

Commitment to Communities

Meridian's Commitment to Communities is based on our fundamental belief in our role in empowering Member, employee and community wellbeing. We believe that by developing community programs and partnerships that engage, educate and empower Canadians, we are fulfilling our promise to put our Members first and ensure that they always feel good about banking with us. Here are highlights of the many ways we are demonstrating this commitment.

Good Neighbour Program

Our branches participated in nearly 400 community events, programs and initiatives with over \$600,000 in community sponsorships. We are proud to make a bold impact while engaging and empowering our employees, Members and communities. Visit meridiancu.ca/goodneighbour to apply for a non-profit sponsorship by our branches.

My Commitment to Communities Employee Program

Our leading employee community engagement program gives employees access to \$1,500 per year – up to \$1,000 to match donations and fundraising to any Canadian charity and up to \$500 to reward volunteer time with any non-profit organization. In 2017, we matched our employees' contributions with \$250,000. In celebration of Canada's 150th, we joined the Canadian Credit Union Association's national volunteer challenge - Inspired Canadians, Inspiring Communities - to volunteer at least 5,000 hours, which we exceeded at 8,100 hours.

For Aspiring Entrepreneurs

Entrepreneurs with mentors are more likely to succeed so since 2015, Meridian and Futurpreneur Canada have supported over 2,000 young entrepreneurs. In 2017, 107 entrepreneurs ages 18-39 were supported by Meridian and Futurpreneur Canada at coffee meetups in 15 neighbourhoods through our Owners Wanted Ontario program. 1,567 young entrepreneurs tuned into our first ever virtual meetup on Facebook Live. Our Small Business and One Cap Credit Corp. leaders also co-hosted Expert Exchange workshops engaging 126 growth-ready young entrepreneurs.

SmartSAVER RESP Education

In 2014, we were a founding partner of SmartSAVER.org, created by Omega Foundation, to teach parents about saving for their children's education with the Registered Education Savings Plan and the Canada Learning Bond. Since 2015, over 460,000 Canadians have used the site to learn about opening RESP's to access up to \$2,000 in government grants through the Canada Learning Bond. Nearly 12,000 have digitally applied for an RESP using this new tool.



"In school, I began to see how my help and volunteerism made an impact and helped make a difference in the lives of many people, so I decided to explore different options to get involved – anything I can do to help and be a leader in my community I would like to do."

Heba Shahaed
2017 Sean Jackson Scholarship Winner

Save the Camp! Mobile Game

In 2017, we launched our mobile game, Save the Camp!, to teach kids about money through game-based learning in partnership with national charity The Learning Partnership and digital studio Tiny Hearts. Within one month, the app became a top educational game on the App Store and was featured in the media. Teachers across Ontario have used it as an education tool aligned to the Ministry of Education curriculum for grades 7 to 10.

Visit SavetheCamp.ca to view the trailer, play or download the app, and use the Teacher Handbook.

Funny Money

Meridian teamed up with the Ontario Government and Ontario Chamber of Commerce to make financial literacy fun by sponsoring a province-wide series of 400 comedy shows. Between September 2016 and December 2017, Funny Money shows were performed at 289 high school assemblies, bringing the show to 120,728 students in grades 11 and 12.

Learn more at
FunnyMoneyInc.com

Investing in Education

Meridian awards an annual \$10,000 scholarship, named in honour of our first CEO Sean Jackson, to one exemplary Ontario student. Over 200 scholarship applications were received and Heba Shahaed was selected; a community and youth advocate who took an entrepreneurial approach to bridging the divide between youth and seniors in Aurora. 7 Meridian teen Members were awarded scholarships to attend the Ontario Co-operative Association's Co-operative Young Leaders program.

