from the audited financial statements of Rocky Credit Union Ltd. for the year ended October 31, 2024. We expressed an unmodified audit opinion on those financial statements in our report dated January 14, 2025. Those financial statements and the 2024 financial summary do not reflect the effects of events that occurred subsequent to the date of our report on those financial statements.

The 2024 financial summary does not contain all the disclosures required by International Financial Reporting Standards. Reading the 2024 financial summary therefore is not a substitute for reading the audited financial statements of Rocky Credit Union Ltd.

Management’s Responsibility for the 2024 Financial Summary

Management is responsible for the preparation and fair presentation of the financial summary in accordance with International Financial Reporting Standards.

Auditors’ Responsibility

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors’ report that includes our opinion. Reasonable assurance is a high level of assurance, but it is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Opinion

In our opinion, the accompanying financial summary, derived from the audited financial statements of Rocky Credit Union Ltd. as at October 31, 2024 is a fair summary of those financial statements, in accordance with International Financial Reporting Standards.



Chartered Professional Accountants

Edmonton, Alberta
January 14, 2025

Condensed Statement of Financial Position as at October 31, 2024

ASSETS	2024	2023
Cash and cash equivalents	\$84,886,649	\$ 36,553,288
Investments	100,108,563	142,855,921
Member loans	285,027,744	265,552,513
Income taxes recoverable	46,244	-
Deferred income tax asset	166,484	115,205
Property and equipment	2,770,933	3,022,298
Intangible assets	387,638	257,685
Other assets	483,160	346,849
	<u>\$473,877,415</u>	<u>\$448,703,759</u>
LIABILITIES		
Member deposits	\$418,180,427	\$395,317,644
Accounts payable and accrued liabilities	778,727	1,314,918
	<u>\$418,959,154</u>	<u>\$396,632,562</u>
MEMBERS' EQUITY		
Dividends and Profit Share	2,601,737	2,148,706
Member shares	10,203,359	11,100,868
Retained earnings	<u>42,113,165</u>	<u>38,821,623</u>
	<u>54,918,261</u>	<u>52,071,197</u>
	<u>\$473,877,415</u>	<u>\$448,703,759</u>

Condensed Statement of Income for the year ended October 31, 2024

	2024	2023
Interest income	\$20,324,983	\$17,819,243
Interest expense	(7,665,654)	(5,820,010)
(Provisions) Recovery	(191,152)	460,612
Financial margin after (Provisions) Recovery	<u>12,468,177</u>	<u>12,459,845</u>
Other income	<u>1,693,985</u>	<u>1,591,029</u>
Gross margin	<u>14,162,162</u>	<u>14,050,874</u>
Operating expenses	(7,286,970)	(6,702,589)
Profit share	<u>(2,093,556)</u>	<u>(1,614,465)</u>
Income before income tax	<u>4,781,636</u>	<u>5,733,820</u>
Income taxes	(1,098,796)	(1,315,082)
Net Income	<u>\$3,682,840</u>	<u>\$4,418,738</u>

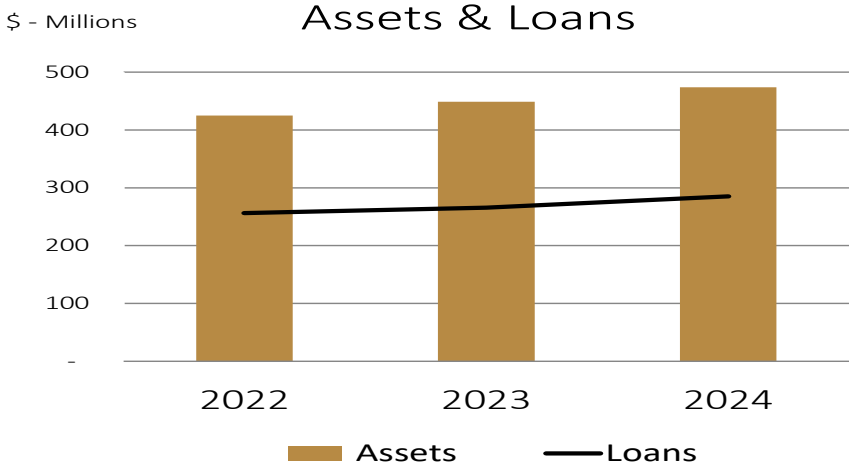
Condensed Statement of Cash Flows October 31, 2024

