



Information for and about Ontario's co-operative & Credit Union sectors, stakeholders and champions.

## 1. SIGN THE PROVINCE-WIDE PETITION

On Co-op has launched a [province-wide petition](#) asking fellow co-operators to support “creating an environment that encourages the development of co-operatives; allowing them to compete on an equal footing with other forms of business enterprise...”

The petition, one of the Government Relations Committee’s most recent initiatives, requests that the province of Ontario support a broad range of policy initiatives that would benefit both co-operatives and credit unions, such as: updating and improving the regulatory environment, implementing tax incentives to encourage investment and establishing a Co-operatives Secretariat.

Once all the signatures are collected by On Co-op, they will be distributed to MPPs, who will be asked to table them in legislature. If enough signatures are collected, the potential impact could be significant. On Co-op hopes to make an announcement as to the results during the October 20th Conference and Gala over Co-op week!

Download a copy of the petition [here](#), and ask your members, boards, employees, and other sector supporters and stakeholders to sign it.

Return **original** signed copies to Audrey Aczel. (IMPORTANT: Only original signatures can be tabled in the legislature -- scans and photocopies are not allowed). Mail to On Co-op, 450 Speedvale Ave. West, Suite #101, Guelph, Ontario N1H 7Y6.

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## 2. CYL ALUMNI SHINE

As we approach another exciting [CYL summer](#), we’re proud to recognize the initiative of a number of CYL alumni who’ve recently seized some fantastic leadership opportunities within On Co-op.

The On Co-op e-newsletter  
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This year's facilitator roster will boast record number of 8 intern facilitators – all of whom are CYL graduates. We're also excited to announce the inception of a new position at On Co-op: the CYL program Administrator – which will be filled by a CYL Graduate. Finally, we'd like to congratulate CYL grad and facilitator, Bruce Betzner, for his commitment to the cause, as he will be running for the Youth Director on the On Co-op Board at our AGM on June 22nd.

Thank you to these amazing young leaders who've taken the CYL & co-operative philosophy, and put it into practice. CYL's first session of 2010, Junior A, begins June 26. ·

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### 3. BRITAIN'S BIG SOCIETY BANK

Britain's new coalition government has announced plans to create a 'Big Society Bank' using funds from dormant bank accounts to help finance neighbourhood groups, charities, social enterprises and other non-governmental groups.

[Building The Big Society](#) - a new policy document released by the Conservative /Liberal Democrat government – sets out five key priorities for the new government. Among the new policy proposals: Support for the creation and expansion of mutuals, co-operatives, charities and social enterprises – and support for those groups to have a much greater involvement in the running of public services. ·

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### 4. HOW DID YOU 'DISCOVER' CO-OPERATIVES?

Co-ops are considered one of society's greatest and best-kept secrets. Those involved in them are often passionate about the co-op enterprise business model, and the benefits that come from working co-operatively. Many appreciate the triple bottom line philosophy, and the social and community economic development spin-offs.

We'd like you to tell us how YOU learned about co-operatives. Perhaps you caught the co-op spirit from your family or your community, or maybe you just stumbled upon a local co-operative, credit union or caisse populaire.

Chances are good you DIDN'T learn much about co-ops in school. ([The Co-operative Management Certificate Program](#), and On Co-op's highschool curriculum project are starting to change

#### **THE CO-OP JOB BANK**

#### **SUBSCRIBE/UNSUBSCRIBE AND OTHER INFORMATION**

**If any external links or web addresses do not click through, please cut and paste directly into your web browser.**

#### **MEETINGS and HAPPENINGS**

- **June 26-Aug 21.** Co-operative Young Leaders camp. Lake St. George ON. [www.ontario.coop/cyl](http://www.ontario.coop/cyl)
- **July 27-30.** ACE Conference: Crossroads, Choosing Cooperation. Cleveland OH. [www.2010ACEInstitute.com](http://www.2010ACEInstitute.com)
- **October 20.** The 10th annual Co-operative Conference and Gala. Royal Botanical Gardens, Burlington ON [www.ontario.coop/gala](http://www.ontario.coop/gala)
- **November 4-5.** The 26th annual Directors' Forum. Hilton Hotel, Toronto. [www.ontario.coop/directors](http://www.ontario.coop/directors)

**Is your co-op/credit union or sector-related event listed here? Send us the details! [TOP](#)**

#### **THE CO-OP JOB BANK**

**Place your co-op and credit union job openings on the On Co-op job bank. Send us the details!**

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#### **SUBSCRIBE/UNSUBSCRIBE and OTHER INFORMATION**

Because you are part of the co-operative and credit union sectors, or have expressed an interest in the co-

that.) Many graduates of On Co-op's [Internship Program](#) had never heard of co-ops before taking part in the 26-week program.

Some respondents to a similar query on the On Co-op [Facebook page](#) indicated it was exposure to a co-op youth camp (such as CYL) that spurred them on.

