

2010 ANNUAL REPORT

MOVING FORWARD IN CHALLENGING TIMES



 Peoples
Credit Union

a better banking experience

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MISSION:



ENRICHING lives through
sound financial services;
OWNED locally;
CONNECTED globally.

Vision and Values:

Peoples Credit Union will be the first banking choice for the majority of members by:

INVESTING
In
People

Providing
SUPERIOR
Service

Ensuring
CO-OPERATIVE
Governance

Maintaining
FINANCIAL
Strength

Being
LEADERS
In Our Community

Monitoring
Organizational
PERFORMANCE

YOUR 2010/2011 OFFICIALS



BOARD OF DIRECTORS (ELECTED)

Al Jones, Chair*	2011
June Money, Vice-Chair	2012
Donna Young, Corporate-Secretary	2013
Kevin Augustyn	2012
Stan Dimakos	2013
Douglas Fuller*	2011
Chris Hand*	2011
Brian Horner	2012
George Pohle	2013

**Term expiring this year*

REPORT OF THE CHAIR AND CHIEF EXECUTIVE OFFICER

There were many challenges throughout 2010, but also opportunities. The plan for our members remained the same... build long-term relationships and, in return, provide quality and value. We do this with a balanced approach...creating and maintaining value in a manner consistent with credit union principles, contemporary governance standards and applicable enterprise risk management techniques... effecting cooperative leadership and community involvement... fulfilling the needs of members and their businesses through a full range of service and delivery methods... having the right people, in the right place, at the right time and with the right skills... providing returns to our member-owners within appropriate, sound business frameworks.

Throughout 2010 we continued to feel the impact of the economic downturn. As a financial cooperative, our mandate is to earn a reasonable profit in order to enhance services to members and ensure stable growth, while being able to prosper in a competitive market. Although our structure is very different than a bank, we are a service organization and our members expect us to be competitive. We struggled with this expectation during 2010 as the prime lending rate remained low, squeezing our already thin profit margin. Our prime lending rate remains floored at 3.5% and our members continued to support us. We appreciate your loyalty.

Although the Canadian economic recovery has been slower than expected, Peoples Credit Union generated positive growth in 2010. This is largely due to our prudent approach to managing our balance sheet and expenses. Assets ended the year at approximately \$144,000,000, a slight increase from the previous year. Net income, before dividends and provision for taxes was \$164,237. Of that, approximately \$93,000 was paid to Investment Shareholders in the form of dividends, approximately \$12,000 was paid in income taxes and the remaining \$59,570 was allocated to reserves.

We are pleased to advise that the Board of Directors declared a dividend for all investment shareholders of record as at December 31, 2010. In accordance with our commitment, the dividend rates are 4.50% for Series 1 and 3.44% for Series 2. Peoples' Investment Shares continue to offer our shareholders the opportunity for an exceptional long-term investment.

Co-operatively,



Al Jones

Chair of the Board of Directors

Saving and lending is the foundation of every financial institution and our Credit Union is no different. Since it began, Peoples Credit Union has built up its business by paying and charging fair rates of interest. All members, new and old alike, have come to expect this level of service and commitment, and we deliver.

Whether they're just starting out, beginning a new family, or starting to plan for their retirement party, we recognize that each of our members need financial security. Getting there, however, can be very different as each person, or family, or business, will have specific needs when it comes to financial planning and investments. Our members can access a full range of financial services and investment options backed by guidance and expertise, all designed for their needs, every step of the way.

As we build our credit union, we also contribute to the communities around us. By supporting special events and projects that are important to our members, we help meet their needs on a much deeper and broader level. Helping to build vibrant communities, cultural organizations and neighbourhoods goes a long way towards building a better place for all of us.

Peoples Credit Union is strong and growing. We have laid a strong foundation for the future and continue to deliver on our commitment to our employees, our communities, and our members. We'll always be presented with challenges but we will continue to focus on our mission, vision and values. They are what set us apart.

There will be new and stimulating opportunities. We have the products, the services, dedicated staff, and the commitment to our members and our communities to support our growth in 2011 and beyond.

Our successes each year could not have been accomplished without the dedication and commitment of our staff, management and Board of Directors. Their continued effort ensures that Peoples Credit Union remains your first banking choice.



Heather MacDonald

Chief Executive Officer

YOUR FIRST CHOICE FOR BANKING

Peoples Credit Union will be the first banking choice for the majority of members by:

Investing in people ...

Our employees are key to providing superior member service and we view this as a key competitive advantage. Our goal is to hire the right people, to train them well, to instill our Credit Union values, and to effectively measure and reward performance.