	2024	2023
Cash provided (used) by operating activities	\$49,389,845	(\$7,481,608)
Cash used by financing activities	(835,776)	(683,282)
Cash used by investing activities	(220,708)	(311,607)
Increase (decrease) in cash and cash equivalents	<u>\$48,333,361</u>	<u>(\$8,476,497)</u>
Cash and cash equivalents, beginning of year	36,553,288	45,029,785
Cash and cash equivalents, end of year	<u>\$84,886,649</u>	<u>\$36,553,288</u>

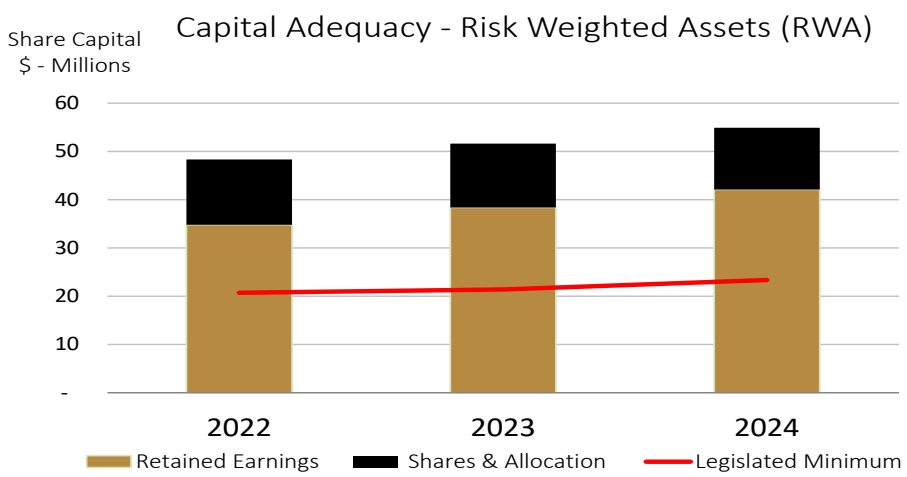
Condensed Statement of Changes in Member Equity for the year ended October 31, 2024

	Dividends and Profit Share Distributable	Member Shares	Retained Earnings	Total
Balance at October 31, 2023	\$2,148,706	\$11,100,868	\$38,821,623	\$52,071,197
Net income	-	-	3,682,840	3,682,840
Dividends and profit share paid	(2,148,706)	418,518	-	(1,730,188)
Dividends declared	508,181	-	(508,181)	-
Profit share accrued	2,093,556	-	-	2,093,556
Tax recovery on dividends paid	-	-	116,883	116,883
Issuance of member shares	-	310,588	-	310,588
Redemption of member shares	-	(1,626,615)	-	(1,626,615)
Balance at October 31, 2024	<u>\$2,601,737</u>	<u>\$10,203,359</u>	<u>\$42,113,165</u>	<u>\$54,918,261</u>

Financials



Against a challenging environment; Assets and Loans have been resilient, posting gains in each of the last 3 years.

