

Co-operators

CWCF 2021 AGM

Alexandra Wilson, Director



WHO OWNS US?

OUR MEMBERS ARE



Canadian



Major Co-ops and 1 Trade Union



Credit Union Centrals



Farm Representative Organizations

OUR MEMBERSHIP

British Columbia

Agrifoods International Cooperative Limited (AB, BC, SK)
BC Agriculture Council
BC Tree Fruits Cooperative
* Central 1 Credit Union (BC, ON)
Modo Co-operative
PBC Health Benefits Society
Realize Strategies Co-op

Alberta

Alberta Federation of Agriculture
Alberta Federation of Rural Electrification Associations
Credit Union Central Alberta Limited
Federation of Alberta Gas Co-ops Ltd.
UFA Co-operative Limited

Saskatchewan

Access Communications Co-operative Limited
Agricultural Producers Association of Saskatchewan
Credit Union Central of Saskatchewan
*Federated Co-operatives Limited (AB, BC, MB, SK)
Regina Community Clinic

Manitoba

Arctic Co-operatives Limited
* Bee Maid Honey Limited (AB, MB)
Caisse Populaire Groupe Financier Ltée
Credit Union Central of Manitoba Limited
Keystone Agricultural Producers

Ontario

Caisse Populaire Alliance Limitée
* Co-operative Housing Federation of Canada (all regions)
Gay Lea Foods Co-operative Limited
GROWMARK Inc.
La Fromagerie coopérative St-Albert inc.
Ontario Federation of Agriculture
Ontario Organic Farmers Co-operative Inc
* United Steelworkers, District 6 (ATL, ON)

Québec

* Exceldor (MB, QC)
La Fédération des coopératives du Nouveau-Quebec
Fédération des coopératives d'alimentation du Québec
Fédération des coopératives funéraires du Québec
Fédération québécoise des coopératives de santé
Fédération québécoise des coopératives en milieu scolaire/COOPSCO
Sollio Cooperative Group
william.coop

Atlantic

Amalgamated Dairies Limited
Atlantic Central
Atlantic Retail Co-operatives Federation
* Canadian Worker Co-operative Federation (AB, ATL, BC, ON, QC)
Newfoundland-Labrador Federation of Co-operatives
Northumberland Cooperative Limited
Scotian Gold Cooperative Limited
UNI Coopération Financière

* Indicates multi-region representation

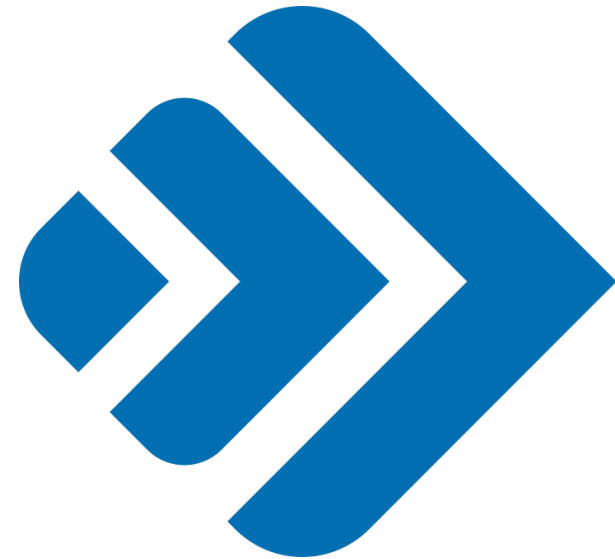


Membership

- Governance participation
- Networking
- Member Loyalty Program
- Sponsorships
- Funding



Our Inspiration



"An acorn that will grow into one of the greatest oak trees of the cooperative movement."

Albert Savage, Co-founder

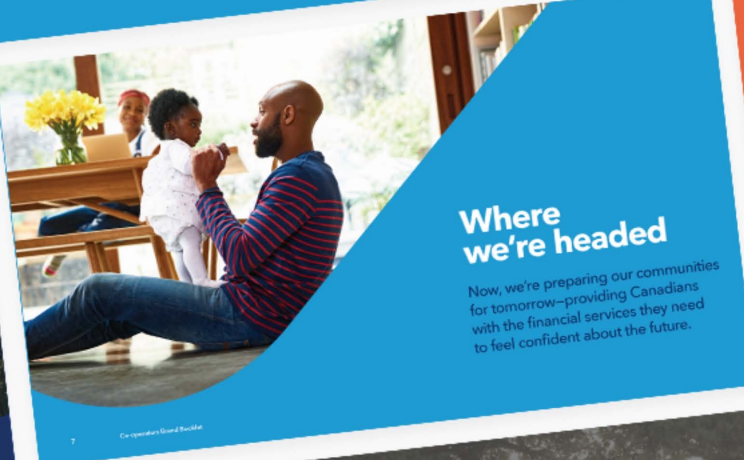
Welcome to the future

Gone are the days of just being the insurance people. We needed a brand that matched our investment in the future. A brand that will grow with us.

Meet our new brand

new look and feel, is right in these pages. Let's dive in.

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Where we're headed

Now, we're preparing our communities for tomorrow—providing Canadians with the financial services they need to feel confident about the future.

We believe

everyone should have the support they need to navigate their financial future.

We exist

to be a partner for every Canadian on their path to financial success.

We a
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A

"An acorn that will grow into one of the greatest oak trees of the co-operative movement."

Albert Savage, co-founder

Our new symbol
Made of three elements that evoke the shape of an oak leaf, moving forward together.



Writing our name

Drop the "the."
We're Co-operators now.
Never capitalize the O.
Always use the hyphen.

new
ntity

Our brand voice

This is our rallying cry

Here at Co-operators, there's no such thing as thinking too far ahead. Because if we think about it, we can plan for it. And if we plan for it, we can make the most of any situation. We believe that preparation is just as important as protection. And that to best serve you today, we have to look towards tomorrow. We invest in our communities, to create a stronger foundation. We champion sustainability to build a future worth growing into. We offer advice that looks at what's in hand, but also what's ahead. Helping you keep what matters safe, and save for what matters. Because as your partner, and as part of your community, we're invested.

Investing in your future. Together.

genuine.

Manifesto

Thank you!

