



ANNUAL REPORT

October 1, 2020 - September 30, 2021



Where to find us

 Facebook: [@Caissefinancialgroup](#)

 Instagram: [@Caissefinancialgroup](#)

 YouTube: [CaisseFG](#)

 LinkedIn: [Caisse Financial Group / Caisse Groupe Financier](#)



OUR VISION

Create value by exceeding our members' expectations.



OUR MISSION

Meet our members' evolving financial needs and be involved in our communities.



OUR VALUE PROPOSITION

Caisse Financial Group is a bilingual financial co-operative that prioritizes its members' experience and invests in the well-being of its communities.

OUR VALUES

- RESPECT FOR INDIVIDUALS
- INNOVATION
- COMMUNITY INVOLVEMENT
- INTEGRITY & TRANSPARENCY
- PROUD OF OUR HERITAGE

BOARD OF DIRECTORS

The Board of Directors is ultimately responsible for the corporate governance of Caisse and is elected by the members. Together, the directors of the Board represent all the regions served by Caisse.

Réal Déquier	President, District 3
Stéphane Dorge	1 st Vice-President, District 1
Carole Hébert	2 nd Vice-President, District 3
Patrick Fortier	District 1
Michèle Lécuyer-Hutton	District 1
Darrel Nadeau	District 1
Kamilla Mangin	District 2
Éric Garand	District 3
Kathleen Messner	District 3

EXECUTIVE TEAM

The executive team is responsible for the management of day-to-day affairs, functions and operations of Caisse.

Joël Rondeau	Chief Executive Officer
Sophie Ethier	Vice-President, Risk & Compliance
François Lambert	Vice-President, Business Solutions
Sylvie Laurencelle-Vermette	Vice-President, Marketing & Communications
Bernard Marcoux	Vice-President, Operations, Technology & Innovation
Francis Normandeau	Vice-President, Finance
Éric Rhéaume	Vice-President, Human Resources
Marc Rioux	Vice-President, Retail Member Services

DISTRICTS

1

Winnipeg

- St. Boniface
- St. Vital
- Southdale

2

Elie

Notre Dame de Lourdes
St. Claude
St. Francois Xavier
St. Laurent

3

Ile des Chenes
La Broquerie
La Salle
Lorette
St. Adolphe
St. Georges
St. Jean Baptiste
St. Malo
St. Pierre Jolys
Ste. Agathe
Ste. Anne



CORPORATE OFFICE

400-205 Provencher Blvd
Winnipeg, MB R2H 0G4

Caisse

BRANCHES

Elie

Ile des Chenes

La Broquerie

La Salle

Lorette

Notre Dame de Lourdes

St. Adolphe

St. Claude

St. Francois Xavier

St. Georges

St. Jean Baptiste

St. Laurent

St. Malo

St. Pierre Jolys

Ste. Agathe

Ste. Anne

Winnipeg • 875 Dakota St.

Winnipeg • 36 Lakewood Blvd

Winnipeg • 205 Provencher Blvd

COMMERCIAL & AGRICULTURAL SERVICES


Our Account Managers take the time to get to know your business or farm to provide you with the financial services that fit your needs.

Contact your nearest branch for an appointment.


WEALTH MANAGEMENT & ESTATE PLANNING SERVICES

The purpose of financial planning is to set your long-term financial goals and develop the right strategy to make them a reality.

CREDENTIAL ASSET MANAGEMENT

 Elie
Ile des Chenes
Notre Dame de Lourdes
St. Claude
100-205 Provencher Blvd, Winnipeg

C-FINANCE

 385 Main Street, St. Adolphe
1063 Route 26, St. Francois Xavier
200-205 Provencher Blvd, Winnipeg



BRANCH PRODUCTS & SERVICES

Personal Banking Services

Checking Accounts

Savings Accounts

No Fee Accounts

Business & Agricultural Banking Services

Organization Accounts

Agri-Invest Accounts

Mortgages • Loans

Lines of Credit

Credit Cards • GIC

TFSA • RRSP • RRIF • RESP

Wealth Management

Online Brokerage

Insurance

PRESIDENT & CEO'S REPORT

Faced with a global pandemic and an uneven economic recovery, there is no simple way to sum up the year 2021. At times, it was discouraging and worrying. And yet, it was also hopeful, encouraging and, most importantly, we all proved that as a society, we can be resilient.

