



2009
Community Investment
Accountability Report

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WHAT DID WE ACCOMPLISH IN 2009?

In 2009, Libro received 140 Community Builder grant applications, which is 75% more than were received in 2008. This increase in grant applications is a testament to the increased recognition of Libro and the Community Builder program in communities across southwestern Ontario. It is also a reflection of the economic times in which we find ourselves where social profit and community-based organizations need to look further to find sources of grant revenue.

This year marked the 25th year that Libro has sponsored youth to attend the Co-operative Young Leaders Program. For the second year in a row, Libro sent a total of 61 youth to CYL. Libro sponsored 52 youth and the Ontario Credit Union Charitable Foundation sponsored an additional nine Libro owners for a total of 61. Our young owners value this opportunity to experience the CYL magic and gain leadership skills that will be transferable to many aspects of their lives as they move towards adulthood.

The Community Builder program continues to be governed by elected representatives with focused operational support from staff. Communication continued to improve with more proactive public communication about the program and increased communication between applicants and Libro. Interaction and communication between Branch Councils continued as they worked together to fund preferred projects by sharing or pooling their Community Builder funds. This co-operation benefited both Branch Councils and the recipient organizations.

In addition to the Share Day media event held in London each November [announcing Libro year end results and Community Builder recipients], we added a second event in Kitchener-Waterloo. Holding two events allows for more exposure of the Community Builder program to social profit and community-based organizations closer to their own community. It also provides greater opportunity for grant recipients to highlight the work they are doing in the community. Through the Community Builder program, we continue to establish connections with diverse segments of southwestern Ontario's younger population, as well as with a wide range of active community organizations. We are building relationships with recipient organizations, especially with those that have received multiple Community Builder grants.

Local commitment to Community Builder projects is evident in the project updates provided by the recipient organizations. Although some projects are behind schedule or have modified timelines, we have achieved a 100% execution rate. Recipient organizations needing to alter the original project have communicated these changes in advance to their Libro contact, showing respect for Libro and a desire for mutual success.

Libro has achieved focus in our community investment projects with 13 branch grants and four corporate grants approved during 2009. By building relationships with recipient organizations, Libro is gaining leverage and accountability. Libro is making possible Community Builder projects that generate a "wow" factors as is evident in the stories told at the media events and in the project reports. We are hearing how these projects have changed lives and even saved lives in our communities. Overall, the results have been very positive and we continue to see increased recognition and awareness of Libro.

COMMUNITY INVESTMENT PROGRAM

Libro Financial Group has a long history of contributing to worthy organizations in the southwestern Ontario communities where owners live, work and play. Annually, Libro gives back 5% of profit through its community investment initiatives. Because Libro is owned by its customers, the credit union's decisions about how and where to grant money will always reflect those owners' priorities. That approach makes sense for every stakeholder – the recipient organizations, Libro, the customer-owners, and the communities.

CO-OPERATIVE YOUNG LEADERS (CYL) SPONSORSHIP:

Selected young owners are sponsored to attend CYL camp run by the Ontario Co-operative Association. CYL develops young leaders while providing youth an opportunity to learn about themselves and co-operatives and credit unions.

MANAGEMENT DISCRETIONARY FUND:

Supports local funding requests up to \$500, as approved by management. These items are not subject to Community Builder program criteria, and are intended to allow each Libro office to support a diverse range of activities and programs such as sports team sponsorship, sports tournaments, charitable donations and such. Requests are considered throughout the year and disbursed on approval.

COMMUNITY BUILDER PROGRAM:

Libro believes in a proactive approach to building strong communities. Libro will support projects that involve young people up to age 23 by helping them develop leadership skills through participation in community projects. This approach will not only contribute to building stronger communities, but also stronger future leaders and young adults who are better equipped to contribute to their communities in some way.

Branch Grant:

Supports projects approved by each Branch Council between \$5,000 and \$10,000 per year. Projects can extend over three years and branches can partner to support larger projects (for example, if two branches partnered on a project over three years, they could commit up to \$60,000). Total branch grant funding will amount to around \$150,000 per year.