One of Peoples Credit Union's strengths is our exceptional employees who continue to be committed to providing each and every member with the highest level of service delivered in a friendly, competent and professional manner. The service our members receive is dependent on the quality of training we provide our staff at the start of and throughout their career with the Credit Union. Training sessions are undertaken on a regular basis with bi-weekly webinar training on specific products, services and procedures to ensure new and experienced staff continue to provide high quality and knowledgeable service to members.

We continue to develop and use our comprehensive human resources strategic plan which includes our competency based people development strategy. Our recruiting practices continue to support the recruitment of qualified and experienced staff with the right knowledge, skills, and abilities to fill key positions.

The Credit Union restructures positions and streamlines processes whenever possible. Our 45 dedicated employees commit to providing superior service, being leaders in our community and maintaining financial strength.

Providing superior service...

Members' needs are addressed through a full range of "in person" and "self service" techniques across the four financial pillars of banking, brokerage, insurance and trust products. Peoples Credit Union builds and maintains a strong value proposition. Members' needs are addressed throughout the entire "member life cycle" ... the ages of minority, majority, maturity, responsibility, reflection, and tranquility.

We continue to assist our members with their financial

well being through a range of wealth management offerings... registered products, tax free savings accounts, mutual funds, segregated funds, insurance, on-line brokerage. We want to make sure that we meet all of your banking needs. Our wealth management relationship offers highly qualified staff that combines expertise with principles and passion. There are two important themes in delivery of service ... member convenience and environmental stewardship.

The economy experienced a slow but gradual recovery in 2010. The effects of the recession brought reduced home buying activity and construction of new homes, resulting in slower growth of the mortgage market in 2010. Looking forward, surveys indicate that demand for mortgages will be reduced compared to prior to the recession, but, in historic terms, will still be strong. Consequently, the volume of residential mortgage credit outstanding is forecast to continue expanding, albeit at slower rates. Competition for these mortgages among the varied players in the financial services area will be fierce. Rate discounting, boutique mortgage products, and value added services will be used as enticements to attract borrowers. Peoples Credit Union has remained attuned to these developments and to members needs. New mortgage products are being introduced that will offer members' greater flexibility and help meet their needs today and into the future.

New legislation requiring full disclosure of the cost of borrowing was introduced in October 2010 and was aimed at providing members with the information they need to make informed borrowing decisions. These changes were welcomed by Peoples Credit Union as our approach has always been to help our members make the best decision regarding their financial future. Great financial advice, informed members, transparency in our interactions, flexible and diverse products and services, and exemplary personal service continue to be the standards we set and, are, what sets us apart from the competition.

Our commercial members and the credit union continue to feel the effects of the recession. At our Credit Union we feel the significant amount of time and resources we have invested in our people is working as we still face an extremely competitive interest rate market in

which lower margins are required to compete. Our goal is consistent growth with emphasis on quality relationships. After a few difficult years, the commercial division has built a strong portfolio and a team that is well equipped to continue to grow as the economy recovers.

We are proud of all aspects of our commercial banking. Our members have access to a full range of products and services including loans, mortgages, operating lines, electronic and on-line services, investments, and personal financial services. In addition, through partnerships with industry leaders, we offer several related products such as insurance, payroll, cash management and group savings plans. Commercial account managers are centrally located in our Stroud branch, however, we are always available to meet with our members at any of our four branches or their place of business. We know the local economies and can provide quick responses and decisions to both commercial and agricultural members. Although challenges remain, going into 2011 we are optimistic about the future and will continue to provide the best service in the industry.

Peoples Credit Union currently has just under 10,000 members, a lower number than last year. Having said that, we did open more than 650 new memberships, but this was offset by closed and consolidated accounts.

Members enjoy the service of branches in Stroud, Shelburne, Alcona and Tollendale, eight ATMs and free access to the Exchange® network of ATMs. During 2010, we constantly explored and implemented new ways to provide enhanced value, service and convenience to our members. We implemented Chip cards to 80% of the membership and upgraded some of our ATMs to chip technology.

Throughout a challenging 2010, we continued to enhance service to members through a diverse range of products and services, while ensuring efficiencies within our branches. Sales and service standards were implemented with a focus on our Credit Union mission, vision and values. Efficiencies continue to be realized with the review and updating of systems, processes and procedures.

We look forward to 2011. The financial services industry is one of constant change and financial institutions are actively competing for dollars. As a result, the credit union must ensure that operational efficiencies are in place and service strategies are top of mind. We continue to strive for increased growth in wallet share and productivity, accuracy and efficiency, and increased and improved member satisfaction.

Ensuring co-operative governance ...

The foundation of our strategy is set out in our mission, vision and value statements that set the priorities that attract stakeholders to the Credit Union. Our principles and values remained unchanged but were tested in another year of economic challenge. We worked every day to enrich our members' lives through sound financial services.

