



STRIDE CREDIT UNION

2024 ANNUAL REPORT

Table of Contents

04		Board of Directors	14		People & Culture
06		Community Impact	18		Member Survey Results
10		Fraud Prevention	20		Journey Wealth
12		Care+	21		Summary of Financial Statements



Working together, Community in mind

To our Members,

Well, another year has come and gone. It is hard to believe we are done the first quarter of 2025 already.

The focus of 2024 was working on and implementing a new strategy map for Stride Credit Union. A big part of the map is data and how that will help Stride moving forward. This commitment to using data will lead to an increased focus on our member experience. Part of that member experience is also our involvement in the communities that we serve, including the volunteer hours logged by staff at various events. We were thrilled to be a donor for the new hall in Oakville which opened its doors in 2024, we signed a deal with the Agricultural Grounds in Neepawa for a long term sponsorship with naming rights, we upgraded the Audio Visual system at Stride Place in Portage la Prairie to improve the experience at that building for meetings and conferences, and much more. I am also proud to say that our team recognized the need for some help with food security and made donations to the Salvation Army's in Neepawa and Portage, the Food Vault in MacGregor and Austin and the Food Cupboard in Gladstone along with a number of exciting giveaways on social media like our beef giveaway and Thanksgiving meals contest.

Sticking with the data conversation, we also invested in surveys in 2024. We completed both member surveys and employee engagement surveys – we saw strong participation numbers for both and recorded valuable feedback and information from the process. Our board was especially pleased with the results of the employee engagement survey as this showed strong results in job satisfaction and our staff feel supported and valued. We are also very pleased with the investment in training for staff – it shows a commitment to learning and continued growth within our organization. Another area of growth we have seen in 2024 is Journey Wealth. It was their first full year in their new location in Portage la Prairie and they are seeing growth in every aspect of their business – from investments to insurance. Their office in Neepawa has also seen a notable increase in business and we are extremely proud of what they have accomplished. We look forward to seeing what comes from Journey Wealth in 2025.

Our Board of Directors has been a part of the discussions around the strategy map and planning for Stride Credit Union and remains committed to making decisions in the best interest of our members, our staff and the Credit Union as a whole. Thank you to my fellow board members for your efforts and commitment to the Credit Union. I recognize that time is valuable and you giving your time to this organization is appreciated. Finally, thank you to staff. You are members too and that is important to remember. Our staff is committed to providing an exceptional experience for our members day in and day out – from interactions in the branch, assistance over the phone, or representing Stride at local fundraisers and events – your hard work is appreciated.

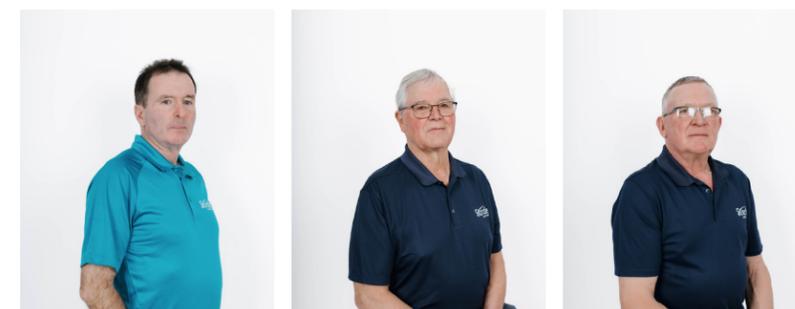
We are excited to see what happens in 2025 at Stride Credit Union.


Ken Boyachek
Board Chair

Uniting Talents, Fueling Innovation

Our Board of Directors is made up of members from across our region. They represent the communities that we serve and are focused on doing what's best for the Credit Union and our valued members.

