

The Board is proud of the Society's accomplishments during an extraordinarily busy year. It is a pleasure to oversee an organization composed of competent, dedicated team members led by an exemplary executive.

Since the CEO has reported on the Society's results in his report, I will confine my comments to the Board's own activities.

Governance for Results (GFR Model)

Many Boards do not perform as well as they might because of two related factors: they do not clearly differentiate their own work from the work of their CEO, and by not doing so, they spend too much time managing their organizations and too little time on their organizations' strategic futures. To avoid underperforming in this way, the Credit Counselling Society's Board developed a new Board Policy Manual known as the Governance for Results Model.

The GFR Model defines the work of the Board as the creation and monitoring of policies that identify the strategic results the Board wants its organization to achieve, the hiring of a Chief Executive Officer (CEO) to execute these policies, and the establishment of parameters within which it requires the CEO to execute these policies.

It holds the CEO accountable by requiring, at each Board meeting, written evidence that results defined in the Board's Results policies are being achieved and that the ethical and sound practice parameters defined in the Board's Executive Parameters policies are respected.

Under this model, the Board has tasked the CEO to achieve the following results:

The Credit Counselling Society (CCS) will be recognized in the communities in which it operates, and regionally throughout Western Canada, as a leading advocate for policy changes related to consumer financial matters.

1. CCS will be recognized for exceptionally high quality programs and services and for ongoing innovative improvements.
2. CCS will be known for its responsiveness to changing economic and market conditions and to emerging client and community service needs.
3. CCS funders will value the full range of its services, including: counselling, financial education and debt management solutions.
4. CCS will help clients develop personal money management and credit use skills.
5. CCS will work with clients to solve their financial problems.
6. CCS will strive to help our clients improve their financial "literacy" and financial well-being.
7. CCS's consumer education and outreach initiatives will educate increasing numbers of consumers in the positive and managed use of debt.

Greater Board Diversity

In response to a recommendation made during the Society's accreditation process, the Board's Nomination Committee successfully recruited new Board members to better diversify the Board with respect to professional and personal background, age, gender and ethnicity.

With its new Board Policy Manual and its more diverse membership, the Board looks forward to helping ever-increasing numbers of clients solve their financial concerns and develop personal money management, credit use and financial skills.

L.E. "Skip" Triplett
Chair, Board of Directors

Board of Directors

L. E. (Skip) Triplett
Board Chair
Consultant

Mari A. Worfolk
Vice Chair, Public Member
Lawyer

Howard Biccum
Past Chair, Public member

David Sale
Treasurer
Professor of Accounting

Cynthia M. (Cindy) Chan Piper
Public Member

Michele E. Coleman
Canadian Bankers Association Representative

Norm T. Klatt
Credit Union Representative

Scott Hannah
Secretary
President & CEO, CCS

Office Locations

Head Office & Toll Free Telephone Counselling Centre
330 - 435 Columbia Street
New Westminster, BC V3L 5N8

Abbotsford, Kelowna, Nanaimo, Surrey-Guildford, Surrey-Newton, Vancouver, Victoria & Winnipeg (MB)

Our Services

- Confidential credit counselling services
- Toll free telephone counselling and information services
- Debt repayment and settlement programs
- Educational workshops 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 (CCO), a national association of not-for-profit credit counselling agencies. Our Counsellors help thousands of Canadians each year find solutions to their debt and money problems and regain financial stability.

For further information about our services and programs please contact:

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Toll Free: 1.888.527.8999 ext. 211
E-mail: Scott@nomoredebts.org

Julie Jaggernath, Director of Education
Telephone: 604.636.0219
Toll Free: 1.888.527.8999 ext. 219
E-mail: Julie@nomoredebts.org



Our Mission

To educate Canadians in personal money management and the wise use of credit, and to help individuals and families find solutions to their financial difficulties through unbiased counselling and debt repayment alternatives.

CELEBRATING THIRTEEN YEARS OF HELPING CANADIANS



Telephone: 604.527.8999
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E-mail: info@nomoredebts.org
nomoredebts.org | mymoneycoach.ca

Charitable Registration Number 89469 0890 RR0001



nomoredebts.org | mymoneycoach.ca

from the president

client profile

2009 was the busiest year in our history. The economic downturn in 2008 continued its onslaught, forcing many individuals and families to manage through the harsh realities of unemployment and face difficult financial decisions in order to make ends meet. Our organization responded quickly to this crisis by increasing counselling services, providing more financial education workshops and working proactively with community partners and the credit industry to address pressing issues.

