



Member Profile | Libro Credit Union

Libro Credit Union is the largest credit union in southwestern Ontario with over \$4.6 billion in assets under administration. A full-service financial institution for individuals, businesses and community organizations, Libro offers accounts, loans, financial investments, credit cards, and business cash management and employer services. With more than 105,000 customer/Owners and 650+ employees, Libro proudly serves southwestern Ontario with 33 locations across the region.

As a financial co-operative, Libro customers are Owners, with opportunities to impact the organization, elect representatives, and to receive a share of profits annually. In 2018 Libro returned 11.6 million dollars to Owners through profit shares and dividends.

Libro invested \$1.5 million in 2018 into local communities through a year round [Sponsorship and Donation program](#), a yearly granting program called [the Libro Prosperity Fund](#), and a [Student Award program](#) for youth 17-25. Libro is passionate about supporting young leaders and is a proud supporter of the Co-operative Young Leaders Camp (CYL).

The Libro Story

Libro Credit Union has been around for more than 75 years, with 43 different legacy organizations combining to make Libro what it is today. While many things have changed through the decades, Libro's purpose has remained the same: to grow prosperity for individuals and communities in southwestern Ontario by transforming banking.

Libro is banking with a difference. Helping people achieve their goals, supporting businesses to create a thriving local economy and contributing to strong and prosperous communities is why Libro exists. With a purpose beyond profit, Libro is a financial institution that uses all its resources to grow prosperity, investing 100% of profits back into southwestern Ontario.

While providing all the banking services one expects from a financial institution, Libro adds a strong coaching philosophy and advice from experts who want to help customer/Owners prosper. Libro staff members are experts in their field, and aim to provide customer/Owners with the tools and knowledge to make sound financial choices throughout their lives.

Libro's belief in financial coaching extends outside their customer base. Collaborating with a group of Canadian Credit Unions, Libro staff volunteers deliver a series of workshops in money management topics that provide basic skills to the diverse communities of our service area. The sole goal of [the Each One, Teach One program](#) is to empower individuals to make the right financial decisions for themselves and their families.

At Libro, establishing a positive work environment is key to providing outstanding service to Owners. As a proud Living Wage employer, every Libro staff member receives compensation at or above the highest Living Wage rate across the region. Libro has been named a platinum level AON Hewitt Best Employer in Canada four years in a row. And, Libro staff members receive the same proactive financial coaching shared with Owners.

Libro strives to inspire meaningful change in communities, looking beyond just traditional granting and philanthropy and becoming a convener, a connector of dots. Libro brings together key community stakeholders who each contribute their expertise, passion and unique resources to make a lasting impact. This results in key partnerships that help create jobs, support self-employment and entrepreneurship, and build money smarts.

Visit Libro's [website](#) for more information or to join Libro.

