

Annual Report 2024

Celebrating twenty-eight years of helping Canadians



We Help. We Educate. We Give Hope.
nomoredebts.org

From the President & CEO

Last year underscored the critical role of innovation and adaptability in addressing the financial challenges of Canadians. The need for accessible, responsive, and reliable financial support has never been greater, as Canadians continue to navigate an era of financial uncertainty. At the Credit Counselling Society (CCS), our priority is to ensure that individuals and families have barrier-free access to high-quality financial guidance through a variety of channels that meet their unique needs. Over the past year, we made significant progress in service delivery, technology, and strategic partnerships, all designed to enhance consumer access to financial literacy and debt management resources. The effects of these results were echoed in the countless positive Google reviews and survey scores received from clients.

In 2024, we achieved significant improvements in key operational areas ensuring that financial guidance was available when and where it was needed. Historically, clients may have waited for an appointment with a credit counsellor. However, our continued commitment to responsiveness has yielded remarkable results. Nearly 70% of counselling sessions conducted in 2024 were delivered in real-time at the moment of contact. By not requiring an appointment, consumers received immediate guidance at the time they needed it most. This shift was complemented by clients who made meaningful decisions toward reducing their debts, with an increasing number participating in a Debt Management Program (DMP), even amid challenging economic times.

On the technology front, we achieved efficiencies and improvements, including successfully moving all our data to the cloud, while simultaneously improving our organization's security features. Additionally, we advanced our data analytics capabilities building on a successful framework developed the previous year. Expanding our outreach and financial education initiatives was yet another focus as we worked closely with community organizations and employers to create pathways for strategic partnerships. In doing so, we have ensured that their clients and employees have direct access to crucial debt and budgeting support, strengthening financial resilience while broadening our impact.

Recognizing the evolving landscape of financial education, and growing preference for self-serve modes of learning (vs traditional in-person workshops and webinars), we also expanded our reach to include a more flexible, consumer-driven approach through the introduction of our Learning Management System. By developing a library of on-demand educational micro-learning videos and tools, we are providing individuals with the freedom to engage with financial literacy topics at their own pace. By equipping partnership organizations with these same tailored resources, we help them better support their communities and connect individuals with the help they need.

Lastly, we saw the complete redesign of our educational website, mymoneycoach.ca. This new version offers improved navigation and usability, making it easier for consumers to find topical financial information relevant to their day-to-day lives. By enhancing accessibility and presenting financial literacy topics in a more engaging and user-friendly way, we continue to empower Canadians with the tools and knowledge they need to take control of their financial futures.

Looking ahead, we remain committed to evolving our services and enabling staff to meet the ever-changing needs of Canadians as they work to achieve lasting financial stability. Fundamental to our success is our talented team of employees, motivated by a desire to serve and an appreciation for the current workplace experience, which once again, and with exceptionally strong scores, was reflected in CCS being certified as a Great Place to Work.

To our dedicated team, Board members, financial stakeholders, and community partners—your support and commitment fuels our success. Thank you for working alongside us to provide vital resources, guidance, and education, empowering Canadians to develop money skills and build stronger financial futures with confidence.

Sincerely,

Peta V. Wales, ICD.D
President & CEO
Credit Counselling Society

Our Services

- Confidential credit counselling services
- Immediate help offered through on-demand 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 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

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Email: peta.wales@nomoredebts.org

Anne Arbour, Director of Partnerships & Education

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Email: anne.arbour@nomoredebts.org



98.3%

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



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It took only one phone call, and my life turned around for the best. I had been in misery for over 5 years with sleepless nights. After our long talk on the phone, I honestly felt a heavy burden lift off my shoulders . . . my tears are now dry and I'm moving forward. The lady I spoke to was an angel. She was so friendly. This is the service everyone wishes for.

– Gordon, Google Review, Ottawa, Ontario

Reaching out for help is one of the hardest things to do, but once you do, you can get things under control . . . I am now debt free, and it feels amazing. Now, to continue on learning and practicing.

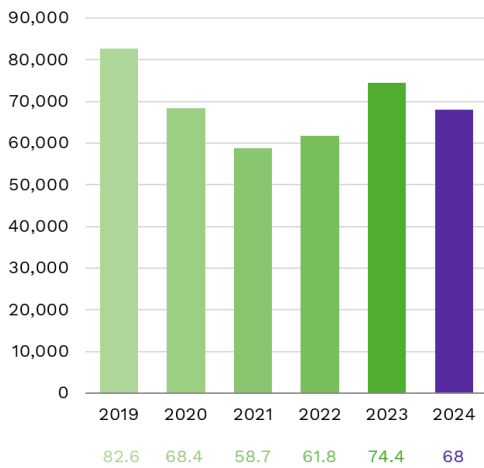
– Suz, Google Review, Winnipeg, Manitoba

Exceeded my expectations. I now have hope that with a budget and debt plan our family can finally get control of our finances.