Ken Boyachek - Board Chair
Ron Jesson - 1st Vice Chair &
Nominating Committee
Keith Jury - 2nd Vice Chair



Ted Vandenberg - Audit Committee
Gerald Plaisier - Audit Committee
Daniel Bolton - Audit Committee



Brent Irwin - Nominating Committee
Gerry Currie - Nominating Committee



Community Impact



Helping our communities is at the heart of everything Stride does. Community involvement is important to not only the organization's core values but also to our staff.



\$151,301.28

total of donations and sponsorships in 2024



\$6,494.42

the amount we spent in 2024 for causes related to food security

With the support of Concentra and EQ Bank's *Empowering Your Community* grant program, Stride Credit Union was excited to learn, in mid 2024, that the Neepawa Salvation Army was the successful recipient of a \$10,000 grant. Each year, Concentra and EQ Bank collaborate with Canadian credit unions through the *Empowering Your Community* grant program which selects deserving initiatives to improve mental health, housing, Indigenous resurgence, and food security. This grant will support the Salvation Army in relocating to a larger, street-front space, allowing them to expand their essential services. From a new grocery-style food bank that improves access and dignity for clients to a Community Kitchen that will teach valuable food literacy skills, this expansion is set to address the growing challenge of food insecurity in the region.

Community Impact



Our 2nd annual golf tournament saw 142 golfers join us for a day of fun on the links



Held at the beautiful Neepawa Town and Country Golf Club, July 18, 2024



A total of \$25,000 was presented to STARS Air Ambulance thanks to our generous sponsors, golfers and the team at Stride



Save the date! Join us on July 10, 2025 for the 3rd Annual Stride Fundraising Golf Tournament!

Stride was honoured to participate in the **Women's Mentorship Program** through the Cooperative Development Foundation of Canada. We had the privilege of hosting our mentee, Senedu from Ethiopia, for 10 days in June. We got to show Senedu how the Credit Union systems work in Canada and give her a glimpse of what it is like to work at Stride.

We also introduced Senedu to a true Manitoba summer with trips to Clear Lake, Jackson's Lake, soccer games, picnics, BBQs, horse rides, museums, kayaking, and even watching an NHL playoff game on TV!

Fraud Prevention



The global cyber crime economy represents the world's 3rd largest economy and it's only getting bigger. At Stride, we have focused efforts on raising awareness with our members about various forms of fraud through presentations, social media and website and printed material.



Stride has partnered with Each One Teach One and Junior Achievement of Manitoba to educate the community on financial literacy topics and fraud awareness, completing 7 presentations in 2024



Stride's social media and website content is made up of 22% financial literacy and fraud prevention material



We partnered with the Federated Retirees to create, print and distribute over 500 copies of a fraud prevention booklet to seniors in our communities



The total number of prevented potential member losses in 2024 is \$71,469



There was \$56,010 in potential member loss by e-transfer prevented in 2024



Potential losses totalling \$15,459 in counterfeit cheques was prevented



We dealt with 114 fraudulent e-transfers in 2024, an increase of 70 from 2023



Our Care + Team continues to make great strides in supporting the branch network. Our team has focused on ensuring member satisfaction is a priority and consistency received a **service level above 92.57%**. This allows our branch network to primary focus on the internal member experience and reduce the time our membership waits in line.

Care+ has made significant progress in supporting Stride Credit Union effectively and efficiently. Building knowledge around our products/services and learning how to stay aware of the various scams was a large focus in 2024.



92.57%

Service Level



24,658

Total Calls



1,390

Total online chats and contact us form inquiries



720

Total number of online appointment bookings

Future of Care+

As member expectations continues to evolve it will be crucial to prioritize technology upgrades, staff training and member education in the coming year. These initiatives not only improve our service delivery but will also position Care + as the one of the key drivers of member satisfaction and growth for Stride Credit Union. With the growing trends towards digital banking, we continue to look for ways to expand our digital presence. Care + will continue to provide guidance – empowering members with the tools and knowledge to use online and mobile banking more effectively. The Care + team is committed to helping educate members on financial wellness and financial literacy through tutorials and information campaigns. This will help members with their day to day inquiries and general financial questions.



