



# Dollars & \$ENSE

What's happening in Our Community

March 2021



## Ladysmith Credit Union and LRC team up to “Do Something”

by Tanya Reid, Photo by Cole Schisler – Ladysmith Chronicle

“Do something.” These were the daunting yet freeing words from the executive director at the Ladysmith Resources Centre. It was September 2020, and we were seven months into the pandemic. We had sat down to discuss how best to deliver Adventures in Early Literacy (AEL) to the Ladysmith Community. For nine years I've facilitated a fun and interactive book-themed

program aimed at 3-5 year olds and their families and caregivers designed to promote bonding and kindergarten readiness while helping to foster a lifelong love of reading.

**“With LDCU behind us, we were able to create something magical.”**

When the pandemic hit, we, like many organizations took to Zoom to deliver our classes. Although we were grateful for the ability to stay connected, it didn't feel like an adventure. When fall arrived, I knew I didn't want to go back to virtual. I wanted actual. In searching for ways to safely reinvent the program, I came across the idea for a Storybook Walk.

A Storybook Walk is where pages of a book are removed and mounted on signs along a pathway or trail. It's a delightful and innovative way to enjoy reading and the great outdoors at the same

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## 76th AGM May 4, 2021

### 2 MEMBERS ELECTED VIA ACCLAMATION

The two directors whose terms are expiring at the Annual General Meeting in 2021 are: Rob Viala and Gerry Clarke.

The official date for submitting nominations to the Ladysmith & District Credit Union closed on February 19, 2021. The Credit Union received a total of 2 incumbent nominations for the two vacancies, so the Nominating Committee, as outlined in Section 4.14 of the Credit Union Rules, declares both directors elected via acclamation. Please see their biographies below for their contributions to the Credit Union to date.

**Rob Viala**

Rob has been a long standing Credit Union member having joined the Credit Union in 1972. He first joined the Board as a trainee

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## NOTICE OF VIRTUAL AGM

Due to the continuing impact of COVID-19 and the current public health guidance rules on physical distancing, LDCU will again be hosting our AGM virtually.

To take part, please register via our website (after April 6th) or by calling the Contact Centre at 250.245.2247 or toll free 1.888.899.2247



## MEMBERS ELECTED

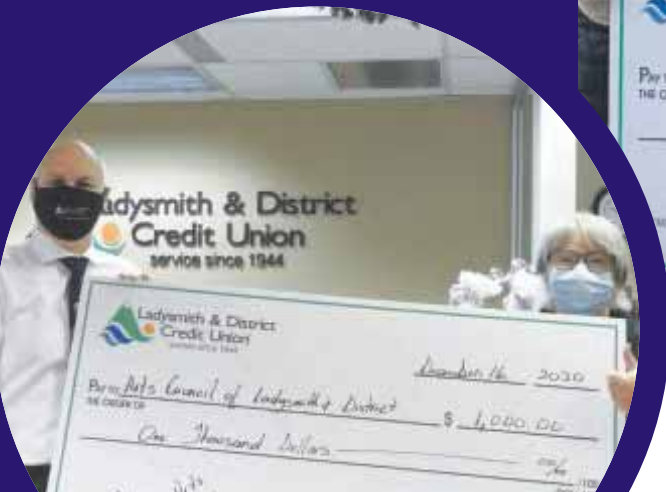
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in the fall of 1990 and was officially elected to the Board in 1991. Rob is a very active Board member having served for many years as the Vice-President, in addition to previously serving on the Audit Committee. He is currently the Chair of the Governance committee and also serves on the Conduct Review and Bursary Committees. Rob is a graduate of the Credit Union system's Credit Union Director Achievement program.

### Gerry Clarke

Gerry has lived in Ladysmith since 1988 and has been active in the Ladysmith community for many years. He joined the Ladysmith Eagles club in 1995 and served on their Board for more than twenty years, serving two terms as President. He also served on the Town of Ladysmith Advisory Planning Commission, serving two years as Chairman. Gerry established G.R. Clarke Contracting Ltd. twenty years ago and is a ticketed Red Seal Carpenter. He was appointed to the LDCU Board of Directors in 2018, and serves on the Governance, Investment and Lending, and Conduct Review committees. He is also a graduate of the Credit Union system's Credit Union Director Achievement program.

*CEO John de Leeuw presents Kathy Holmes of Ladysmith Arts Council a \$1000 cheque for the grand prize at the 2021 Fine Arts Show*



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## ...DO SOMETHING

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time. It gets families outside and exercising while finding new ways to have fun and bond through literacy.

In putting together the budget it became obvious to me that our small non-profit organization would not be able to afford such an endeavour without the help of sponsors. When I applied for LDCU Community Grant, I was met with eager enthusiasm. Not only did LDCU want to help with this project but they wanted to see it done in a way that had lasting sustainability. With LDCU behind us, we were able to go forward with our planning and create partnerships with Rotary and the Town of Ladysmith to create a magical and worthwhile Storybook Walk at Brown Drive Park where a new book will be put on display every week for 24 weeks.

As I visited the park today, it bustled with 3 very excited kindergarten classes on a field trip. I was told the grade 2's were set to arrive in the afternoon. The AEL program as we knew it would have never been able to accommodate so many people nor such a variety of ages. Reinventing this program has allowed us to bring Adventures in Early Literacy to a much wider demographic. With the support from LDCU and our other community partners, we "did something".