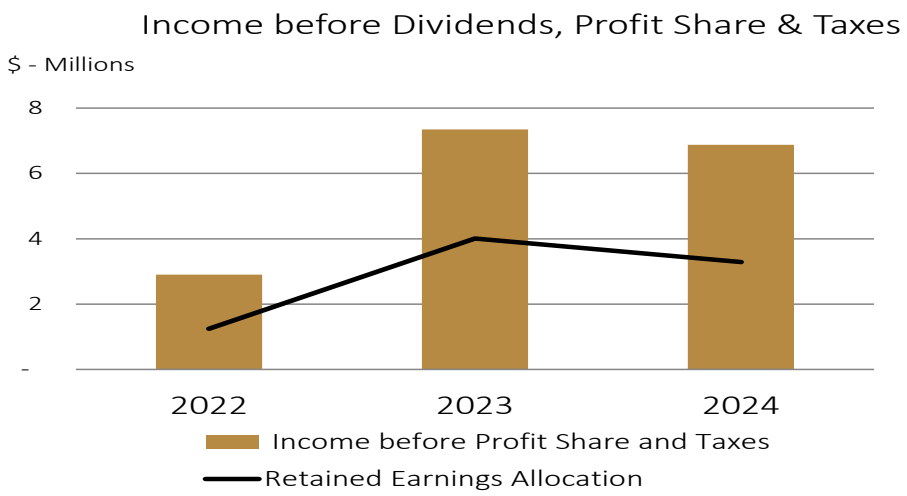


Rocky Credit Union is Sound

The legislated requirement for capital to Risk Weighted Assets is 12.5%*

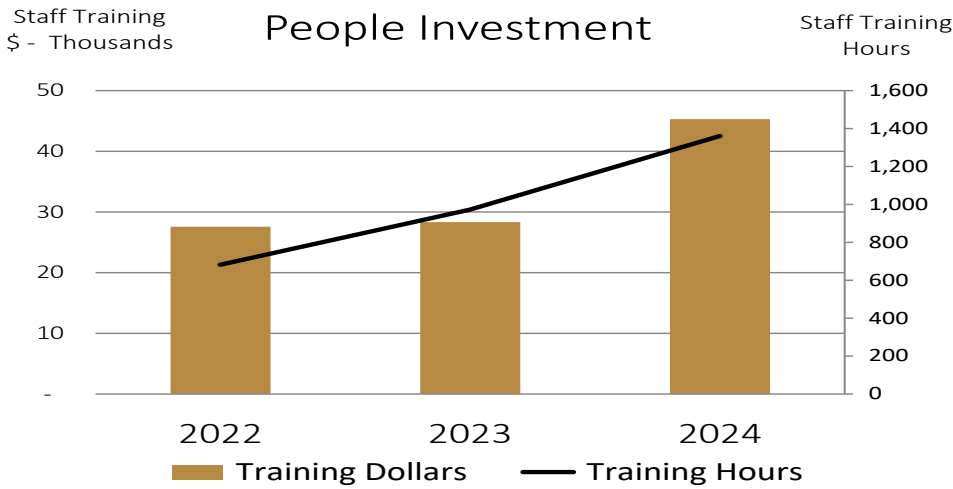
Rocky Credit Union has more than double the required amount of capital to RWA

*including a 2.5% buffer

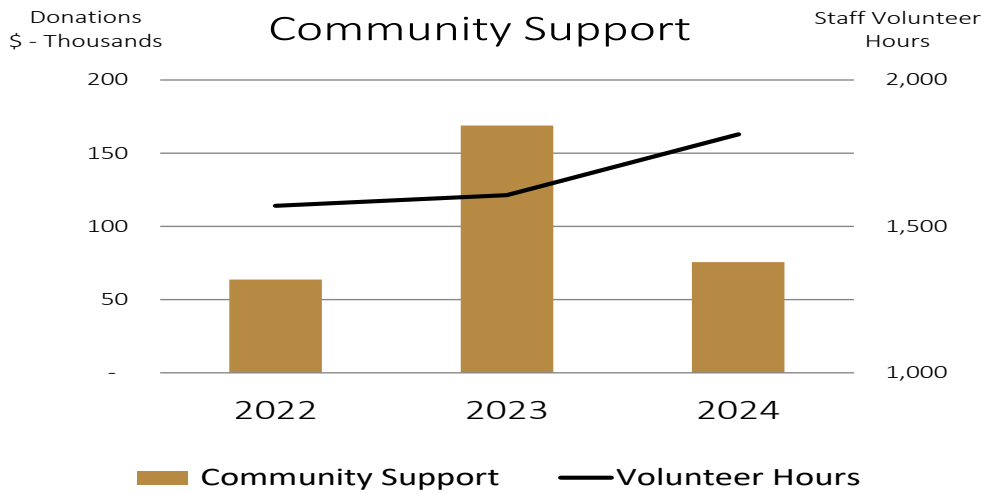


Solid local earnings has allowed Rocky Credit Union to continue our Member Profit Share Program while contributing to our Retained Earnings