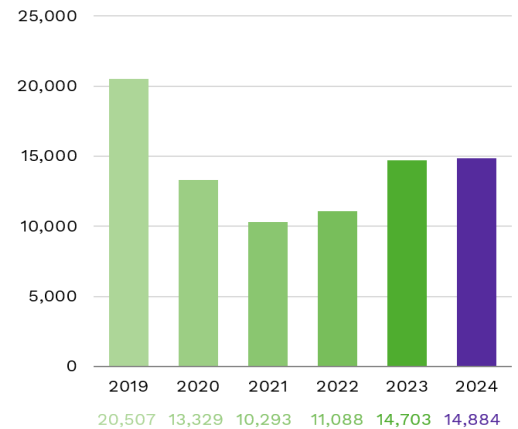
– JC, Google Review, New Westminster, BC

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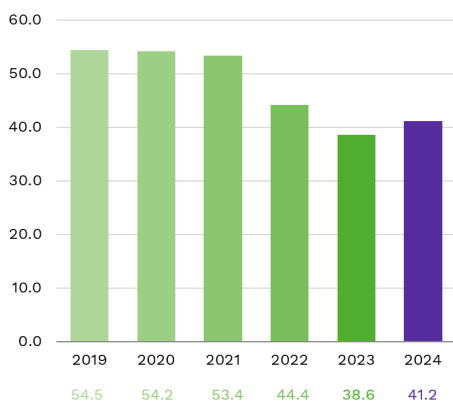
Number of Clients Served (000)



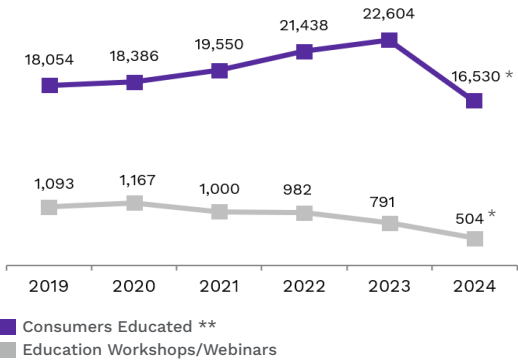
New Credit Counselling Sessions



Debt Repaid Through CCS (\$M)



Consumer Education



* Based on staffing levels for 2024 vs prior years, Consumers Educated and Education Workshop/Webinars per Education Specialist increased
 ** Does not include awareness data, only workshop/webinar data

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The webinar was excellent. I learned so much and people were really engaged. I think the tips were so practical and useful and [the presenter] had a really warm, engaging, relatable way of presenting. Loved it! – **Webinar Organizer**

I wanted to take a moment to sincerely thank you for facilitating the wellness session . . . Your expertise, relatable approach, and passion for empowering others truly made a positive impact on everyone who attended. – **Workplace Wellness Coordinator**

I started using some of the tips from the first workshop I did with you way back in 2022. I did it just to see if I could increase my savings and maybe one day look at taking my family on a vacation. Skip forward and I was just able to put a down payment on a house two weeks ago because of that savings account and I am moving myself and three boys from a duplex to a detached home. I would not have been able to do that if I didn't put the simple but yet effective savings tip into action. You really made a huge difference in mine and my kids life. – **Webinar Participant**

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From the Board Chair

In 2024, as Canadians faced continued financial challenges and persistent economic uncertainty, CCS remained a dependable and trusted, award-winning organization dedicated to supporting consumers. CCS was honoured to receive the Consumer Choice Award for the 15th consecutive year—a testament to its commitment to excellence. Through innovation, strategic growth, and an unwavering mission, CCS continued to provide essential assistance to those facing financial challenges.

The Board takes great pride in CCS's ability to adapt and expand its impact. With demand for counselling support once again increasing, CCS rose to the challenge—refining processes, enhancing accessibility, and ensuring Canadians receive the guidance they need to improve their financial well-being.

This past year, CCS sharpened its strategic priorities through expanded partnerships, broadened outreach, and continued advocacy for financial wellness. The Board applauds the leadership team and staff for their dedication and the positive difference they make in the lives of so many.

Beyond these accomplishments, the Board focused on looking ahead and proactively shaping the future. While learning from the past remains valuable, we are committed to using those insights to drive innovation. This year, the Board also advanced its risk management approach, enhancing oversight through the adoption of an Enterprise Risk Management (ERM) Framework to better anticipate and address potential challenges.

A meaningful milestone in 2024 was the inaugural awarding of the *Scott Hannah Memorial Scholarship* to five deserving high school students pursuing post-secondary education. This scholarship honours Scott's legacy and reinforces CCS's dedication to financial education and empowerment.

None of this progress would be possible without the unwavering support of CCS's financial stakeholders. Your commitment enables CCS to fulfill its mission of helping, educating, and giving hope. We deeply appreciate your trust and shared vision of financial empowerment for all Canadians.

I also want to acknowledge my fellow Board members for their dedication and insight. Their governance, strategic oversight, and commitment to CCS's long-term success are invaluable. As we look ahead, we remain focused on ensuring that CCS maintains a prominent presence for consumers needing financial assistance, expanding its reach, and evolving to meet the needs of Canadians in a changing financial landscape.

On behalf of the Board of Directors, thank you to everyone who contributed to making 2024 another impactful year. Together, we are making a tangible difference, empowering individuals and families across Canada to build stronger financial futures.

Susan Ryan

Chair, Board of Directors
Credit Counselling Society

Officers and Board of Directors

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

Ron Friesen, CPA, CA, ICD.D
Senior Advisor, Economist,
Government of Canada,
Department of Finances, Tax Policy
Public Member, Treasurer, and Vice Chair

Jan Sampson, FCPA, FCA
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

Richard Austin, LLB, MBA
Financial Services Advisor
Public Member

Loree Grey, BA, ICD.D
Chief Strategy & People Officer, Alberta
Central Credit Union
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Public Member

Carrie Jackson, BA, B.Com., JD
Vice President & General Counsel, Co-
Founder, Char Hospitality Group
Public Member

David Avren, B.Com., LL.B., LL.M.
Public Member

Peta Wales, BA, DipIT, ICD.D, 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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2024 Consumer Choice Award
winner for Vancouver, Ottawa,
Winnipeg, Hamilton, Niagara
Region, London, Regina,
Saskatoon, Kelowna, Abbotsford