The primary responsibility of your Board of Directors is to oversee a strong, safe and service worthy Credit Union. Key governance initiatives include setting tone from the top, managing the performance of the CEO, overseeing strategic planning and risk management, monitoring and evaluating the organization's performance, and overseeing stakeholder relations.

The Board of Directors exercises sound governance by annually assessing the risks facing the Credit Union and responds by adjusting or reaffirming its commitment to the mission, vision, values and goals through the strategic planning process. A deeply rooted commitment to member service and product excellence is the foundation of the Credit Union's business strategy and success.

The strategic business plan reflects an understanding of identified risks, both internal and external that the Credit Union may be faced with in the short and long-term. Governance is the process and structure used to direct the business and affairs of the Credit Union with the objective of achieving the corporate mission. Setting long-term strategic direction is one of the most important responsibilities of our Board. The process begins at an annual planning session where general principles and guidelines are formulated. The CEO and the management team prepare the strategic plans and budgets. The Board holds the CEO accountable for directing all resources towards our long-term goals and operational success.

The Board completes a quarterly and annual evaluation of CEO performance and monitors key results areas and targets on an ongoing basis. The CEO sets annual performance plans with managers and conducts performance reviews to ensure plans and activities are on track. By establishing goals and expectations at the staff level that are aligned with corporate goals, the annual performance planning process is complete.

The Board performs annual self-assessments and provides ongoing support to Directors in their development

through the Credit Union Director Achievement (CUDA) programs, other professional development workshops, and internal training.

Maintaining financial strength ...

We work to provide excellent returns to our member-owners and build an appropriate level of capital through prudent value creation and risk management techniques. We also work to attract and retain member-owners, as a means of building and maintaining a strong capital base.

Assets on balance sheet remained stable at \$144 million, with an additional \$12 million in assets under management comprised of mortgages and mutual funds. Off-balance sheet mortgages are those funded by third parties with the Credit Union retaining the member relationship.

Peoples Credit Union offered special rates on member deposits throughout the year. Member deposits decreased marginally by \$2.6 million, or 1.90%, to \$134 million with the strongest decline in our premium savings account. This decline was offset by members' investment in Class B Investment Shares totaling \$2.7 million. The Board of Directors declared a dividend to be paid for the investment period from March 16, 2010 to December 31, 2010 on the Class B Investment Shares totaling \$92,993.

Members benefited from an increasingly competitive market as \$1.7 million of total income was returned to our members in interest on deposits and investments.

2010 proved to be very challenging for the Credit Union given difficult economic conditions, market volatility, historically low interest rates offering marginal interest rate margins, and the inability of some of our members to pay their financial obligations. The competitive nature of the financial services industry continues to be strong and Peoples Credit Union is committed to providing competitive rates of return to its membership. While interest rates remained low, so too was the pressure to offer even lower interest rates on loans and mortgages. The total credit portfolio declined by 5.07% to \$106 million, a result of members' paying out their mortgages.

Management and staff worked diligently to gain efficiencies and review operating costs throughout the year.

The credit union continues to adjust to the slowdown in the economy and has prudently established a general reserve for doubtful loans in the amount of \$224,000.

This reserve or contingency was determined through an analysis of economic developments along with current portfolio trends. An increased emphasis has been placed on delinquency control and we will continue to work on keeping further allocations to a minimum. In 2010, actual loan losses were 0.69% of average loans, which is lower than prior years. We are committed to following sound and prudent lending practices and to deal with problem loans on a timely basis.

Our liquidity level, consisting primarily of cash and short-term investments, was 18.8% as of December 31, 2010. That's higher than we would like and provides an opportunity for more promotion of our loan products.

At year end, we had over \$3.8 million in excess regulatory capital. Total regulatory capital as of December 31, 2010 was \$9.6 million. The Credit Union continues to surpass compliance with all legislated requirements. Our capital to asset ratio was 6.67%, versus the statutory minimum of 4%, and our capital to risk-weighted asset ratio was 12.71%, versus the statutory minimum of 8%, providing ample room to finance future growth and expansion. Peoples Credit Union's primary commitment is to ensure your funds are secure and that we continue to remain well capitalized

In conclusion, despite the many challenges, 2010 was a good year for Peoples Credit union in terms of profitability with net income of \$60,000 after dividends and taxes. The credit union's strong capital base means that Peoples is well positioned for profitable growth in 2011 and beyond. The sustained growth in assets, deposits/investment shares and in regulatory capital is evidence of our members' continued support by bringing more of their financial business to us and using more of our products and services.

Being leaders in our community ...