Locally, the Caisse team rose to the challenge in 2020 and continued to pull together in 2021 to provide uninterrupted service to our members in the face of a global crisis. Our momentum was and continues to be driven by the incredible contributions of our employees.

As members, you were asked to embrace technology, remote and digital options, and move away from personal one-on-one service, and, for many, these were significant and unfamiliar adjustments. As the pandemic wave receded and restrictions loosened, we found that many of our members had embraced that transition and now continue to use digital and remote services, decreasing your reliance on in-branch service.

Despite working through the operational challenges presented by the pandemic, there were no significant impacts on key strategic initiatives. Here is a look at some of the progress we have made over the last year.

MEMBER EXPERIENCE

Caisse's every action is built on prioritizing our members' experience and we continued the important work of meeting our members' needs. We introduced modern technologies, such as the ability to have virtual meetings or to sign documents electronically. However, one of the most important actions we did this year was to elaborate and implement comprehensive service standards so that, regardless of which branch you use, the experience is the same. We have also implemented survey and follow-up capabilities to ensure we continue to meet our service standards so do not be surprised if you receive an email from us asking you to rate our service. Some of the changes we have implemented seem to have resonated with you - our overall satisfaction rating has increased from 82.8% in 2017 to 84.4% in 2021.

OUR PEOPLE

The best investments we can make are in our people. This is true in good times, and it is especially true in challenging times. Some of our best achievements in 2020-2021 have been charting a clear path for the development of skills, the modernization of our attraction and retention strategy and the complete revamp of our digital training offer. Moving forward, improved performance-based compensation and other retention strategies continue to be core components of our strategy.

PROCESS AND TECHNOLOGY

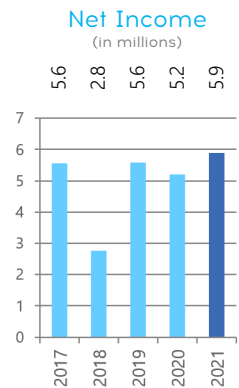
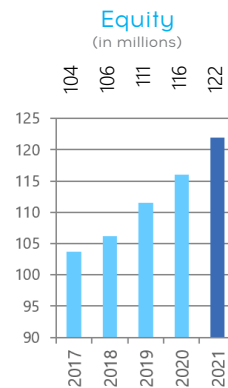
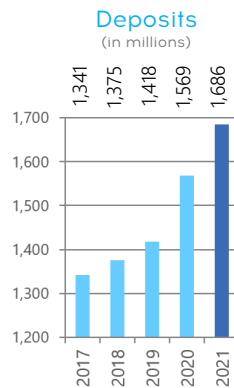
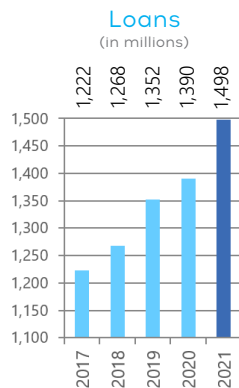
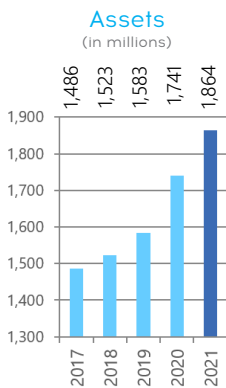
Caisse's operations and technology department played a key role in ensuring a 'business as usual' banking experience for our members during the pandemic. They worked diligently to introduce some new technologies such as a new loans origination system that provides our employees with upgraded technology for in branch service but also provides members a better experience using online or mobile devices. They also continued the important work of upgrading our security systems to continue to ensure a secure online environment for our members.



