



whole family financial services

Tell us a bit about your co-operative – its origins, purpose and what needs/value your organization provides to the community.

Frontline Financial Credit Union was founded in 1948 by local fire fighters looking to establish an alternative to what the banks offer. Our purpose is to provide financial services to our membership with customer service at the forefront of everything we do. Our value is in our Mission statement: "We'll make you feel like you're one in a million, not one of a million," and our Vision statement: "We deliver a real alternative for a better banking experience to our members and their families through every age and stage of their lives."

How is your co-operative responding to the current needs of your community (members, clients, community as a whole)?

We have always had our community at the forefront of everything we do. We have over 47 sponsorship initiatives underway within our community. Responding to our membership is what we do best. Whatever the need is, we'll find a way to help our members achieve their goals and reach their dreams.

What is your vision for co-operatives in rebuilding the economy post-pandemic?

My vision is the provincial population will look to the credit unions as an alternative to the traditional banking model. The proof of performance from credit unions over banks during the pandemic is testimonial to who we are, what we stand for, and the resilience we possess.

What does the future of the co-operative sector in Ontario look like to you?

I believe the sector is set to grow. Looking out both west and east, our country has embraced it. As Ontario moves forward, I believe the population will look to alternate sectors to place their trust in proven, tenured, and in-person advice.

What aspect of OCA's mission/strategic programs do you think is most important as a way to rebuild a more co-operative economy?

Communication and Marketing. Continue to spread the word about what the co-operative sector is, who we are within the sector, and that co-operative businesses offer a real alternative to the traditional services offered.

Anything else you would like to add?

We are blessed and thankful that we've joined OCA. Keep doing what you doing and if you can communicate more, please do so. The coop story is impactful and is very much needed in challenging times like we're in now. Where you might have had a closed ear audience in the past, I think you're gaining mileage with more open ears that are wiser than before due to their individual pandemic experiences.