

ALTERNA SAVINGS & CREDIT UNION LTD. ENGAGES SOCIAL ASSET MEASUREMENTS INC. TO CREATE IMPACT MEASUREMENT SYSTEM FOR ITS MICROFINANCE PROGRAM

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FOR IMMEDIATE RELEASE

Alterna Savings & Credit Union Ltd. contracts Social Asset Measurements Inc. to create impact measurement system for its microfinance program

TORONTO, ON. — Alterna Savings & Credit Union Ltd. announced today that they have engaged Social Asset Measurements Inc.'s (SAM) consulting and software services to build an innovative, software based impact measurement framework for its microfinance program, the first of its kind for a Canadian banking institution.

Setting the ground work for this leading edge project, SAM will be developing a measurement framework based on a *Social Return on Investment (SROI)* methodology. Alterna will operationalize this framework using SAM's Ira Impact Reporting and Measurement Suite (IIRM). This will allow Alterna to instantly generate impact measurement reports to demonstrate the social value of its work. In addition, Alterna will also be using SAM's Sabita Indicator and Financial Proxy Database Service (SDS). Developed with funding from the National Research Council of Canada, the SDS will provide Alterna with access to over 500 indicators and financial proxies currently being used by organizations such as Ontario Trillium Fund, the Ontario Centre for Excellence, and the Centre for Social Innovation.

By using SAM's web-based software solutions, Alterna will increase its ability to generate and share information with staff and partners, leading to better management and reporting of the social impact of its microfinance program.

"SAM's software will allow us to integrate impact measurement and analysis into our microfinance program, leading to better decision-making and better outcomes for our members and communities" said Susan Henry, Manager of Corporate Social Responsibility at Alterna.

"This is exactly the right time for this partnership," said Dr. Ted Jackson, Senior Research Fellow with the Carleton University Centre for Community Innovation, a longtime research partner of Alterna. "This work will strengthen Alterna's position as a leader in creating significant social impact by providing financial services where they are needed most."

With this agreement, SAM and Alterna are at the forefront of social impact measurement, taking a leadership role in corporate social responsibility reporting.

About Social Asset Measurements Inc. (SAM)

Social Asset Measurements Inc. is Canada's leading provider of software based impact measurement solutions for non-profits, for-profits, and the public sector.

With a clear focus on research and product development, Social Asset Measurements has led the way in providing cutting-edge tools for impact measurement such as the Ira Impact Reporting & Management Suite, the leading Canadian software product for Social Return on Investment reporting and management. In addition, with the support of the National Research Council of Canada, SAM has created the Sabita Indicator & Financial Proxy Database. For further information, please visit www.socialassets.org

Alterna Savings & Credit Union Ltd.

Alterna Savings is a full-service, member-focused, and community-based credit union operating in the National Capital Region and the Greater Toronto Area. Guided by a commitment to support the well-being of members, employees and communities, Alterna offers a broad range of financial products and services to over 100,000 members.

For over a decade, Alterna has supported small and developing businesses through community based micro-lending, securing credit and providing banking services for new and marginalized Ontarians looking to start a business. Learn about the Alterna Savings difference at www.alterna.ca

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