FINANCIAL RESULTS

As we continue to navigate through the uncertainty of the pandemic, the overall financial landscape appears to be stable. Extremely low interest rates, continued government aid programs and the gradual re-opening of the economy have helped support the hardest hit individuals and businesses. Although some industries continue to be negatively affected, many businesses and individuals have demonstrated considerable resiliency and have done well during the past year. Consequently, our financial results were very positive in 2020-2021. Member borrowing activity was very vibrant and resulted in a strong loan growth of 7.8%. Member deposits continued on last year's trend and also saw a significant growth of 7.5%. The strong growth

in deposits is attributed to limited spending opportunities and continued government support programs. This represents an increase of 108 million dollars in our loan portfolio and 117 million dollars in our deposits. Net income for the year was 5.9 million dollars, 12.6% higher than last year. Members' equity increased by 5.6 million dollars or 4.8%, totaling 121.9 million dollars at September 30, 2021. We currently exceed all regulatory capital requirements and are well-positioned financially to meet the economic challenges that may lie ahead because of the pandemic. However, the Board of Directors prudently decided not to declare a patronage refund or dividend for the fiscal year ending September 30, 2021, as this would lower our capital.



COMMUNITY

We strongly believe in our mandate to help create a lasting positive social impact in our communities and our members agree. When asked in our 2021 member survey, 84.9% of our members felt it was *important* or *very important* that Caisse supports local cultural and heritage organizations.

In the summer and fall of 2021, Caisse had the pleasure of partnering with the Centre culturel franco-manitobain to present *Patio 340*. Located in the heart of Saint-Boniface, this outdoor bilingual pop-up cultural site was designed for the community to congregate safely. Caisse was especially proud to support this initiative since artists were able to perform and local businesses had the opportunity to sell their products. This was a much-needed revenue opportunity for these small local businesses with the partial shut-down of the economy due to the pandemic.

Knowledge is power. It helps you to make important decisions, especially when it comes to your finances. To that end, we continued our support and participation in financial literacy programs for students enrolled in French, Immersion and English schools in partnership with CDEM and JA Manitoba. Although limited to virtual representations only, the programs managed to reach 2,179 students during 215 financial literacy sessions. We have these programs at heart since we believe in the fundamental importance of exposing financial concepts to youth in order to set them up for financial success in the future.

Despite the challenges of the pandemic, in 2020-2021, Caisse supported over 110 projects for financial support, totaling over \$183,000. The complete list of our sponsorship and bursary recipients is available on our website at [Caisse.biz](https://www.caisse.biz). It includes a variety of community projects, bursaries and green initiatives.

GOING FORWARD

The challenges of this past year have touched all of us in one way or another. Our society is embracing digital and that has affected all businesses in every industry.

Technological advancements are changing the competitive landscape and allowing new entrants in the financial space. There also continues to be significant changes in the Canadian financial services landscape, such as the Payments Modernization initiative or the introduction of the concept of Open Banking. These ambitious initiatives are meant to modernize the core technological infrastructure used by financial institutions in Canada. We must be prepared to invest in these modern technologies and advancements to keep pace with the competition.

As we close the books on our current 2019-2021 strategic plan, all these factors must be considered in our next plan. This means that, while preparing for the next 3-year plan, the Board and Executive Team must continue to focus on our members' needs today, all the while planning for tomorrow. It must be built by considering crucial factors in our current environment such as changing behaviors and expectations. However, we cannot lose sight of the fact that our members' experience is at the heart of all our actions. We need to meet and serve our members' needs, wherever they may be on their financial journey.

We would like to thank all our members for placing their trust in us and we will continue our mission to create value by exceeding our members' expectations.



