

Annual Report 2020

Celebrating twenty-four years of helping Canadians



We Help. We Educate. We Give Hope.
nomoredebts.org | mymoneycoach.ca

From the president

Last year was like no other year in our history. While we have overcome economic challenges in the past, we, like most other organizations, have never had to deal with a global health crisis that financially impacted millions of people and businesses across Canada. The COVID-19 pandemic has left its mark.

I am pleased to report that while the pandemic caught us off guard initially, we were able to pivot, keep our employees safe, and outfit them with the technology to work remotely and securely from home. We stumbled at first while getting used to a new cloud-based communication platform, but quickly adjusted and continued to meet the needs of our clients in a timely manner. It's surprising how quickly our society shifted from purchasing goods and services in person to online ordering and home delivery. At the Credit Counselling Society, we adapted too. Educational services that were previously delivered in person were transitioned and delivered online. In-person counselling services were delivered by telephone, and more recently, we launched a video counselling service to provide consumers and clients with a more personal experience. Early client survey results reflect a high satisfaction rating for this new service.

We established national partnerships with key companies in the employee benefits and life insurance industry, as they recognized that their recipients would gain value from our services and programs. Initially launched as pilot projects in 2020, we anticipate these partnerships will become ongoing programs due to the encouraging results to date.

Internally, we relaunched our nomoredebts.org website to improve the experience of visitors to our site and in particular, visitors accessing our site on their mobile devices. We will be relaunching mymoneycoach.ca, our educational website, later this year with the goal of improving visitor experience and engagement.

Our Business Transformation Project kicked off in 2020 and will see us transition to a new software platform with a go-live date this June. The project has been the largest undertaking in our history. When fully deployed, it will enable us to automate and digitize our processes, services, and programs, with the goal of optimizing the user experience for both clients and our team. A central lesson learned by organizations through the pandemic is the need to be ready to transform how you deliver goods and services or risk becoming irrelevant.

While the pandemic may have temporarily slowed our activities, we have used this time to improve our internal operations, create new services like our e-Learning modules, and prepare for the high demand for our services once the pandemic is under control and our economy returns to more normal levels.

In closing, I am grateful for the support we receive from the credit industry and in particular from the financial institutions that worked with us and our clients who were impacted by the pandemic, allowing them to reduce or defer their monthly Debt Management Program deposits until their circumstances improved. I'm also grateful for the support and guidance we received from our Board of Directors under very challenging circumstances. Finally, I am grateful for the exceptional group of employees at the Credit Counselling Society that live our mission each day. We Help. We Educate. We Give Hope.

Sincerely,
Scott Hannah
President & CEO
Credit Counselling Society

Our Services

- Confidential credit counselling services
- Toll free telephone counselling and information services
- Debt repayment and settlement programs
- Educational workshops and webinars on personal money management and resolving debt problems
- Credit and money management publications
- Online assistance and information
- Referrals to other community and professional services

Credit Counselling Society is the operating name of the Credit Counselling Society of British Columbia. We are a non-profit charitable organization and a founding member of Credit Counselling Canada (CCC), a national association of non-profit credit counselling agencies. Our Counsellors and Educators help tens of thousands of Canadians each year find solutions to their debt and money problems, learn new skills and regain financial stability.

For further information about our services and programs please contact:

Scott Hannah, President & CEO

Telephone: 604.636.0211

Toll free: 1.888.527.8999 ext. 1211

Email: scott@nomoredebts.org

Stacy Yanchuk Oleksy, Director of Education & Community Awareness

Telephone: 647.776.0485 ext. 1212

Toll free: 1.888.527.8999 ext. 1212

Email: stacy@nomoredebts.org

Established in 2007, the Institute for Financial Literacy presents the EIFLE Awards to individuals and organizations that have shown exceptional innovation, dedication, and commitment to the field of financial literacy education. In 2019 The Credit Counselling Society was honoured to be selected as the Non-Profit Organization of the Year.



