



CREDIT Union Lines

AIL CANADA

TOOLS AND RESOURCES FOR CREDIT UNIONS • JANUARY 2010

THE BLUE PAPER

of the Month

“President Obama Sounded the Alert: ‘PEOPLE ARE MAD AT BANKS’ — Careful: The Public Relations Nightmare Now Affecting Banks Could Spread to Credit Unions”

In his radio address to the nation on Sunday, December 13, President Obama made a simple statement that almost everybody knows is true. He worded it well: “People are mad at banks.”

But he wasn’t the only one issuing frightening information and criticizing the nation’s megabanks.

The wire services, every major newspaper, the TV commentators, and even the *AARP Bulletin*, have added their voices to the ominous news about “those bad, bad banks.”

FDIC is basically bankrupt. Protestors marched against the ABA. States are starting fraud suits against banks. And the bank failure list is growing.

This is proving to be a boon for Credit Union popularity. But this publicity is a double-edged sword. It can help us ... or really hurt us.

That’s why this month’s *AIL Blue Paper* is titled “**PRESIDENT OBAMA SOUNDED THE ALERT: PEOPLE ARE MAD AT BANKS — Careful: The Public Relations Nightmare Now Affecting Banks Could Spread to Credit Unions.**”

This edition outlines what other Credit Unions are doing and tells why we need both an offensive and a defensive response to this dilemma. ♦

For your complimentary copy, just contact your AIL representative or call the AIL Credit Union Center at 800-278-6661.



Trends and Topics

UN PROCLAIMS YEAR OF CO-OPERATIVES

Canada’s cooperative sector is celebrating the December 18, 2009 decision by the United Nations General Assembly to proclaim 2012 the International Year of Co-operatives. The proclamation was



included in a resolution titled “Co-operatives in Social Development.”

Since 1959, the UN has designated international years to draw attention to major issues and to encourage international action to address concerns of global importance.

“At a time when so many people in the world have a heightened interest in doing business with organizations whose values reflect their own, raising awareness of co-operatives and what they stand for is very important,” said Kathy Bradswick, President and CEO of The Co-operators. Bradswick was recently elected to represent Canada on the board of the International Co-operative Alliance (ICA).

“The International Year of Co-operatives is an opportunity for people everywhere to learn more about this diverse group of organizations that contribute so much to economies and communities in virtually every corner of the world.”

The Canadian government announced its support for the UN

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resolution on December 1. "Our government fully recognizes the importance of co-operatives and their contribution to Canadian society," said the Honorable Jean-Pierre Blackburn, Minister of National Revenue and Minister of State (Agriculture), at an Ottawa news conference.

Carol Hunter, Executive Director of the Canadian Co-operative Association (CCA) said Canadian cooperative leaders will be working with partner organizations in Canada and around the world on a program of International Year activities aimed at highlighting the

social and economic contributions of co-operatives, including credit unions.

"Co-operatives and credit unions in Canada have more than 17 million members, but most Canadians are unaware of their social and economic impact on this country as a whole and on rural and urban communities across Canada," she said. "The International Year will provide us with ample opportunities to generate awareness of that contribution and to encourage people to organize themselves into co-operatives to address their own economic and social needs." ♦



CHILDREN'S WISH FOUNDATION HONORS PEI CREDIT UNIONS

In celebration of their 25th anniversary, Credit Unions of Prince Edward Island was chosen to receive one of 25 awards recognizing individuals, companies, and community groups who have contributed to the success of the Children's Wish Foundation on Prince Edward Island.

PEI Credit Unions have been involved with the PEI Chapter of the foundation for more than a decade through the Credit Union Golf for Wishes tournament, held annually in early September. The tournament has brought together golfers from around the Maritimes who want to make a difference in the lives of children with life-threatening illnesses.

The Children's Wish Foundation of Canada is a federally chartered, nonprofit organization dedicated to fulfilling a favorite wish for these children. The Prince Edward Island Chapter relies solely on the generosity of Islanders, who through donations and fundraisers, enable the Chapter to continue its work of granting the wishes of Island children. As public awareness increases, so do the number of children requesting assistance. ♦



Serving the Community



ENVISION FINANCIAL HELPS LOCAL STUDENTS GET AHEAD

Thousands of students across 10 school districts in the Lower Mainland, Fraser Valley, and



Kitimat are benefiting from a variety of educational programs this year thanks in part to a \$100,000 grant from Envision Financial, headquartered in Langley, BC. It's all part of Envision's annual Educational Partnerships Program, which, in 2009, provided \$10,000 to each of the participating school districts to focus on a variety of programs, such as literacy, social responsibility, healthy living, and green initiatives.

"At Envision, we firmly believe that enhancing educational opportunities at a young age is the best way to create healthy, more vibrant communities for all of us to enjoy," explained incoming Envision Financial President Bev Brown. "We're pleased to be able to provide these grants and help local school districts fully support the variety of learners in their classrooms." ♦



**Comments?
Suggestions?
Questions?**

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