The process of investment and involvement in our communities serves to enhance grass roots participation and builds and maintains member and community involvement and reputation. In 2010, we continued to demonstrate our commitment to our communities through volunteering and financial support, taking responsibility for building stronger communities in Simcoe and Dufferin.

Marketing and advertising efforts supported our unique products and services and made certain that both members and our communities were aware of what our Credit Union has to offer. We supported future

leaders of our community through sponsorships that will assist our youth with post secondary aspirations. The sustained desire to make our communities better places to live and work again resulted in numerous community organizations receiving well-deserved support for their programs ... programs that are needed and enjoyed by many individuals.

We supported six local students by sending them to the Cooperative Young Leaders Camp. CYLers explore self-awareness, communication, team building, conflict resolution, decision making and leadership, while absorbing general co-operative and credit union knowledge.

More than \$40,000 was donated back to our communities in 2010, through scholarships, donations, sponsorships, and gifts.

We will continue to embrace our vision of being leaders in our community. Throughout 2011, the primary target will be our existing members and we plan to enhance our understanding of our members' financial needs by strengthening member relationships. Our focus remains enriching members' lives through sound financial services.

Monitoring organizational performance ...

Our ability to report to you, our member owners, on the sound management of the Credit Union encompasses many different areas of financial accountability. Each of our lending practices, operational, liquidity and capital levels, risk management and Deposit Insurance Corporation of Ontario compliance is audited, assessed and evaluated annually. Governance continues to be a key strength of the Credit Union as demonstrated by

the continued adherence to all regulatory requirements. Violations, non-compliance, or areas of concern were noted and corrections made immediately. An Information Security Audit, testing internal and external controls, ranked Peoples Credit Union second overall out of a group of 35 credit unions.

Setting policies is critical to ensuring effective decision making. Our Board conducts an annual review of all the policies required by the deposit insurer, as well as a review of a significant number of internal and operational policies. In addition, our Internal Audit team and external Auditor perform an annual review of policies and procedure and provide recommendations to the Board.

The Credit Union has a long history of acting prudently in order to protect our institution and members. Our commitment to you is to continue to do so. The strategic plans that we have forged for 2011 ensure that we will be able to withstand and prosper on the difficult economic road that lies ahead. Over a 66 year history, we have experienced many difficult times. In each and every instance, we emerged stronger than before.

Today, loyalty is more important than it has ever been to ride out this economic storm and return to levels of success that we have enjoyed in the past. As such, your Board, management, and staff remain as dedicated and focused on working, with you, our members, to continue to weather the economic storm and to forge new strengths as we move ahead.

MANAGEMENT'S RESPONSIBILITY FOR FINANCIAL REPORTING

Management is responsible for the preparation, and fair presentation and consistency of the financial statements and all other information contained in the annual report. This responsibility includes selecting appropriate accounting principles consistent with Canadian generally accepted accounting principles. The preparation of the financial statements necessarily involves the use of estimates and approximations, which are made using careful judgment. Management is responsible for maintaining a system of internal controls designed to provide reasonable assurance as to the reliability of financial information and to ensure assets under the control of the Credit Union are safeguarded and accurate records are maintained. The Audit Committee of the Board of Directors meets periodically with management and the external auditors to review the internal controls over the financial reporting process, auditing matters and financial reporting issues to satisfy itself that each party is properly adhering to its responsibilities. The Committee reviews the financial statements with management and the external auditors, and reports to the Board on its findings prior to the Board's approval. The Committee's role is explained in the "Report from the Audit Committee".

The Board of Directors is responsible for ensuring that management fulfills its responsibilities for financial reporting

and is ultimately responsible for reviewing and approving the financial statements. The Deposit Insurance Corporation of Ontario conducts a periodic examination of the financial condition and affairs of the Credit Union. The examination includes a review of the Credit Union's compliance with the provisions of the Credit Unions and Caisses Populaires Act, 1994 under which it is chartered and regulated. The members' external auditors conduct an independent examination of the financial statements and report on the fairness of the statements and the application of generally accepted accounting principles in their preparation in all material respects. The auditors have free and independent access to the Audit Committee.



Heather MacDonald
Chief Executive Officer



Sandra Delabbio
Chief Financial Officer

AUDIT COMMITTEE REPORT

The Audit Committee (the "Committee") of the Credit Union is a committee operating pursuant to section 125 of the Credit Unions and Caisses Populaires Act, 1994 (the "Act"). The Committee consists of three members appointed by the board from among the directors and has adopted a mandate to perform all the duties set out in the Act and Regulations thereto. The Committee must meet quarterly and during the past year met 4 times to carry out its duties, which included:

- Serving as the liaison between the Board of Directors and the external auditors.
- Reviewing the annual financial statements and any findings and recommendations arising from the audit.
- Reviewing internal controls designed to safeguard assets, ensure the accuracy of financial reports and ensure compliance with policies and procedures.
- Serving as the Board's liaison with the internal audit process and reviewing the internal audit mandate and reports.
- Reviewing the policies, procedures and controls which

relate to legislative compliance, including those pertaining to liquidity, capital adequacy, interest rate management, business interruption, money laundering and privacy.