98.3%

of all clients surveyed report they would recommend our services to others



“

Counselor was extremely patient, knowledgeable and helpful, listened to and answered all my questions and made helpful recommendations that went a long way to lifting my debt-fueled anxieties completely off my shoulders. I have my life back!

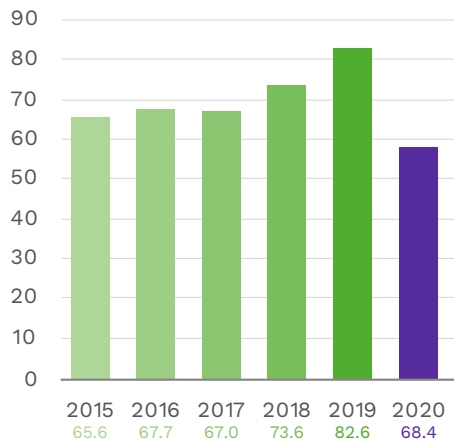
– Hugh, Ottawa

Very professional and non-judgmental. They are there to help you understand all the options and choose the one that fits your goals and situation the best. I left feeling empowered financially. It is reassuring to know there are places that are there to help and not to take advantage of you when you're down.

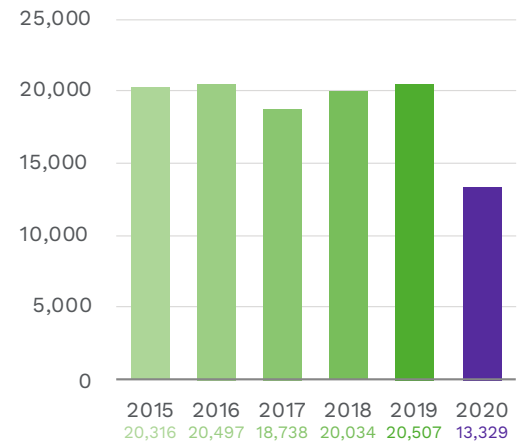
– Tia, Winnipeg

”

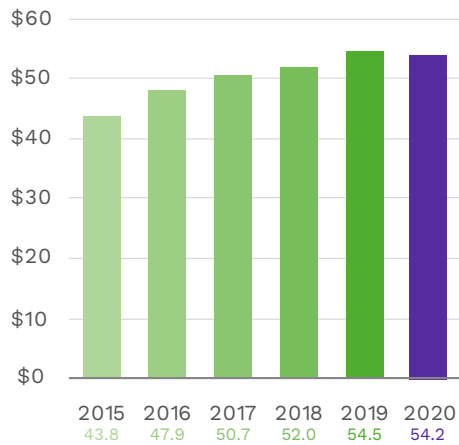
Number of Clients Served (000)



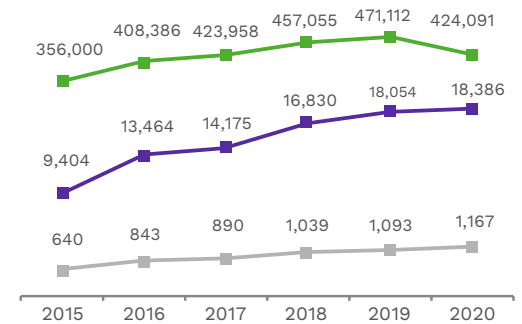
New Credit Counselling Sessions



Debt Repaid Through CCS (\$M)



Consumer Education



*CDN Visitors
**Does not include awareness data, only workshop/webinar data

■ Visitors to Educational Website *
■ Consumers Educated**
■ Education Workshops/Webinars

“

One of the attendees got a phone call today from a scammer pretending to be Service Canada, asking for her SIN number and telling her there was a warrant for her arrest. She told me that you were talking about fraud yesterday, and she remembered to not share personal information over the phone, so she refused. She is very thankful for the advice that you shared with them!”