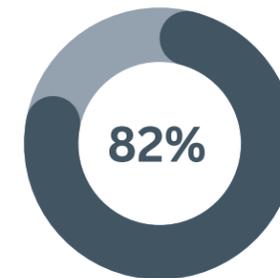
People & Culture



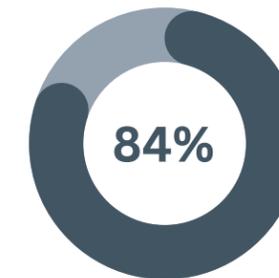
In 2024, we remained committed to creating a workplace where employees feel supported, engaged, and valued.

Employee Engagement & Culture

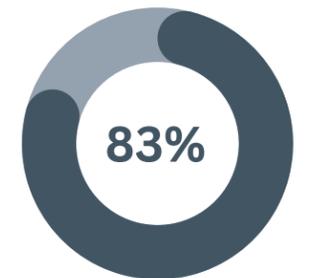
In October of 2024 we conducted a survey on employee engagement and job satisfaction.



Overall employee engagement score



Are proud to tell people they work for Stride



Recommend Stride as a great place to work

Main reasons for job satisfaction:



Supportive work environment, managers and colleagues



Enjoying the job and finding it fulfilling



Flexibility and work-life balance



Compensation and benefits offered



The most commonly used words that staff used to describe Stride's culture.

People & Culture



Talent Management

In 2024, Stride Credit Union remained committed to fostering a strong and engaged workforce through effective talent management.

93%

Employee Retention: We maintained a strong 93% employee retention rate in 2024.

10

Internal Promotions: We supported career advancement within the organization, with 10 internal promotions

6

Summer Student Opportunities: Stride provided six summer student opportunities, offering valuable hands-on experience.

Learning and Development

We are committed to continuous learning and professional growth. Through targeted training and leadership development, we empower our employees to excel in their roles and advance their careers.



Investing in Growth: Over **400 hours of in-person training** provided to staff and leaders in the past year.



Leadership Development: All **29 Stride leaders** participated in training, each completing **38.5 hours** of training.



Impactful Training: **100% of leaders surveyed** agreed they feel **more equipped** to do their job after attending the program.

Member Survey



Between October 21 and November 16, 2024 a member survey was conducted by Probe Research.

1,118 members completed the survey.

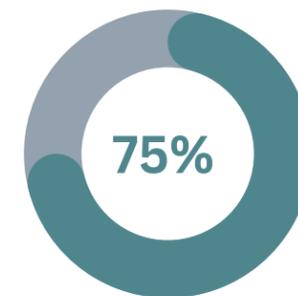
The purpose of the survey was to better understand Stride members:

- Satisfaction with product/service elements
- Likelihood of recommending Stride to others
- Banking behaviours, including product usage with Stride and other Financial Institutions and likelihood of switching
- Views on community support
- Communications preferences

Personal and commercial members are generally quite happy with their credit union.



of Retail members are satisfied (5-6 on 6-point scale)



of Ag and Commercial members are satisfied

Top drivers of satisfaction:



Retail

- Skilled/knowledgeable staff
- Competitive fees/rates
- Providing sound financial advice



Commercial

- Skilled/knowledgeable staff
- Being clear about rates/fees
- How easy it is to deal with Stride

Members remain very likely to recommend Stride.



In 2024, Journey Wealth continued to grow and strengthen its impact, providing expert financial planning and insurance solutions to clients.



Client Growth: As of December 31, 2024, Journey Wealth serves **2,014 clients**, with **1,126** of them also being Stride members.



Financial Strength: Managing **\$350 million** in assets.



Insurance Solutions: In 2024, the team placed 105 Life, Disability, or Critical Illness policies.



Expert Team: Six advisors and three support staff work together to deliver exceptional service and financial expertise.