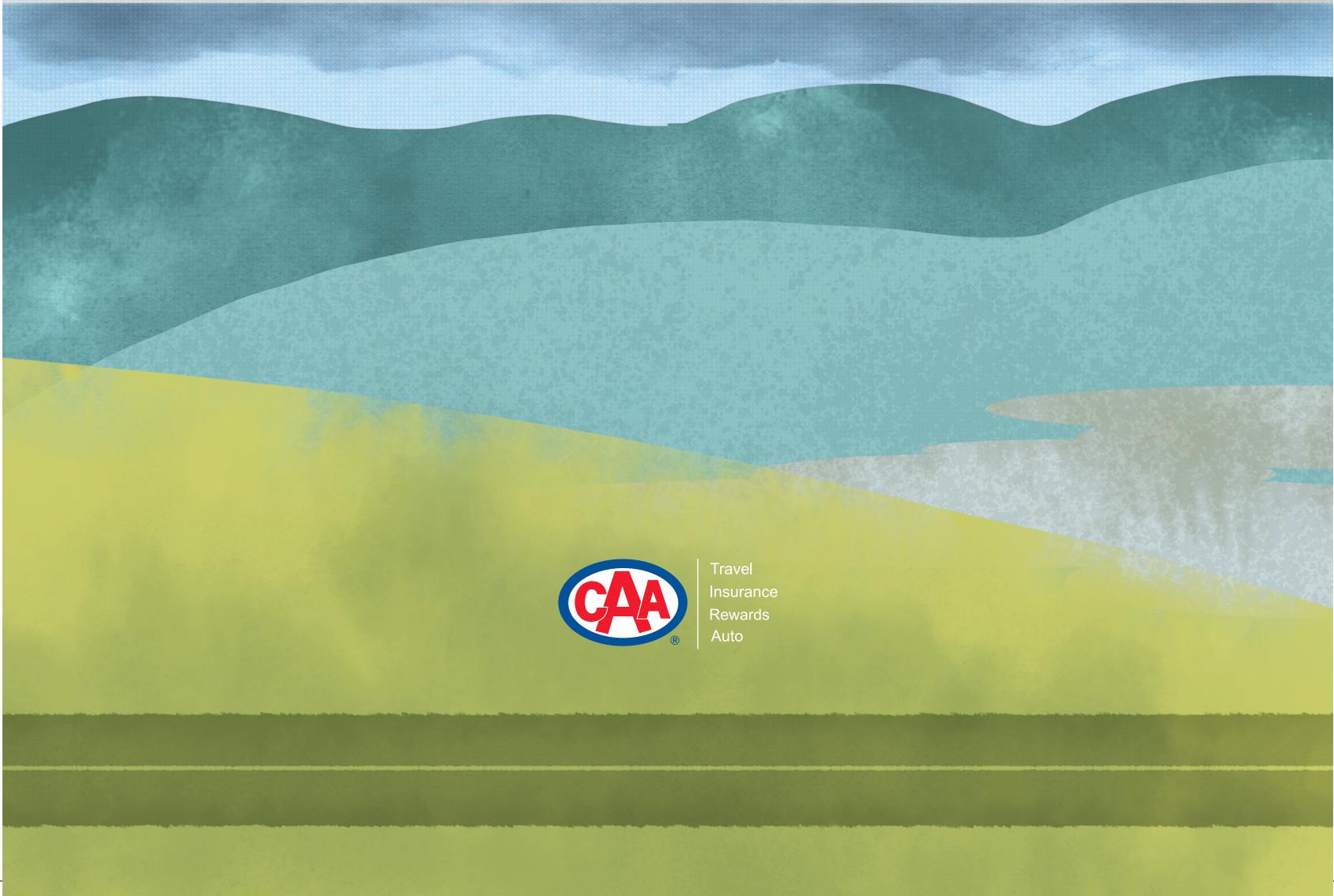




Annual Report 2018

CAA NORTH & EAST ONTARIO



Travel
Insurance
Rewards
Auto

Fiscal year 2018 was defined by continued operational success, steady growth and consistently excellent service, both for CAA North & East Ontario's (CAA NEO) Members and the communities we serve. Our goal of providing top-tier customer service continues to guide our Club and is the measure by which we evaluate our initiatives at year's end.