The past two years have been difficult for a lot of Canadians, many of whom were caught off guard by how quickly their financial circumstances changed. **I am proud that we were able to assist almost fifty (50) percent more people in 2009 than in 2008 to address and resolve their financial challenges.** We are equally proud that eighty-three (83) percent of clients who sought our help to resolve their debt problems by establishing a Debt Management Program through our organization were able to maintain their monthly payments and repay their debt during these challenging times.

We continued our work from 2008, building upon our infrastructure to increase our ability to reach out to more people in Western Canada in a timely manner while paying close attention to the quality of our services and programs. The investments we made in technology and the expansion of our dedicated team allowed us to respond to each consumer telephone inquiry in an average of 7 seconds. While our resources were stretched at times, we made sure that all consumers who urgently needed to speak with a

Counsellor were able to do so within 1 day of seeking our help, with the majority of these individuals being helped the same day they contacted our organization.

We are also pleased to report that the Credit Counselling Society received confirmation that we are a fully accredited member agency of Credit Counselling Canada, the national association of not-for-profit credit counselling agencies in Canada. Our organization achieved an overall accreditation mark of ninety-five (95) percent, one of the highest ratings in Canada, validating that our organization embraces industry best practices and standards. People who contact our organization for help and community service providers who refer their clients to our organization can be assured that they will be helped by a highly trained and engaged team of professionals.

In 2010 we will continue our mission of reaching out to people throughout Western Canada. We will establish new counselling offices, expand our education and outreach services and introduce a new interactive website to provide practical money sense information and self-help tools to encourage consumers to improve their financial skills and abilities.

We extend our sincere thanks and appreciation once again to the credit granting community whose continuing support makes it possible for us to reach out and help the thousands of individuals and families who turn to us for assistance.

Scott Hannah
President & CEO

97% of all clients surveyed report they would recommend our services to others.



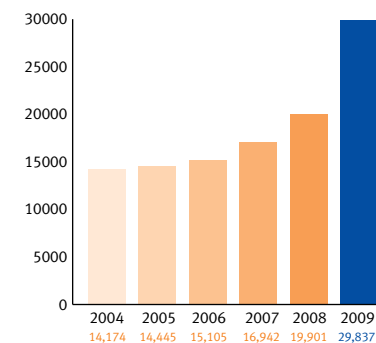
Average age	42
Female	56%
Male	44%
Single	38%
Married, domestic partnership	41%
Separated, widowed or divorced	21%
Average number of dependents	1
Average outstanding debt	\$32,380
Average number of creditors	7
Average gross monthly income	\$3,220
Housing costs as a % of net income	41%

"I am very thankful for all of your help. I am very excited to finish my program, and will be forever grateful to the Credit Counselling Society for allowing me to regain financial control of my life."
— CAMERON, CLIENT

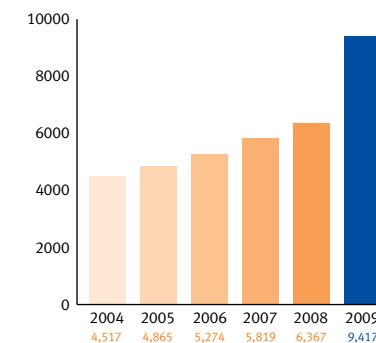
"Thank you for helping us get our lives back. We felt like we were slaves to our debts for years. Thank you, thank you for helping us break free from the crushing burden of debt and teaching us how to manage our finances properly."
— RENE, CLIENT

"We have received great feedback from the employees who attended your information sessions. We look forward to having you back."
— JPMORGAN CHASE BANK,
FOLLOWING A LUNCH & LEARN SESSION

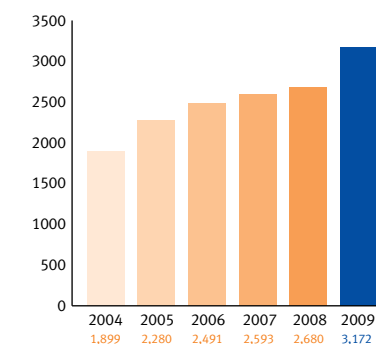
Number of Clients Served



New Credit Counselling Sessions



Clients on Debt Mgmt. Programs



Funds Disbursed to Creditors (\$000)



Contribution Sources