Réal Déquier
Board Chair



Joël Rondeau
CEO



NEW & NOTEWORTHY



MORTGAGE CAMPAIGN

Caisse Financial Group, in partnership with the team at Bounce Design Inc, was honored to have won an Advertising Association of Winnipeg Signature Award for the following marketing campaign: "Our mortgage rates are VERY competitive". This recognition was especially meaningful to Caisse because the 'models' in the campaign were children of Caisse employees. Three pairs of real-life siblings were selected for the outdoor advertising campaign; the idea behind the campaign was to play off the notion of competitiveness between siblings in a bit of a cheeky way. Their images were featured online, on billboards, in newspapers, and on our social media during the 2021 mortgage campaign.



*Rates are not accurate

Our employees' kids





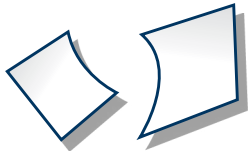
84.4%

of our members are satisfied
or very satisfied
82.8% in 2017



117,200

virtual Festival du Voyageur participants
who watched Caisse's promo video



46%

less paper statements
sent monthly
compared to 2019



22%

of our members use the mobile app
for most of their day-to-day banking
16.5% pre-pandemic



948

Caisse Facebook page likes
272 in 2019



832

Caisse Instagram followers
213 in 2019

COMMUNITY SPONSORSHIP

Caisse supports many community projects and activities that:

- Build strong and vibrant communities
- Encourage local economy
- Celebrate community pride and culture



\$183,000

in financial support granted to
110 community projects

\$13,000

in bursaries given to
26 high school & university students

\$11,000

in financial support granted to
3 GREEN Fund projects



2,179

students attended
215 financial literacy sessions

507

people took the
Caisse Financial Literacy Quiz





GREEN

GREEN Fund

Caisse Financial Group prioritizes sustainable development and supports projects that preserve the environment through its GREEN Fund. Caisse donates \$5 to its GREEN fund when a member chooses to receive their statement online.

Community Garden

Caisse Financial Group proudly supports its communities' initiatives, such as the Précieux-Sang community garden, organized by the club Té-Vert and the Conseil Jeunesse Provincial. During the 2021 gardening season, this project made it possible to offer more than 50 baskets of fresh produce to people registered with the Université de Saint-Boniface's food bank. The garden team consisted of around twenty volunteers, including people of all ages, with the youngest gardener being only four years old!

COMMUNITIES IN NEED

Accueil Kateri

Caisse Financial Group is proud to support Accueil Kateri Centre Inc. in the renovation of their new space at 132 Centrale Avenue in Ste. Anne. Founded in 2015, this non-profit organization helps families in need in the municipality by providing boxes of food, hygiene products and clothing to more than 70 households biweekly.

FINANCIAL LITERACY

'In the Know about Money'

The Financial Literacy Program 'In the Know about Money' features four themes, how to: budget, save, borrow and invest. Financial literacy programs are presented to students from grades 3 to 12 in partnership with CDEM and Junior Achievement Manitoba.

Quiz

At the beginning of 2021, we unveiled our brand-new Caisse Financial Literacy Quiz, aimed at grades 9 through 12. It was developed in partnership with CDEM, our friends over at ThinkShift and with the direct input from local students. This lighthearted quiz explores financial concepts in a fun way and is accompanied by in-class or virtual financial literacy lessons delivered in school by the team over at CDEM.





Patio 340 at the CCFM

CULTURAL

Festival du Voyageur

Presented virtually this year, the 52nd edition of the Festival du Voyageur was a real success. Nearly 117,200 festivalgoers were able to watch various concerts online. Caisse Financial Group is proud to continue supporting Festival year after year and is continually impressed, especially this year, by their quick adaptation during the global pandemic.

Théâtre Cercle Molière (TCM)

Caisse is glad to support Canada's oldest running theatre, ensuring people of all ages experience francophone art and culture. Due to the ongoing restrictions, TCM had to make changes, such as virtually hosting the fundraiser gala, *Galamaison*, for the second year in a row. Featured this year was the video drama *Annie et Tom du lundi au vendredi* and *l'Article 23*, which have been presented at the TCM with support from Caisse.