MESSAGE FROM THE CLUB

I am pleased to report an overall Membership retention rate of 88.4% and Membership growth rate of 3.4%, year-over-year. This not only means that our existing Members recognize the value in being a part of Canada's oldest and largest member-based organization, but that our team has succeeded in communicating who we are, what we do, and the benefits of our services to prospective Members. As we end fiscal 2018, we are proud to serve the needs of more than 308,800 Members, motorists, and fellow Ontarians.

We attribute our positive performance this year to our ongoing commitment to investing in our Members, and in the broader communities that we live and work in. We do this first and foremost by ensuring that our Members have access to efficient and reliable services; whether that means submitting an Emergency Roadside Service request using our mobile phone app, obtaining

travel advice at one of our CAA Travel stores, or receiving an estimate for CAA property insurance. We are committed to ensuring that Members receive the highest standard of customer service – the same service that has made our brand Canada's most trusted brand in 2018, according to the University of Victoria's Gustavson Brand Trust Index.

To that end, we have made significant investments in our information technology infrastructure, entering into the final phase of integrating all our business lines in a powerful new customer relationship management system that leverages cloud computing to improve the overall customer experience. Making the monetary commitment to the new system – and the investment in planning efforts and training time – benefits Members as well as staff. Each Member interaction is processed faster, more efficiently, and more reliably by CAA NEO staff. Technological innovations ultimately enable us to serve our Members better, which in turn results in maximum Member retention, trust in our organization and repeat business for our Club.

We also believe that to succeed, we must make meaningful contributions of our time and resources to favourably impact the lives of our Members and their communities. We do this through various safety initiatives, including car seat clinics, bike safety educational events, sponsorships and charitable events that align with our core values of safety and service.

In closing, I would like to extend my sincere thanks to our Members for their ongoing trust and confidence in CAA NEO. As our Membership continues to grow each year, our dedication to providing high quality customer service remains strong. Going into the new fiscal year, we continue our commitment to making sound investments that lay the foundation for the future of CAA NEO, and to ensuring that a CAA Membership consistently offers added value. We will continue to be the leader in roadside assistance, travel services, and insurance products; and an employer of choice that attracts top talent from across the province.

On behalf of the Leadership team, I want to extend my sincere appreciation to our CAANEO Board Members and all the staff at the Club for their tireless efforts and dedication. I would also like to thank Robert Keeper, our outgoing Chair of the Board of Directors, whose leadership and understanding of the Club's strategic objectives and long-term goals have been a driving force behind our many successes these past 3 years.

Christina Hlusko
President & CEO

CAA North and East Ontario

TOTAL NUMBER OF CAA MEMBERS NATIONWIDE

6,399,168

CAA NEO MEMBERSHIP GROWTH RATE

3.4%

NUMBER OF CAA NEO MEMBERS

308,801

NUMBER OF HOUSEHOLDS THAT RECEIVE CAA NEO MAGAZINE

207,803

NUMBER OF CAA DOLLARS[®] REDEEMED BY MEMBERS

\$425,785

NUMBER OF CAA DOLLARS[®] EARNED BY MEMBERS

\$311,387

NUMBER OF CUSTOMERS INSURED BY CAA TRAVEL AND MEDICAL INSURANCE

37,277

CAA NEO
BY THE
NUMBERS

NUMBER OF CAA HOME AND AUTO INSURANCE POLICIES IN FORCE

19,329

NUMBER OF FACEBOOK FOLLOWERS/LIKES

6,488

NUMBER OF ROAD SERVICES CALLS

TOTAL **147,468**

WINTER **49,576**

SPRING **31,176**

SUMMER **32,265**

FALL **34,451**

NUMBER OF CRUISE AND TOUR PASSENGERS BOOKED THROUGH CAA NEO TRAVEL

9,740

NUMBER OF TWITTER FOLLOWERS

1,817



Danielle Leguard-White
CANADIAN BLOOD SERVICES

"Because of CAA NEO posts and enewsletter and use of the custom URL, CAA NEO is our 3rd highest partner driving traffic to our website! I can't thank you enough for sharing the message. It's really making impact!"