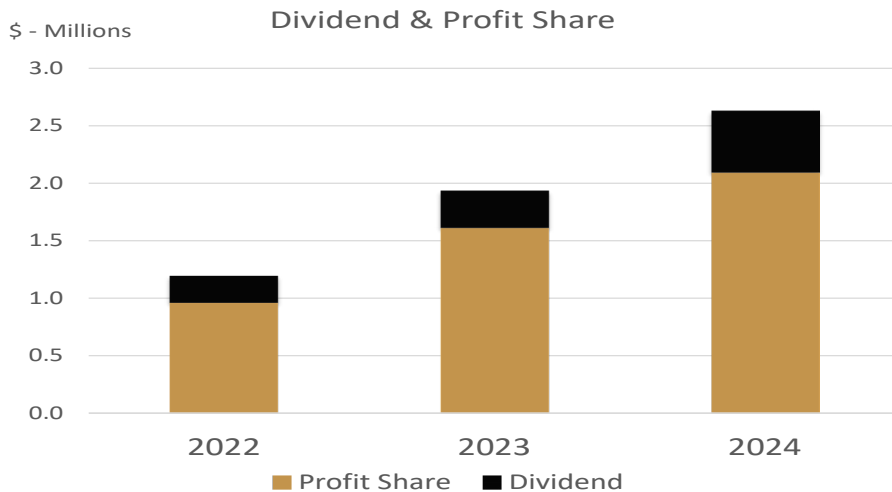
Community Impact



Our People remain a Core Value of our Credit Union



Our Mission:
“Actively involved in the future of our Members and Communities”



Support from our Members was stellar over the past year. This allowed us to share record profits.

Financial Literacy

Junior Achievers Rocky Christian School



Junior Achievers Ecole Rocky Elementary



Junior Achievers Charlotte Small Elementary



80th Celebration



RCU Community Investments

Winterfest & Polar Bear Dip



High School Student Lunch



Senior's Week



Prentice Creek Horse Trials



Rocky Jr. Curling Bonspiel



Battle of the Rockies



Charity Hockey Game



Profit Share Day



Rodeo Week



National Truth & Reconciliation



Rocky Farmerettes' Bonspiel



Rocky Farmers' Bonspiel



Rocky Oilmen's Golf Tournament



RCU Community Investment

Community Connections Visit



Rodeo Best Decorated



Show & Shine



Rocky Mountain Bike Park Society



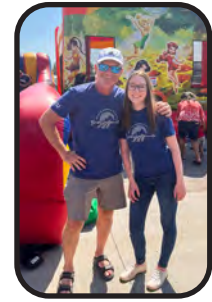
Ag BBQ



Cattlemen's Day



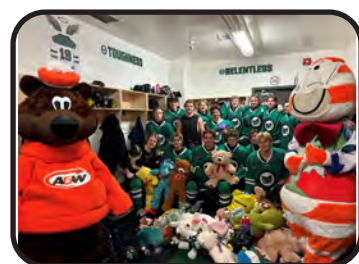
Kids Carnival



EAT (Educational Ag Tour) Program



Rocky Rams Jr. Teddy Bear Toss



Leslieville Block Party



Nordegg Days



Market on Main



Parade



Community Partnerships & Appreciation



Rocky Ringette



Winterfest Polar Bear Dip



Clearwater Boys & Girls Club



Black Lung Run



Caroline Bighorn Stampede



Mountain Rose Women's Shelter



Prentice Creek Horse Trials



Rocky Jr Rebels Football



Rocky Ag Society EAT Program



RMH Filipino Canadian Community Association



Caroline Music & Poetry Festival



Xtreme Wild Rose Club



Nordegg Community Association - Nordegg Days



Rocky Band Parents



Rocky Pro Rodeo



WCHS Boy's Rugby



Rocky 4-H Beef Trophy Committee



Rocky Trappers Association



Foothills Society Round Dance



Caroline Dance West

Believing in the future of our members and our community



WCHS Girls Rugby Team



Leslieville Block Party



Rocky Rapids Basketball



Cattleman's Day



Legion Memorial Golf Tournament



Rocky Farmerettes' Bonspiel



Clearwater Centre



Confluence Heritage Society



Rocky Rams Jr. B Heritage Hockey League



Rocky Jr. Curling Bonspiel



G.E.T. Balance Athletics



Ladies Bonspiel Rocky Curling Club



Compassionate Care Hospice Society



Rocky Oilmen's Bonspiel



Dovercourt Halloween Dance



O'Chiese Rodeo & Relay Races



Rocky Support Services



Rocky Mountain House Lions Club



Northern Crossing Music & Drama Society



Rocky & Rimbey Youth Rodeo



First Responders Charity Hockey Game



Rocky Minor Baseball



Rocky Mountain House Fish & Game Association



Central Alberta Pregnancy Care Centre



Rocky Men's Bonspiel

2024 Scholarships



Shred - It - Day in Spring
Proceeds to Rocky Rugby Program

Shred - It - Day on International Credit Union Day
Proceeds to Friends of St. Matthew School

NOTES

Rocky Credit Union

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