LOCAL BUSINESSES

Patio 340

In support of artists & local businesses

The pandemic has brought on many changes, including a very large and exciting initiative on the grounds of the Centre culturel franco-manitobain. Caisse Financial Group was happy to be the official presenter of the *Patio 340* in the summer of 2021. Located in the heart of Saint-Boniface, the *Patio 340* is a lovely pop-up bar and bilingual gathering place designed to attract spectators with great shows put on by a variety of artists (music, stand-up, dance, slam, etc.) from July to September.

MARGINALIZED VOICES

Artspace

In support of Indigenous & LGBTQ artists

Caisse Financial Group was proud to support a beautiful, large-scale public art project set in both vestibules of the Artspace building in Winnipeg's Exchange District. The *Vesti_art* project, brought to life by Artspace, features two emerging artists from under-represented communities: the Métis community and the Queer community. The project features two pieces: the magnificent beadwork of Bronwyn Butterfield, entitled "A vamp for my cápán" and the splendid piece of resin-coated embroidery by James Turowski, entitled "Queer In Bloom".



Photo: Mike Peters for Artspace

FINANCIAL REPORTS



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Toll Free: 800 268 3337
www.bdo.ca

BDO Canada LLP
201 Portage Avenue - 26th Floor
Winnipeg MB R3B 3K6 Canada

Report of the Independent Auditor on the Summary Consolidated Financial Statements

To the members of Caisse Populaire Groupe Financier Ltée

Opinion

The summary consolidated financial statements, which comprise the summary consolidated balance sheet as at September 30, 2021, and the summary consolidated statement of comprehensive income, and the summary consolidated statement of changes in members' equity for the year then ended, and related notes, are derived from the audited consolidated financial statements of Caisse Populaire Groupe Financier Ltée ("the Caisse") for the year ended September 30, 2021.

In our opinion, the accompanying summary consolidated financial statements are a fair summary of the consolidated financial statements, in accordance with the criteria disclosed in Note 1.

Summary Consolidated Financial Statements

The summary consolidated financial statements do not contain all the disclosures required by International Financial Reporting Standards. Reading the summary consolidated financial statements and the auditor's report thereon, therefore, is not a substitute for reading the Caisse's audited consolidated financial statements and the auditor's report thereon.

The summary consolidated financial statements and the audited consolidated financial statements do not reflect the effects of events that occurred subsequent to the date of our report on the audited consolidated financial statements.

The Audited Consolidated Financial Statements and Our Report Thereon

We expressed an unqualified audit opinion on the audited consolidated financial statements in our report dated December 9, 2021.

Management's Responsibility for the Summary Consolidated Financial Statements

Management is responsible for the preparation of the summary consolidated financial statements in accordance with the criteria disclosed in Note 1.

Auditor's Responsibility

Our responsibility is to express an opinion on whether the summary consolidated financial statements are a fair summary of the audited consolidated financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, *Engagements to Report on Summary Financial Statements*.

BDO Canada LLP

Chartered Professional Accountants

Winnipeg, Manitoba
December 9, 2021

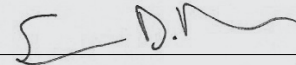
Caisse Populaire Groupe Financier Ltée Summary Consolidated Balance Sheet

As at September 30	2021	2020
	\$	\$
Assets		
Funds on hand and on deposit	293,283,869	31,633,539
Other assets	5,964,785	4,099,929
Investments	39,136,413	295,638,173
Loans to members	1,497,682,027	1,389,974,990
Investment in associate	8,778,842	-
Property and equipment	14,315,226	14,877,487
Intangible assets	4,737,586	5,131,102
	<u>1,863,898,748</u>	<u>1,741,355,220</u>
Liabilities and Members' Equity		
Other liabilities	12,216,100	12,446,408
Securitized borrowings	42,660,720	42,645,413
Members' deposits	1,685,694,330	1,568,549,944
Members' shares	1,374,664	1,321,888
	<u>1,741,945,814</u>	<u>1,624,963,653</u>
Members' Equity		
Members' shares	8,591,952	8,884,304
Retained earnings	113,360,982	107,507,263
	<u>121,952,934</u>	<u>116,391,567</u>
	<u>1,863,898,748</u>	<u>1,741,355,220</u>