Canadian Blood Services @itsinyoutogive
@CAANEO Thank you for promoting Canadian Blood Services. We really appreciate your support and dedication to saving lives!



Ottawa Fury

Julie Noel

"Thank you so much for this amazing opportunity. It was a once in a lifetime experience."



P. Shaughnessy

"Thank you ever so much for the incredible event! We had a great time"

S. Mistry

"The players were great fun making sure all felt like star players!"



Geoff Richardson
SUMMER IN THE PARK CO-CHAIR



"On behalf of the entire Summer in the Park 2018 Management Committee of the City of North Bay, we would like to extend a special thank you to CAA NEO for your support of our event. Your contribution enabled us to provide the community with a number of new and exciting programming opportunities."



Rachel Shaffer
COMMUTER CHALLENGE

"On behalf of the Commuter Challenge Committee, thank you for being a sponsor. Without CAA NEO's contribution, which was used for prizes to incentivize participants, this year's Commuter Challenge would not have been so successful. For the first time ever, Thunder Bay reached 1st place in Ontario for the highest participation, with numbers exceeding all previous years."



Canadian Cancer Society / **Société canadienne du cancer**

Debbie Marso
CANADIAN CANCER SOCIETY

COMMUNITY FUNDRAISING SPECIALIST, NORTH BAY & DISTRICT COMMUNITY OFFICE

"Thank you again for allowing the Canadian Cancer Society to be part of your North Bay Battalion sponsored game and thank you for the generous prize donation."

The McMillans
WASAGA BEACH

"Thank you for helping us when we were broken down during our Xmas visit in Kitchener. Our jeep died December 24. The roadside assistance that was part of our warranty was very limited and they had no consideration for the owner, family, only the car. Christmas Day, we purchased CAA online and CAA came to our rescue. Our driver was fantastic, even during a snow storm."

Jim King

"We experienced significant car trouble in February and pulled off the highway. One call to CAA alleviated our stress and anxiety completely."



Anita Almstedt

COMMUNITY ENGAGEMENT, CHEO FOUNDATION

"Thank you for supporting the 21st annual CHEO Foundation "For the Kids" Charitable Auction. We are pleased to announce this year's event raised \$115,000 for programs to children and youth receiving services at CHEO"

Cory Mac

CAA STITTSVILLE



Congrats! You got a 5-star review
"Very nice environment with good service and incredibly kind staff."



Presented by
Tim Hortons

Rick Wood

VOLUNTEER, HOCKEY FOR HEART

PRESENTED BY TIM HORTONS

"Our Hockey for Heart tournament was a huge success, raising more than \$92,000 for the Heart and Stroke Foundation. We couldn't have done it without the help of people and organizations such as yourself. Thank you."

Mr. and Mrs. Lelli

"Thank you, CAA for providing us with a wonderful and friendly service when we needed it most. Our driver faced unexpected challenges when the highway was closed due to a fatal collision. He found an alternative route that brought us to Ottawa on time. We got the best service."

Nate Drescher @NateDrescher

@CAA Your tow truck driver in #Ottawa was the best thing to happen to me all day. Thank you for the great service from one lifelong member!



Ottawa Safety Council

OttawaSafetyCouncil @SafetyOttawa

Thank you to CAA of Northern and Eastern Ontario for being our bike rodeo sponsor. Support such as this allows us to bring safety programs to our community and helps teach children valuable life lessons.



Moayed Ed Habes

Awesome time at the REDBLACKS vs ESKIMOS game. Great CAA people made it a very special day! Thank you again for having the ticket give-away contest and wish to see you again on another occasion.



Cassandra Bernard

It was an AMAZING time!!!! Thanks for your generosity, great hospitality and of course for having a contest!!! :D



Judy Grunwald

DISTRESS CENTRE, OTTAWA AND REGION

"We want to thank you for another fabulous fundraising year. We raised over \$33,000 towards the important work we do at the Distress Centre, Ottawa and Region. This could not be accomplished with the donated funds and items to support our Live and Silent Auction. Please accept our gratitude for your support."

Glen

CAA HUNT CLUB



"Excellent staff, friendly and very professional."