– Coordinator

I have recently attended several of the webinars that were delivered, as I have been researching information for how people in my organization can manage their money during the covid-19 pandemic, and I have found them to be very informative and helpful. Your delivery is very supportive and non-judgmental, which makes the information you are presenting seem less overwhelming and intimidating.”

– Employer

”

From the board chair

The Board of Directors continues to focus on its core responsibility of oversight of the Society through governance, long term strategic planning, and risk assessment. The Board plays a critical role in the overall success and sustainability of the organization and relies upon the unique skills and experience of each Board Member to ensure that the Society's strategic objectives are in line with its mission, vision, and values.

2020 was a unique year, a year that challenged the senior leadership and the Board to navigate through a pandemic without the benefit of knowing when its impact would subside and the economy would return to normal. The Board kept in close contact with the organization and provided support and guidance to the Society during this difficult time. The Society was well served by a prior decision from senior leadership and the Board to expand the organization's capacity by focusing on developing the skills and abilities of its Leadership Team. The Leadership Team was put to the test in 2020 and rose to the occasion, ending the year with high staff engagement and client satisfaction.

The Board's standing committees revised their respective Terms of Reference to provide clarity and continuity of the role and responsibilities of each committee and its committee members. These committees and the Board ensure the Society is well-managed, maintains industry best practices, and is future focused, while paying close attention to risks that could impact the organization.

We congratulate the Society and thank all of its employees for the results achieved under challenging circumstances and their ability to pivot and maintain the quality and timeliness of its services and programs.

In closing, I would like to take this opportunity to thank all of our stakeholders for their ongoing support and for helping us continue our mission of helping Canadians achieve financial wellbeing. I would also like to thank our Board of Directors for their contributions, engagement, and support towards the Society's objectives and long-term sustainability. Finally, I would like to thank Manjit Bains, our Past Board Chair, who is stepping down from the Board after completing six years of service. We appreciate all of the work you have done to enhance best board practices. We will miss your guidance and enthusiasm; best wishes!

Stephen Rotstein

Chair, Board of Directors
Credit Counselling Society

Board of Directors

Stephen Rotstein, BA, LL.B, *Board Chair*
Director, Global and Domestic Affairs
Ontario Securities Commission
Public Member

Jan Sampson, FCPA, FCA, *Vice Chair*
Executive Vice-President Education and
Member Engagement
Chartered Professional Accountants of BC

Susan Ryan, CPA, CMA, FCPHR,
SHRM-SCP, *Treasurer*
Nanaimo & District Hospital Foundation

Manjit K. Bains, CPA, CMA, *Past Chair*
President of Bains Strategies
Public Member

Neil Blanchard
Vice-President, Deal Structuring & Finance
Opportunities New Brunswick
Public Member

Jennifer Sondergaard, ICD.D
President, J Delta Management Solutions
Public Member

Jeffrey Morton, FCA ICD.D
Board Director & Business Advisor
Public Member

'Biyi Adeniran
Public Member

Scott Hannah, DT, RQIC
President & CEO
Credit Counselling Society

Office Locations

Head Office & Education Centre

440 - 88 Sixth Street
New Westminster, BC V3L 5B3

British Columbia:

Abbotsford, Burnaby, Kelowna, Nanaimo,
New Westminster, Surrey, Vancouver, Victoria.

Alberta:

Calgary, Edmonton.

Saskatchewan:

Regina, Saskatoon.

Manitoba:

Winnipeg.

Ontario:

Hamilton, Kitchener-Waterloo, London,
Mississauga, Ottawa, Toronto.



Telephone: 604.527.8999
Toll Free: 1.888.527.8999
E-mail: info@nomoredebts.org

Charitable Registration Number: 89469 0890 RR0001
Ontario Registration Number: 4723742



Follow us
on Twitter



[@nomoredebts_org](https://twitter.com/nomoredebts_org)
[@mymoneycoach_ca](https://twitter.com/mymoneycoach_ca)



Consumer Choice Awards
Winner in Ottawa | Hamilton
London | Winnipeg | Regina
Saskatoon | Vancouver