E-mail your thoughts to [Mark Ventry](#) or jot down a few words on our Facebook page.

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## 5. MEC AND LIBRO WIN AWARDS

[Mountain Equipment Co-op](#) has received a prestigious Retail Council of Canada (RCC) industry award for the marketing campaign it developed to support youth engagement. Done on a shoestring budget that took advantage of several communication channels, the campaign resulted in a noticeable increase in the number of young people who became members of the outdoor retail co-operative.

[Libro Financial Group](#) is the recent recipient of three awards: At the Victoria, BC Marketing Association for Credit Unions Conference in June, Libro took home two awards: Achievement in Marketing Excellence for its "I Am Libro" TV campaign; and Achievement in Marketing for its "I Am Libro" online & digital advertising. The third award was presented by the London International Association of Business Communicators at the local Virtuoso Awards. Libro received a Virtuoso Excellence Award for its "I Am Libro" TV campaign.

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## 6. CHF ANNUAL GENERAL MEETING RESULTS

Delegates to the [Co-operative Housing Federation](#) of Canada's annual meeting in London, Ontario called on all levels of government to work together to help almost four million Canadians living in core housing need.

More than 700 representatives from housing co-ops across Canada gathered at the London Convention Centre last week. Housing co-ops called on governments to look at ways to maintain the affordability and security of existing co-operative housing as agreements with government are set to end in the next several years.

operative movement, you are one of more than 5,800 people receiving the On Co-op e-newsletter. All information in this e-newsletter has been received from sources believed to be reliable. On Co-op cannot be held responsible for the accuracy of submitted material, or the content of external websites or redirections.

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**SUBSCRIBE.** Co-op information is best when shared! If this message didn't come directly from On Co-op, [click here](#) to be added to our distribution list, or send your contact information to [mventry@ontario.coop](mailto:mventry@ontario.coop) with SUBSCRIBE NEWSLETTER in the subject line. You are encouraged to forward the On Co-op e-newsletter to others!

**CHANGE OR UPDATE YOUR CONTACT INFORMATION.** [Click here to tell us of changes to your electronic or postal addresses](#). We would also appreciate knowing if you have received duplicates of this electronic mailing or if your name, title or other contact information needs to be corrected.

**On Co-op does not lend, rent or sell e-mail addresses or contact information.**

**SUBMISSIONS.** Add On Co-op to your print and electronic mailing lists. Send us your co-op/ credit union/sector information and news, including your job opportunities, annual reports, newsletters, media releases, conferences and so on. We

During the CHF Canada AGM, Barry Pinsky, executive director of [Rooftops Canada](#), received the Canada Mortgage and Housing Corporation (CMHC) award for outstanding contribution to co-operative housing. Rooftops Canada, CHF Canada's international development arm, is celebrating its 25th anniversary this year.

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## 7. CCA AWARD RECIPIENTS

A number of awards were presented during the recent CCA Congress.

Dennis Deters, The Co-operators executive vice-president for member relations and corporate services, and Charles Diemer, who helped found the Woodslee Credit Union (now United Communities Credit Union) in 1943 were honoured as winners of the Canadian Co-operative Achievement Award.

Bobby McVeigh, who has been involved in Nova Scotia's credit union movement for 40 years, won CCA's Global Co-operator Award for his contribution to international co-operative development.

All three award winners will be inducted into the Canadian Co-operative Hall of Fame, together with four deceased co-operative pioneers announced at the CCA Congress: Co-operative Union of Canada cofounder Samuel Carter; Bernie Daly, who served as Ontario region manager of GROWMARK, Inc.; Ontario farmers' co-op pioneer Leonard Harman; and Manitoba co-op activist and educator Jake Siemens.

In addition to the individual awards, three co-operative organizations – First Calgary Savings, Co-op Atlantic and the Canadian Worker Co-operative Federation – were awarded CCA's Leadership in Co-operative Governance Award.

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## 8. AS FEATURED ON THE ON CO-OP FACEBOOK PAGE

Check our [Facebook page](#) for more news on Ontario, Canadian and international co-op news. Items recently featured include:

- 20 actions that will move us closer to the social economy we want
- Assorted co-op job postings
- 60 Richmond East housing co-op wins PUG Award
- Is your co-op ready for the HST?
- BC's Community Savings CU has become a 'living wage employer'
- Credit unions did better than their larger counterparts

reserve the right to select and edit from the information we receive.

**SPAM.** To ensure consistent delivery of the On Co-op e-newsletter and to see any embedded images, we request that you add us to your e-mail program's "SAFE SENDER" approved list and/or address book. If you are on a network, you may need to send a request to your network administrator to add [mventry@ontario.coop](mailto:mventry@ontario.coop) and [groupmail@ontario.coop](mailto:groupmail@ontario.coop) to your 'white' or 'approved' list.