REPORT OF THE INDEPENDENT AUDITOR ON THE SUMMARY CONSOLIDATED FINANCIAL STATEMENTS

Management's responsibility for the Summary Consolidated Financial Statements

Management is responsible for the preparation of a summary of the audited consolidated financial statements without notes or a summary consolidated statement of cash flows.

Auditor's responsibility

Our responsibility is to express an opinion on these Summary Consolidated Financial Statements based on our procedures, which were conducted in accordance with Canadian Auditing Standards (CAS) 810, Engagements to Report on Summary Financial Statements.

To the Directors of CAA North & East Ontario

The accompanying Summary Consolidated Financial Statements, which comprise the summary consolidated statement of operations for the year ended September 30, 2018 and the summary consolidated statement of financial position as at September 30, 2018 are derived from the audited consolidated financial statements of CAA North & East Ontario for the year ended September 30, 2018. We expressed an unmodified audit opinion on those consolidated financial statements in our report dated December 02, 2018.

The Summary Consolidated Financial Statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the Summary Consolidated Financial Statements, therefore, is not a substitute for reading the audited consolidated financial statements of CAA North & East Ontario.

Opinion

In our opinion, these Summary Consolidated Financial Statements derived from the audited consolidated financial statements of CAA North & East Ontario for the year ended September 30, 2018 are a fair summary of those consolidated financial statements, without notes or a summary consolidated statement of cash flows.

PricewaterhouseCoopers LLP

Chartered Professional Accountants,
Licensed Public Accountants
Ottawa, Ontario
December 02, 2018

Summary Consolidated Financial Statements

STATEMENT OF OPERATIONS FOR THE YEAR ENDED SEPTEMBER 30, 2018	2018	2017
Revenue	33,864,546	31,616,815
Expense	32,040,542	30,389,208
Revenue before the undernoted	1,824,004	1,227,607
Other gains	530,901	482,127
Revenue before income taxes	2,354,905	1,709,734
Provision for income taxes	71,095	181,664
Net revenue for the year	2,283,810	1,528,070
Other changes to net assets	(20,151)	(5,052)
STATEMENT OF FINANCIAL POSITION AS AT SEPTEMBER 30, 2018		
Total assets	26,499,699	24,193,914
Total liabilities	18,041,424	17,999,298
Net assets	8,458,275	6,194,616

Ottawa South

2446 Bank St.
613.736.9696
huntclub@caaneo.on.ca

Ottawa West

8-5703 Hazeldean Rd.
613.836.7422
stittsville@caaneo.on.ca

Ottawa East

2026 Tenth Line Rd. Unit 7
613.841.6441
orl-travel@caaneo.on.ca

Ottawa Centre

1331 Clyde Ave. Suite 105
613.729.0707
wb-travel@caaneo.on.ca

Parry Sound

1 Pine Dr. Unit C7
705.746.9305
ps-travel@caaneo.on.ca

Thunder Bay

585 Memorial Ave.
807.345.1261
tb-travel@caaneo.on.ca

North Bay

McKeown Plaza
955 McKeown Ave. Unit 3B
705.474.8230
nb-travel@caaneo.on.ca

Sudbury

2040 Algonquin Rd. Unit 13B
705.522.0000
sud-travel@caaneo.on.ca

For a list of CAA Store hours and directions visit: caaneo.ca/locations

Travel Services**Call Centre**

Monday to Friday,
8:00 AM to 8:00 PM
1.800.267.8713 or
613.820.1890

Group Travel

1.855.402.4636
4neo@caaneo.on.ca

Membership

Monday to Friday,
9:00 AM to 9:00 PM
Saturday 10:00 AM to 4:00 PM
1.844.252.3648 or
613.820.1890

Roadside Services**Call Centre**

Open 24/7
1.800.CAA.HELP (4357) or
613.820.1890 or dial *222
from a cell phone.

Facebook, Twitter

[Facebook.com/CAANEO](https://www.facebook.com/CAANEO)



[Twitter.com/CAANEO](https://twitter.com/CAANEO)



[Youtube.com/TheCAANEOChannel](https://www.youtube.com/TheCAANEOChannel)



Travel
Insurance
Rewards
Auto

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