



**2019 PEAK Award Honouree**  
**Tamara Vrooman – Excellence in Industry**  
*presented by*





The Association of Women in Finance is proud to honour Tamara Vrooman with the 2019 PEAK Award in the category of Excellence in Industry.

As President and Chief Executive Officer of Vancity, Canada's largest community credit union, Tamara Vrooman believes that banking plays a vital role in developing a healthy society—building the well-being of people and, at the same time, ensuring the long-term sustainability of the communities in which they live and work.

Under Tamara's leadership, Vancity has earned global recognition for its values-based banking model. Vancity was the first Canadian financial institution invited to join the Global Alliance for Banking on Values, a network of the world's leading sustainable banks and banking co-operatives.

Her voice as an advisor is sought by organizations, leaders and governments at all levels—regional, provincial, national and international—whether on the economy, social change, or environmental sustainability, and often at the intersection of all three. Tamara has been invited by Pope Francis, the Dalai Lama, and other government and business leaders to share Vancity's business model at summits and conferences. In 2018, she interviewed Michelle Obama in front of a sold-out audience at Vancouver's Queen Elizabeth Theatre.

Tamara's achievements include leading Vancity to become the first carbon neutral financial institution in North America and the largest private-sector living wage employer in Canada. She led Vancity's initiative to tackle the shadow financial system by launching an alternative to predatory payday loans for its members—the Vancity *Fair & Fast Loan*. Tamara developed Canada's first Schedule 1 bank focused exclusively on impact in the Greater Toronto Area, Vancity Community Investment Bank, which she chairs. All of this was achieved while doubling the assets plus assets under administration of the credit union and achieving the highest profits in Vancity's 72-year history. Under Tamara's direction, more than one-fifth, or \$5.4 billion, of Vancity's assets plus assets under administration are invested in impact.

On a personal level, Tamara lends her voice and leadership experience to issues related to women, families and children with a particular focus on issues related to equality, inclusion and empowerment.

Please join us to celebrate Tamara's achievements at the PEAK Awards Gala on May 15, 2019.

Congratulations, Tamara!