Corporate Grant:

Allocates what is left of the 5% of profit after CYL sponsorships, scholarships and Managers' Discretionary items as expensed during the fiscal year and provision is made for all branch level grants to be funded. These projects will be too large for the branch level but very important to our communities. Corporate grants will be in the range of \$20,000 to \$130,000, and can also extend over three years.

FINANCIAL SUMMARY

In 2009 Libro received 101 branch level grant applications. Branch Councils approved 13 for a total of \$114,950. In aggregate, Councils approved grants totaling 100% of the amount available: some branches extended allocations to other branches to fund preferred projects, and some branches had previously committed 2009 funds. The CI Advisory Panel considered 39 corporate level applications recommending the Board approve 4 for a total of \$114,800. All projects approved represent 2009 dollars only.

Region - Branch Name	A) Managers' Discretion (under \$501)	B) CYL	C) Scholarships	D) Branch & Corporate Grants
E- Beechwood	1,868	590	0	17,400
E - Waterloo	1,750	590	1,000	
E - Williamsburg	2,450	590	1,000	
N - Stratford	4,788	2,360	500	10,000
N - Wingham	2,032	590	500	10,000
S - London Downtown	15,309	1,180	500	40,050
S - London East	8,469	1,180	500	
S - London North	5,504	590	0	
S - London South	8,147	590	500	
S - St. Thomas	2,093	1,180	900	0
W - Arkona	1,680	590	1,589	7,500
W - Blenheim	1,814	590	1,020	10,000
W - Sarnia	4,304	590	1,150	0
W - Strathroy	3,764	2,360	1,550	10,000
W - Watford	2,081	1,180	0	10,000
Branch Subtotal	66,052	14,750	10,709	114,950
Admin & Corporate	5,137	17,180	0	114,800
Consolidated Totals	71,188	31,930	10,709	229,750
Total Amount Expended as Community Investment during Fiscal 2009 [A + B + C]				\$113,827
Total Amount Expended in 2009 plus Grants Approved for future Disbursement [A + B + C + D]				\$343,577
Total Community Investment Allocation from Fiscal 2009 [\$113,827+ \$215,000 = 5% Net Income]				\$328,827

COMMUNITY BUILDER 2009 APPROVED GRANTS			
Project Name	Sponsoring Organization(s)	Amount	Branch
Operation Clothing Rack	ROOF	7,400	KW Regional Branches
Youth, Community and Local Food Production	J. Steckle Heritage Homestead	10,000	KW Regional Branches
Downie Central Public School Playground	Downie Central Public School	10,000	Stratford
Belgrave Arena Floor	Belgrave Kinsmen	10,000	Wingham
Levelling the Playing Field	Epilepsy Support Centre	9,550	London Branches
Hamilton Road Area Green Team Project	Crouch Neighbourhood Resource Centre	17,000	London Branches
LYTE – London Youth Theatre Education	The London Community Players	6,000	London Branches
Stevenson Children’s Camp	Stevenson Children’s Camp Foundation	7,500	London Branches
Kennesserie Camp Pool Renovation Project	Kennesserie Camp	5,000	Blenheim
Ridgetown Community Sports Field Initiative	Ridgetown Rotary Club	5,000	Blenheim
St. Vincent de Paul School Fully Accessible Playground	St. Vincent de Paul School Council	11,575	Strathroy, Arkona, Watford
Libro Reaching the Reluctant Reader	Watford Rotary Club	8,000	Watford, Arkona, Strathroy
Hope Alvinston Ministries Youth Summer Camp Program	Hope United Church, Alvinston	7,925	Watford
Branch Level Subtotal		\$114,950	
Digital Media Room	Waterloo Children’s Museum	40,000	CI Panel / Board
Oil Springs Community Skateboard Park	Oil Springs Parks and Recreation	36,800	CI Panel / Board
Camp Sylvan Mountain Bike Course	Scouts Canada – Southwestern Ontario	18,000	CI Panel / Board
Taxandria Falcons Soccer Complex	Taxandria Falcons Soccer Club	20,000	CI Panel / Board
CI Panel / Board of Directors Corporate Level Subtotal		\$114,800	
Total Branch and Corporate Level Grants Approved 2009		\$229,750	