**ABOUT THE ONTARIO CO-OPERATIVE ASSOCIATION.** On Co-op develops, unites and promotes co-operatives throughout the province of Ontario. We are a co-op. Our mission is to lead, cultivate and connect the co-operative sector. We achieve our mission and support our membership by providing programs and services in four strategic areas: Lifelong Co-op Learning; Government Relations; Communications and Member Relations; and Co-op Development. Learn more at [www.ontario.coop](http://www.ontario.coop).

**INTERESTED IN JOINING THE ON CO-OP MEMBERSHIP?** There are definite benefits to organizations and individuals being part of our Association. On Co-op represents and supports existing, newly-formed or in-development co-operatives in all sectors of the economy, as well as sector stakeholders and supporters. Contact [Mark Ventry](#).

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**ONTARIO CO-OP SECTOR INFORMATION.** Ontario has more than **1,300 co-ops**, credit

- during the economic slowdown
- Video on Big Timberworks worker co-op
- Eastern Ontario Local Food Co-op opens its doors

View these and other postings, including a discussion on the "50% Rule" at <http://www.facebook.com/oncoop>. Become a FAN of our Facebook page. Our goal is to reach 1300 Fans -- one for every co-op in Ontario. •

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## 9. BUILDING COMMUNITY EXHIBITION

The University of Saskatchewan's Centre for the Study of Co-operatives wants to take its new [Building Community exhibition](#) on the road. All it needs is a little help from its friends.

The exhibition of research results focusing on co-operatives and the social economy is now on display at the Diefenbaker Canada Centre in Saskatoon, but the Centre would like more people to have a chance to see it.

The Centre is looking for co-ops and other supporters to sponsor a travelling exhibition, as well as suggestions for possible venues where it can be shown.

If you're interested in being an exhibition sponsor, or can suggest venues, contact Roger Herman at [roger.herman@usask.ca](mailto:roger.herman@usask.ca). •

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## 10. IT'S NOW EASIER GOING GREEN

The [Canadian Co-operative Association](#) (CCA) has launched an online toolkit to help co-ops develop environmental sustainability strategies and measure, monitor and report on their progress.

The toolkit, created by sustainability consultant Coro Strandberg and [Sustainability Solutions Group](#), a worker co-op specializing in environmental issues, is posted on [CCA's website](#).

The toolkit complements CCA's environmental casebook, which profiles the environmental policies and practices of a number of Canadian co-ops and credit unions. •

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unions and caisses populaires, with **1,900** locations in more than **400** Ontario communities. The sector has **\$30 billion** in assets; **15,500** employees; **1.4 million** members; and is governed by **10,000** volunteer board members. For other co-op sector facts, contact On Co-op.

**Search the [online co-op directory](#) to learn more about the co-ops in your area.**

JOIN OUR ONLINE COMMUNITY -

Facebook: [www.facebook.com/oncoop](http://www.facebook.com/oncoop);

Twitter: [www.twitter.com/ontariocoops](http://www.twitter.com/ontariocoops)

Blog: [www.ontariocoops.wordpress.com](http://www.ontariocoops.wordpress.com).

### QUICK CO-OP NUGGETS:

(1) [St. Albert Cheese Co-operative](#)'s products can now be found on the shelves of 95 Walmart stores extending from Ontario through Western Canada. The Walmart deal with St. Albert, about one month old, has already resulted in \$50,000 in sales. The 116-year-old cheese making co-operative has \$40 million in annual sales and 100 full and part-time employees.

(2) [Community Savings Credit Union](#) has become the first financial institution in BC to sign up as a [living wage](#) employer. A living wage is different from a legal minimum wage, allowing poor families a higher standard of living. (A living wage in Vancouver is \$18.17/hour.)

(3) Credit unions and suppliers raised \$35,000 last week at the [Ontario Credit Union Charitable Foundation's](#) Golf and Culinary Classic in Niagara-on-the-Lake.

(4) Bob Hague, senior vice president and chief member services officer at [Meridian Credit Union](#), has been appointed president, credit union distribution, at [The CUMIS Group](#), effective July 26.

## 11. WHY ARE WE NOT FEATURING NEWS ABOUT YOUR CO-OP?

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Send us your co-op/ credit union/sector information and news -- including your job opportunities, annual reports, newsletters, media releases, professional development sessions and so on. **You know your co-op the best. Don't assume we magically get news about your organization from some other source!**

[E-mail](#) us your information or fax to 519.763.7239 For important tips about sending submissions, [click here](#).

*Thanks for permitting us to send this information to you. Feel free to forward to others in your networks.*

*Mark Ventry,  
Membership and Communications Manager,  
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1.888.745.5521.*

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The On Co-op e-newsletter provides a snapshot of the Ontario co-operative sector. TO GET YOUR NATIONAL CO-OPERATIVE PERSPECTIVE [CLICK HERE](#) for the current issue of the Canadian Co-operative Association's News Briefs.