*CEO John de Leeuw presents a cheque to Tanya Reid of the Ladysmith Resource Centre for the new Storybook Walk*



*CEO John de Leeuw presents a \$1500 cheque for Education to Kathy Holmes of Ladysmith Arts Council*



*CEO John de Leeuw presents for \$5000 to Paula Macdonald, Security Manager of Ladysmith*

**DEPOSIT**  
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As outlined by the C



## March is Fraud Prevention Month

The COVID-19 pandemic continues to provide scammers with opportunities to take advantage of Canadians. Here are some types of scams you should be aware of, especially during these uncertain times.

### BUYING AND SELLING SCAMS

People who have never shopped online before have turned to the internet for groceries, banking and companionship. In 2020, frauds associated to Canadians buying or selling online accounted for more than \$12.9 million in reported losses.

Non-delivery scams (including pet scams, rental scams, and deceptive marketing of counterfeit goods) have all increased. Many non-delivery scams are related to the rising demand for personal protective equipment (PPE), such as face masks, hand sanitizers, gloves and face shields.

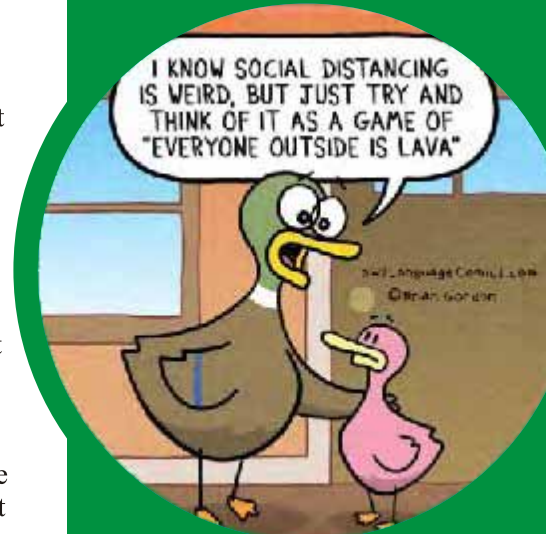
Beware of fraudsters who contact you via email or text with a generic message wanting to buy an item without seeing it. They often claim to be out-of-town and will offer to pay above the asking price to cover the cost of shipping. The seller will either receive a fraudulent payment in the form of a counterfeit cheque, a compromised credit card, or a fake email notification stating that the payment is pending. The fraudulent email message says that the money will only be transferred once a tracking number is provided by the seller. The seller then ships the product and provides the tracking number to the fraudster.

### BEWARE OF:

- Rental units that are below market value
- Pets being offered at below market value
- Overpayments for items you are selling
- Notice text with spelling and grammatical errors



*Linda King presents a cheque for \$950 to Quentin Goodbody for a new tv for the Ladysmith Historical Society*



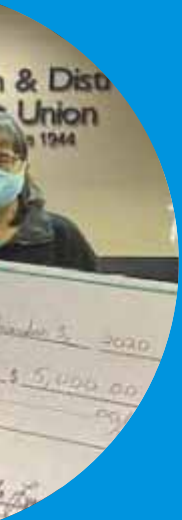
*CEO John de Leeuw presents a \$1500 cheque to Andrea Rosato-Taylor, President of Downtown Ladysmith Business Association*

### Impact of Fraud During the Pandemic March 2020 to February 2021

Canadian reports of Fraud	Canadian Victims of COVID-19 Fraud	Lost to COVID-19 Fraud
<b>13,553</b>	<b>11,789</b>	<b>\$7.2 Million</b>



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## MARCH IS FRAUD PREVENTION MONTH

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### TIPS TO PROTECT YOURSELF:

- Don't be afraid to say no
- Don't be intimidated by high-pressure sales tactics. If a telemarketer tries to get you to buy something or to send them money right away, request the information in writing and hang up.
- Beware of urgent pleas that play on your emotions. If you receive a call or other contact from a relative claiming to be in trouble, hang up and talk to other family members to confirm the situation.

**DO NOT GIVE OUT PERSONAL INFORMATION** such as your name, address, birthdate, Social Insurance Number (SIN), credit card or banking information.

### BEWARE OF UPFRONT FEES.

- It's illegal for a company to ask you to pay a fee upfront before they'll give you a loan.
- There are no prize fees or taxes in Canada.

### PROTECT YOUR COMPUTER

No legitimate company will call and claim your computer is infected with a virus. However, some websites may try to install viruses or malware without your knowledge.

- Watch out for urgent-looking messages or pop ups while you're browsing online. Don't click on them or call the number they provide
- Be wary of clicking on any attachments or links. They may contain viruses or spyware
- Make sure you have anti-virus software installed and keep your operating system up to date
- Never give anyone remote access to your computer.

If your information has been leaked and you think you're at risk, you can contact Ladysmith & District Credit Union at 250-245-2247 or your bank. We are here to advise you and to tell you what you can do. Keep a close eye on all your accounts. If you notice anything fraudulent, report the fraud immediately. We will conduct an investigation related to any case of fraud. You can report the fraud to the police by calling or going to your local police station.

No one can be totally safe from scams, but these tips should help you be safer and avoid a lot of headaches and major financial losses.



*Victor Malli, Senior Financial Planner*

"I treat all of my clients the way I like to be treated; with integrity, honesty and respect."



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