- Issuing reports and making recommendations to the Board or senior management on its findings and following up to ensure the recommendations are being reviewed and implemented

The Committee has a solid working relationship with senior staff and the CEO.

I would like to extend a sincere thank you to the committee members for their commitment and dedication to the Audit Committee.

Respectfully submitted



Chris Hand
Chair, Audit Committee

FINANCIAL STATEMENTS

Independent Auditors' Report on Summarized Financial Statements

To the Members of
PEOPLES CREDIT UNION LIMITED

The accompanying summary financial statements, which comprise the summary consolidated balance sheet as at December 31, 2010, summary consolidated statements of operations, comprehensive income and members' equity for the year then ended are derived from the audited consolidated financial statements of Peoples Credit Union Limited for the year ended December 31, 2010. We expressed an unmodified audit opinion on those consolidated financial statements in our report dated January 21, 2011.

The summary financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Reading the summary financial statements, therefore, is not a substitute for reading the audited consolidated financial statements of Peoples Credit Union Limited.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of a summary of the audited consolidated financial statements on the basis described below.

The summary financial statements include all information contained in the complete consolidated audited financial statements except for a cash flow statement, notes and other explanatory information.

Auditor's Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements".

Opinion

In our opinion, the summary financial statements derived from the audited consolidated financial statements of Peoples Credit Union Limited for the year ended December 31, 2010 are a fair summary of those financial statements on the basis described above.

TORONTO, Ontario
January 21, 2011

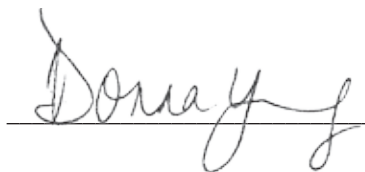
Tinkham & Associates LLP
CHARTERED ACCOUNTANTS
LICENSED PUBLIC ACCOUNTANTS

SUMMARY CONSOLIDATED BALANCE SHEET

As at December 31	2010	2009
Assets		
Cash	\$ 10,582,351	\$ 10,975,498
Investments	24,966,508	18,779,909
Accrued interest receivable	337,462	310,098
Income taxes receivable	60,359	69,013
Other assets	346,426	398,989
Loans to members	104,268,580	109,651,412
Derivative financial instruments	202,738	142,553
Capital assets	3,265,618	3,363,145
	\$ 144,030,042	\$ 143,690,617
Liabilities, Member Entitlements and Members' Equity		
Liabilities		
Accounts payable and accrued liabilities	318,327	253,396
Derivative financial instruments	235,585	147,797
	553,912	401,193
Member entitlements		
Members' deposits	134,028,701	136,618,150
Accrued dividends payable	92,993	-
Members' share capital	2,867,399	220,681
	136,989,093	136,838,831
Members' equity		
Contributed surplus	1,459,999	1,459,999
Retained earnings	5,054,466	4,994,896
Accumulated other comprehensive (loss)	(27,428)	(4,302)
	6,487,037	6,450,593
	\$ 144,030,042	\$ 143,690,617

On behalf of the Board:

 Chair

 Director

SUMMARY CONSOLIDATED STATEMENT OF OPERATIONS

Year ended December 31	2010	2009
Interest income		
Interest on member loans	\$ 5,493,593	\$ 5,921,943
Investment interest and dividends	377,772	230,251
	5,871,365	6,152,194
Interest expense		
Interest on members' deposits	1,695,707	2,017,005
Interest on external borrowings	39,279	20,674
	1,734,986	2,037,679
Net interest income	4,136,379	4,114,515
Other income	1,645,142	1,631,191
Net interest and other income	5,781,521	5,745,706
Non-interest expenses		
Administration costs	684,017	549,773
Advertising and communications	256,853	281,994
Computer, office and other equipment	524,368	506,022
Loan costs	476,843	951,742
Member security costs	358,906	256,487
Occupancy costs	466,494	458,129
Other miscellaneous	96,571	56,095
Salaries and benefits	2,753,232	2,511,576
	5,671,284	5,571,818
Net income before other items	164,237	173,888
Member dividends	92,993	-
Net income before provision for income taxes	71,244	173,888
Provision for (recovery of) income taxes		
Current	-	(55,900)
Future	11,674	81,440
Net income for the year	\$ 59,570	\$ 148,348

