

# Annual Report 2022

Celebrating twenty-six years of  
helping Canadians



We Help. We Educate. We Give Hope.  
[nomoredebts.org](http://nomoredebts.org)

# From the president

Over the last three years, the pandemic has brought out the best in our team and helped us move forward to better serve our communities. Despite the obstacles and challenges we were presented with, we learned to adapt, explore opportunities to raise our capabilities, and understand the critical role that technology will play in our future. What will remain unchanged, is our dedication to always serving every client to the best of our ability and in their best interests. To be the best we can be for the people we serve, we must embrace an innovative mindset and a creative culture, that is constantly looking for new ways and opportunities to improve our services and programs.

2022 proved to be a very difficult year for many consumers. The impact of the pandemic seemingly took a backseat to runaway inflation, that climbed to a near 40-year high, and interest rates that were raised seven times, severely impacting millions of people across Canada. Individuals and families were stretched to afford basic consumer staples like household items, groceries, and gas to heat their homes and fuel their vehicles. To help overwhelmed consumers, fatigued by the difficult choices they faced on an ongoing basis, we are delivering services through multiple channels in order to reach out to them where they are most comfortable.

A key function of our role is to help each client understand their situation, and with our help and guidance, develop an action plan to restore their financial wellbeing and their ability to make sound financial decisions going forward. Hope is a powerful motivator. By providing our clients with a personal roadmap to address their situation, coupled with practical education, guidance and encouragement, we help restore their resilience and sense of hope. Our awareness campaign, "When Debt's Got You, You've Got Us," is a testament to our commitment to being there for our clients, all along their journey towards financial wellness.

We are keeping a close watch on the changing economic dynamics impacting Canadian households, and as we did last year, are proactively implementing new initiatives and technology solutions to help us respond to the growing number of consumers in financial distress. I'm pleased to report that with the strong financial health of our organization, we have the resources to invest in the skills and capabilities of our people, along with technology solutions that will help us continue along the path of success.

We look forward to the new year and all the changes and challenges that will come our way. In closing, I want to thank our stakeholders, and in particular, the financial institutions and credit industry who provide support for the full scope of our services and programs. I'm grateful for the guidance and assistance we receive from our Board of Directors and for the great team of employees at the Credit Counselling Society who strive each day to live our values and provide exceptional service and support to the clients we serve.

Sincerely,  
**Scott Hannah**  
Past President & CEO  
Credit Counselling Society

## Our Services

- Confidential credit counselling services
- Immediate help offered through standby credit counselling 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:

### **Peta Wales, President & CEO**

Telephone: 604.636.0215  
Toll free: 1.888.527.8999 ext. 1215  
Email: [peta.wales@nomoredebts.org](mailto:peta.wales@nomoredebts.org)

### **Anne Arbour, Director of Strategic Partnerships and Education**

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# 98.1%

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



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*My wife and I were extremely worried about our financial situation after I lost my job due to illness...The gentleman who helped us was fantastic. He was very kind and understanding and put us at ease...I would recommend CCS to anyone who is dealing with a mountain of debt. Thank You CCS. We couldn't have done it without you.*

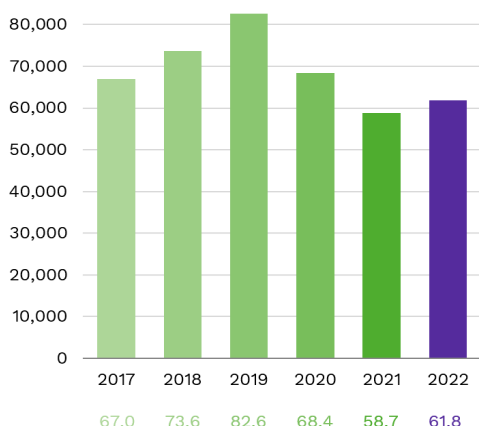
**– Ron P., Vancouver**

*From the first point of contact to my 'graduation,' the team has been responsive, respectful, supportive, and non-judgmental. I previously thought it would be impossible for me to get out from under my debt load, but they gave me a plan I could follow and made it possible for me to do so. I will always be grateful. Thank you CCS!*

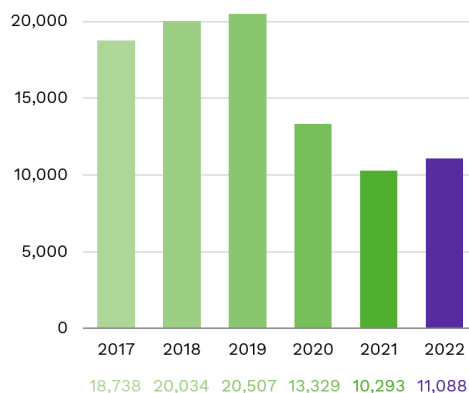
**– Cathy C., Ottawa**

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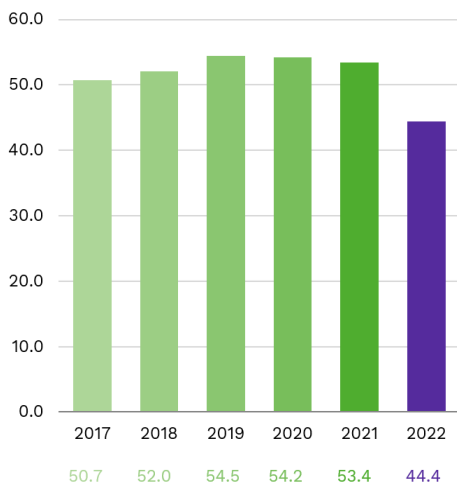
**Number of Clients Served (000)**