Approved on behalf of the Board of Directors:



Director



Director

Caisse Populaire Groupe Financier Ltée

Summary Consolidated Statement of Comprehensive Income

For the year ended September 30	2021	2020
	\$	\$
Revenue		
Interest from loans to members	46,535,875	49,668,752
Investment income	4,580,510	5,006,296
	51,116,385	54,675,048
Cost of Funds		
Interest paid to members	21,846,056	27,806,916
Interest on borrowings	1,184,114	1,149,880
	23,030,170	28,956,796
Financial margin	28,086,215	25,718,252
Operating Expenses		
Personnel	16,118,895	15,644,077
Administrative	5,277,588	4,835,574
Occupancy	2,879,999	2,981,185
Members' security	1,540,181	1,429,077
Organizational	672,850	475,089
Gross operating expenses	26,489,513	25,365,002
Less other income	(7,412,026)	(6,625,517)
Net operating expenses	19,077,487	18,739,485
Net income before provision for impaired loans	9,008,728	6,978,767
Provision for impaired loans	-	600,000
Net income before other item	9,008,728	6,378,767
Other item		
Share of loss in associate	17,909	-
Impairment charge on investment in associate	1,169,999	-
Net income before income taxes	7,820,820	6,378,767
Provision for income taxes	1,967,101	1,179,317
Total comprehensive income for the year	5,853,719	5,199,450

Caisse Populaire Groupe Financier Ltée Summary Consolidated Statement of Changes in Members' Equity

For the year ended September 30, 2021

	Members' Shares	Retained Earnings	Total
	\$	\$	\$
Balance at September 30, 2019	9,174,649	102,307,813	111,482,462
Total comprehensive income for the year	-	5,199,450	5,199,450
Net redemption of members' shares	(296,028)	-	(296,028)
Transfer from liabilities	5,683	-	5,683
Balance at September 30, 2020	8,884,304	107,507,263	116,391,567
Total comprehensive income for the year	-	5,853,719	5,853,719
Net redemption of members' shares	(239,576)	-	(239,576)
Transfer to liabilities	(52,776)	-	(52,776)
Balance at September 30, 2021	8,591,952	113,360,982	121,952,934

Notes to Summary Consolidated Financial Statements

1. Basis of Presentation of the Summary Consolidated Financial Statements

The summary presented includes only the summary consolidated balance sheet, summary consolidated statement of comprehensive income, and summary consolidated statement of changes in members' equity, and does not include the consolidated statement of cash flows or notes to the consolidated financial statements. The summary consolidated financial statements do not present the references to the notes to the consolidated financial statements. The summary consolidated balance sheet, summary consolidated statement of comprehensive income, and summary consolidated statement of changes in members' equity, are presented in the same detail as the audited consolidated financial statements, except that right-of-use assets have been grouped with other assets, and income tax payable, deferred income tax liability, lease liabilities and derivative financial instruments have been grouped with other liabilities.

Copies of the audited consolidated financial statements are available at www.caisse.biz or at your local branch.

2. Compliance with Minimum Capital and Liquidity Requirements

The Caisse is in compliance with the capital and liquidity reserve requirements at September 30, 2021 established by the Regulations to The Credit Unions and Caisses Populaires Act of Manitoba. Readers of the summary consolidated financial statements are advised that in order to appropriately interpret the Caisse's compliance with minimum capital and liquidity requirements, the reader must refer to the audited consolidated financial statements including notes for the year ended September 30, 2021, which contain the information detailing the calculations.