SUMMARY CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

Year ended December 31	2010	2009
Net income for the year	\$ 59,570	\$ 148,348
Other comprehensive income (loss)		
Unrealized loss on cash flow hedges	(27,681)	(5,246)
Less: provision for future income taxes	4,555	944
Other comprehensive loss	(23,126)	(4,302)
Comprehensive income for the year	\$ 36,444	\$ 144,046

SUMMARY CONSOLIDATED STATEMENT OF MEMBERS' EQUITY

Year ended December 31	2010	2009
Contributed Surplus		
Balance, beginning and end of the year	\$ 1,459,999	\$ 1,459,999
Retained Earnings		
Balance, beginning of year	\$ 4,994,896	\$ 4,846,548
Net income for the year	59,570	148,348
Balance, end of year	5,054,466	4,994,896
Accumulated other comprehensive loss		
Balance, beginning of year	\$ (4,302)	\$ -
Other comprehensive loss for the year	(23,126)	(4,302)
Balance, end of year	(27,428)	(4,302)
Members' equity, end of year	\$ 6,487,037	\$ 6,450,593

STAFF

Chief Executive Officer

Heather MacDonald

Executive Management Team

Patricia Ashwood – *Human Resources*
Sandra Delabbio – *Chief Financial Officer*
Brian Moss – *Commercial Services*
Michèle Newton – *Marketing*
Kim Stoddart – *Branch Operations*
J. Michelle Thompson – *Retail Services*

Head Office Support Staff

Marilyn Bly - *Investment Services Manager*
Ryan Bosco – *IT Manager*
Michele Cobby – *Retail Services Administration Officer*
Bonnie Himsl – *Retail Services Administration Assistant*
Melanie Junkins – *People Development Officer*
Ursula Mackay – *Executive Assistant*

Stroud Branch

Jan Rouse – *Branch Manager*
Dale Elsasser
Carla Kruger
Marika Nietvelt
Laureen Payne
Jenny Sacco
Barb Tennum
May Trillo
Melissa Watson
Vida Williams

Commercial Services

Crystal Daniel
Amy Dewar
John Iversen
Wayne Patterson

Accounting/Financial Administration

Brenda Curtis
Doreen Laarakkers
Anita Plewes
Laura Renouf

Alcona Branch

Rob Alkema – *Branch Manager*
Tracey Adams
Margeret Acton-Hammill
Bonnie Coelho
Amy Davies
Stacey Hodgson
Sherri Reeves
Wendy Richardson
Diana Wagg

Shelburne Branch

Richard Pollock – *Branch Manager*
Tammy Ashton
Shelley Black
Dana Cater
Ione Elo
Dana Lewis
Kathy Storey

Tollendale Branch

Edith Blain – *Branch Manager*
Bonnie Elliott

COMMUNITY SPONSORSHIPS, DONATIONS AND AWARDS

INNISFIL AND AREA

Alcona Glen Elementary School
 Algonquin Ridge Elementary School
 Alzheimer Society of Canada
 Barrie Food Bank
 Big Brothers Big Sisters
 Canadian Red Cross Relief - Pakistan
 and NFLD/Labrador
 CanHelp Haiti
 CF Society
 Friends of South Simcoe Police
 Gilford and District Horticultural Society
 Goodfellow Public School
 Greater Innisfil Chamber of Commerce
 Holy Cross Public School
 Innisfil Ball Hockey

Innisfil Central Public School
 Innisfil Community Events Corp
 Innisfil Junior Broomball
 Innisfil Leos
 Innisfil Minor Baseball
 Innisfil Minor Hockey
 Innisfil Minor Lacrosse
 Innisfil Minor Softball
 Innisfil Soccer
 Innisfil Summerfest
 Innisfil Volunteer Fire Fighters
 Association
 Innisfil Women's 3-Pitch League
 Junior Achievers
 Killarney Beach Public School

Kuzmich Memorial Hockey Tournament
 Lefroy Minor Hockey
 MS Society
 New Years Eve Family Skate
 Ontario Credit Union Charitable
 Foundation
 Opera Belcanto of South Simcoe
 Ride to Conquer Cancer
 Rugby Ontario Women
 Simcoe County Plowmens Association
 South Simcoe Police Association
 Spin-for-Kids Nantyr Shores
 Stroud Sports Camp
 Sunnybrae Public School
 Treehaven Muscular Dystrophy



Michele Newton, Marketing Manager makes a cheque presentation at Innisfil Central Public School.



Heather MacDonald, CEO makes a cheque presentation at Barrie Big Brothers and Big Sisters.