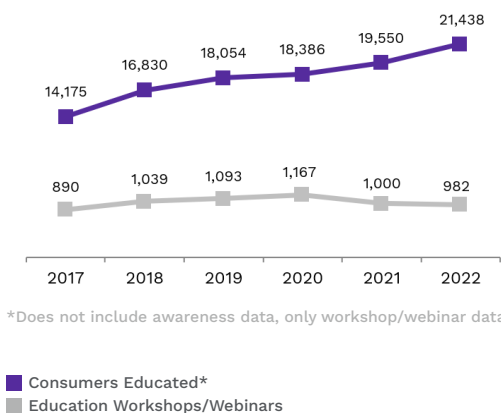
**New Credit Counselling Sessions**



**Debt Repaid Through CCS (\$M)**



**Consumer Education**



\*Does not include awareness data, only workshop/webinar data

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*Since 2016, financial educators from CCS have presented financial literacy workshops on a range of appropriate topics. [All] presenters have been interesting, informative and easy for our clients to understand, and fully answered all client questions. Our clients have been very positive in their feedback about the workshops, and we look forward to many more years of outstanding financial literacy education from CCS.* **– Community Agency Partner**

*I attended a webinar . . . called “Organizing Your Finances in One Month.” Tremendously helpful and very well presented. I cannot recommend CCS highly enough.*

**– Webinar Participant**

*The facilitator seemed to be very enthusiastic about this topic . . . he really gave me a new lease on financial literacy.* **– Webinar Participant**

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# From the board chair

The Credit Counselling Society's (CCS) Board of Directors plays a critical role in the long term success and viability of the organization. Governance, long term strategic planning, and risk assessment remain the core responsibilities for our Board. We are fortunate to have a highly engaged and talented Board of Directors with exceptional skills and experience to provide support where needed and guide the organization forward in line with its mission, vision, and values.

This year the Board had the added responsibility of identifying a successor for the Society's Chief Executive Officer (CEO). Scott Hannah announced that he would be retiring in 2023 after a distinguished career of leading the organization since its inception in 1996. The Board wishes to express its sincere gratitude to Scott for his 27 years of service and leadership; we wish him all the very best in his retirement.

On behalf of the Board, I'm pleased to announce Peta Wales, BA, DipIT, CFP\*, was appointed President & CEO as of February 2023. We welcome Peta to the Society, and have the utmost confidence in her ability to lead us into the future. Her breadth of senior leadership experience within financial services, across strategy, risk, operations and stakeholder engagement will undoubtedly ensure CCS continues to thrive, innovate, and meet the evolving needs of consumers to address their financial challenges. Peta is a seasoned executive, leader and mentor committed to ensuring the client remains at the heart of every decision.

The Board congratulates the Society and thanks all of the employees for the results achieved last year. I also want to thank our financial stakeholders for their ongoing support and for helping us continue our mission of helping people across Canada improve their financial wellbeing.

In closing, I extend my appreciation to the Board for their support during my first year as Board Chair, and to the CCS Senior Leadership Team for their unwavering commitment to successfully navigate the challenges caused by the pandemic and economic events.

## Susan Ryan

Chair, Board of Directors  
Credit Counselling Society

## Officers and Board of Directors

**Susan Ryan**, CPA, CMA, FCPHR, ICD.D  
Board Chair, CFO, Nanaimo & District  
Hospital Foundation  
Public Member

**Adebiyi Adeniran**, Vice Chair  
Public Member

**Jan Sampson**, FCPA, FCA  
Treasurer, Strategy and Governance Officer  
Chartered Professional Accountants of BC  
Public Member

**Stephen Rotstein**, BA, LL.B  
Public Member

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

**Jeffrey Morton**, FCA, ICD.D  
Public Member

**Cindy Skrukwa**, ICD.D, MBA  
CEO and Founder, Strategy House Inc.  
Public Member

**Richard Austin**, LL.B, MBA  
Financial Services Advisor, Richard Austin  
Public Member

**Peta Wales**, BA, DipIT, CFP\*  
President & CEO  
Credit Counselling Society

**Isaiah Chan**, BA  
Vice President, Programs & Services  
Credit Counselling Society

## Office Locations

### Head Office

225 - 625 Agnes Street  
New Westminster, BC



Additional office locations conveniently located throughout British Columbia, Alberta, Saskatchewan, Manitoba, and Ontario

\*CFP previously held



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



2022 Consumer Choice Award  
Winner for Vancouver