Centre Dufferin DHS War Memorial cheque presentation

COMMUNITY SPONSORSHIPS, DONATIONS AND AWARDS

SHELBURNE AND AREA

Bowl for Kids Sake
 Canadian Open Old Time Fiddle
 Championship
 Centennial Highlands Elementary
 School
 Drive-In Movie Night
 Dufferin Town and Country Fair Tour
 High Country Antique Power Club
 Hyrdcephalus Research and Sick Kids
 Ice Cream Eating Contest - Heritage
 Street Festival

Shelburne and District Agricultural
 Society
 Shelburne and District Firefighters
 Association
 Shelburne Ball Hockey
 Shelburne Figure Skating Club
 Shelburne Minor Baseball
 Shelburne Minor Hockey
 Shelburne Muskies
 Shelburne Rotary Club

Shelburne Vets Minor Lacrosse
 Shelburne Worm Charming Festival
 Songbirds Only Avian Rehabilitation
 (S.O.A.R.)
 Tipling Stage Company
 Town of Shelburne Stage Sponsorship
 Turn-It-On Dance Fundraiser
 Wilbur Memorial Hockey Tournament



Heather MacDonald, CEO presents a cheque to the members of C.O.P.E.



Heather MacDonald, CEO makes a cheque presentation at Sandy Cove Acres.

AWARDS GRANTED BY PEOPLES CREDIT UNION

Community Involvement Award

- Big Brothers Big Sisters of Barrie and District
- C.O.P.E. (Canine Opportunity, People Empowerment) Service Dogs
- Home "Alone" Club, Sandycove Acres
- Junior Achievement of Central Ontario
- Shelburne CDDHS War Memorial Rededication

High School Achievement Awards

- Centre Dufferin District High School Grade 11 Guitar Award
- Centre Dufferin District High School Grade 12 Instrumental Music Award
- Centre Dufferin District High School Senior History Award
- Nantyr Shores Top Male/Top Female Awards

Cooperative Young Leaders Camp Sponsorship

- Robynne Maggott
- Keeragh Robertson
- Luke Brewer
- Derreck Veitch
- Sarah Ray
- Nyssa Lowry

Community Corporate Donations

- Innisfil Recreation Centre
- Shelburne Recreation Centre

PRODUCTS AND SERVICES

CHEQUING

Personal Chequing
Business Chequing
Advantage Plus Account
Service Charge Packages
E-serve Chequing Account
Overdraft Protection

SAVINGS

AgrilInvest Account
Plan 24 – Daily Interest Savings
Premium Savings
Special Deposit Savings
TFSA Savings
U.S. Dollar Savings Account

INVESTMENT DEPOSITS

Cdn. \$ Term Deposits - short term and 1 to 5 year terms
US\$ Term Deposits - short term and 1 year term
TFSA Term Deposits
Mutual Funds
Index Linked Term Deposits
Registered Retirement Savings Plans
Registered Retirement Income Funds
Registered Education Savings Plans

LOANS

Personal Loans – Fixed and Variable
Personal Lines of Credit
Registered Retirement Lines of Credit
Mortgages – Open and Closed, Fixed and Variable
High Ratio Mortgages – CMHC, Genworth, Canada Guaranty
CreditMaster® Mortgage
Home Equity Line of Credit
Second Mortgages
Commercial Loans
Commercial Mortgages

PAYROLL

Direct Pay Deposit

OTHER SERVICES

Credential Direct® Online Brokerage
Credential Financial Strategies Inc.
Extended Home Ownership Insurance
Property Ownership Identity Protection
Home and Auto Insurance
Life Insurance
Credit Disability Insurance
Credit Life Insurance and Mortgage Insurance
Member Plan Personal Benefits Program
Automated Teller Machines – Lobby & Drive Thru
Customer Automated Funds Transfer
Utility Payments
Easy Save Point of Sale Roundup
Signature Guarantee
Safety Deposit Boxes
Foreign Currency
Travellers Cheques, Travellers Insurance
Money Orders, Official Cheques
Mastercard® Credit Card
HyperWALLET Online Payment System

MEMBERDIRECT® ONLINE BANKING www.peoplescu.ca

YOUTH BANKING SERVICES

Online Banking at www.peoplescu.ca
Next Steps Youth Account (18-25 years)
Youth Account (13-17 years)
Student Lines of Credit

DEBIT CARD ATM NETWORKS

The Exchange® (www.the-exchange.ca)
NoSUR!®
ACCULINK®
Interac®
Cirrus®
ACCEL®

TELEPHONE BANKING

705.436.6600 (Innisfil and Barrie)
519.925.0159 (Shelburne)

BRANCH INFORMATION

Stroud Branch

8034 Yonge Street
Innisfil, Ontario
L9S 1L6

Telephone: 705-436-1910
Toll Free: 1-877-414-0195
Fax: 705-436-7548
E-Mail: info@peoplescu.ca
Telephone Banking:
705-436-6600
877-414-0100

Business Hours:

Mon: 9:00 - 4:30
Tues: 9:00 - 4:30
Wed: 9:00 - 4:30
Thur: 9:00 - 8:00
Fri: 9:00 - 8:00
Sat: 9:00 - 1:00

Alcona Branch

1040 Innisfil Beach Road
Innisfil, Ontario
L9S 2M5

Telephone: 705-436-6005
Toll Free: 1-877-414-0196
Fax: 705-436-4603
E-Mail: info@peoplescu.ca
Telephone Banking:
705-436-6600
877-414-0100

Business Hours:

Mon: 9:00 - 6:00
Tues: 9:00 - 6:00
Wed: 9:00 - 6:00
Thur: 9:00 - 8:00
Fri: 9:00 - 8:00
Sat: 9:00 - 3:00

Shelburne Branch

133 Owen Sound Street
Shelburne, Ontario
L0N 1S0

Telephone: 519-925-3204
Toll Free: 1-877-925-3204
Fax: 519-925-2311
E-Mail: info@peoplescu.ca
Telephone Banking:
519-925-0159
877-414-0100

Business Hours:

Mon: 9:00 - 4:30
Tues: 9:00 - 4:30
Wed: 9:00 - 4:30
Thurs: 9:00 - 5:00
Fri: 9:00 - 6:00
Sat: 9:00 - 1:00

Tollendale Branch

Suite 102, 274 Hurst Drive
Barrie, Ontario
L4N 0Z3

Telephone: 705-719-4460
Toll Free: 1-866-992-9931
Fax: 705-719-4464
E-Mail: info@peoplescu.ca
Telephone Banking:
705-436-6600
877-414-0100

Business Hours:

Mon: 10:00 - 3:00
Tues: 10:00 - 3:00
Wed: 10:00 - 3:00
Thur: 10:00 - 3:00
Fri: 10:00 - 3:00

Head Office

8034 Yonge Street
Innisfil, Ontario
L9S 1L6

Telephone: 705-436-2044
Toll Free: 1-888-777-8891
Fax: 705-431-5610
E-Mail: info@peoplescu.ca

Business Hours:

Mon: 9:00 - 5:00
Tues: 9:00 - 5:00
Wed: 9:00 - 5:00
Thur: 9:00 - 5:00
Fri: 9:00 - 5:00

ATM Locations

7315 Yonge Street, Innisfil • Innisfil Multi-Use Recreation Facility • Cash dispense only
8034 Yonge Street, Innisfil • Stroud Branch • Full service lobby and drive-thru
5479 Yonge Street, Gilford • Trotter's Garage • Cash dispense only
1040 Innisfil Beach Road, Innisfil • Alcona Branch • Full service lobby and drive-thru
Suite 102, 274 Hurst Dr., Barrie • Tollendale Branch • Full service external
133 Owen Sound Street, Shelburne • Shelburne Branch • Full service lobby

IN MEMORIAM

We would like to offer our condolences to the families of the members who passed away in 2010. Our Credit Union will miss each and every one of them.

The following members passed away in 2010:



Joan Ariss	Anne Light	Isabel Williamson
Helen Armstrong	Robert Lighthouse	Kenneth Winchombe
C. Verdun Armstrong	Beatrice London	Peter Wish
Ross Asselstine	Wallace Lucas	
Cecil Attwell	Irwin Maltby	
Joan Blackstock	Dora McAllister	
Thomas Bowman	Marion McBrine	
Henry Crate	Robert McColgan	
Duane Dane	Donald McCutcheon	
Orville Down	William McDougall	
Jean Duncan	Lorne McKibbon	
Jake Eigenhuis	Helena Meijers	
Lloyd Ellsworth	Robert Middleton	
Mabel Ferguson	Francis Norris	
Myrlah Ferrier	Evelyn Pratt	
Marguerite Ferris	Margaret Reid	
Michael Fieldsend	Jack Ross	
Edna Fisher-McKinnon	Marguerette Scott	
Terrance Flemington	Douwe Seisling	
Leo Foisy	Wilfred Sharpe	
Norman Francey	Daniel Shaw	
Violet Hankin	Jean Smurthwaite	
William Harboruk	John Stavinga	
James Harris	John Stockman	
Doris Hazen	Michael Wanamaker	
Erwin Hunter	Albert Watson	
Bruce Johnson	Ina Webster	
Eric Leimbrock	Florence Wells	

