POLICY A1 – CAMPAIGNING GUIDELINES AND RULES

Date of Board Approval	N/A
Date of Committee Approval	January 22, 2026
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Board Committee Delegated Responsibility for this Policy	Nominations Committee

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Introduction

Effective campaigning increases the visibility of candidates, informs members about the election and highlights the benefits of StellerVista Credit Union as a values based financial cooperative.

Definitions

the Credit Union	StellerVista Credit Union
the Board	Board of Directors of the Credit Union
AGM	Annual General Meeting
CEO	Chief Executive Officer
Candidate	Someone who is running in a StellerVista election
Management	Throughout the document, references to the Management mean the Senior Management Team.

1 Purpose

StellerVista has established these Campaigning Guidelines and Rules to guide all candidates through the election process. These rules have been developed to ensure that all candidates, regardless of their means or influence, have the opportunity for fair and equitable exposure to the members of StellerVista. Candidates must agree to observe these rules as part of being accepted as a candidate for election to the Board of StellerVista.

2 Campaign Material

Each candidate may submit a 'head and shoulders' photograph of the candidate, a resume and a statement of 250 words or less written in the third person and setting forth the candidate's biographical information, occupation, credit union affiliation, experience and qualifications. The nominating committee will review each candidate's statement and may reject any statement over 250 words or any statement that the nominating committee considers to be lacking in good taste, defamatory or injurious to the reputation of StellerVista.

3 General Rules

- The Campaigning Guidelines and Rules will be in effect from the date the candidate has signed the candidate's nominations papers until the close of the AGM following the applicable election.

- Campaigns must be conducted with maturity, professionalism and decorum.
- Candidates must neither make nor support negative comments about StellerVista, its directors or employees or other candidates.
- Candidates are prohibited from using the StellerVista logo, design, color scheme, advertising slogans or any other element of the StellerVista branding.
- Candidates must make clear that they are only expressing their personal views on current issues affecting StellerVista and the financial industry.
- Candidates are prohibited from making promises or committing the Board to any specific course of action.
- All candidates should act independently and not appear to belong to a 'slate' of candidates.
- Existing Board members seeking re-election to the Board are reminded of their oath of confidentiality.
- Candidates will conduct their campaigns in the spirit of reasonable civil discourse and fair play and focus their campaigns on positive descriptions and statements of principle, experience and aspirations.
- Candidate information will be posted on the StellerVista website.
- Except as explicitly set out below, StellerVista will provide all communication opportunities for candidates to share their messages with the membership.
- StellerVista will review all candidate communications and may reject material that contains defamatory, prejudicial or misleading comments. No other campaign literature or materials may be produced or used by the candidate without the prior approval of StellerVista.
- Candidates may not distribute pamphlets or post signs for their campaigns.

4 Independent Campaigning

Other than as explicitly set out below, candidates can only publicly campaign through opportunities provided by StellerVista.

Candidates must not solicit or participate in interviews with print, broadcast, electronic or other mass communication media in connection with the election.

Candidates who are contacted by a member of the media to provide a comment on any aspect of the election, including information about their candidacy, StellerVista or other candidates, should not provide a comment but should refer the member of the media to the CEO.

Candidates must notify StellerVista if they become aware of any comments or posts regarding the candidate's candidacy in the election that are published or broadcast on television, radio, the Internet, digital social media, printed material or other public platforms.

5 Direct Communication with Members

Candidates are permitted to campaign by contacting members they know directly in person, by phone calls, text messages, personal messages on social media and email.

Individual member inquiries or comments received by candidates by telephone, text message, personal message on social media or email may be responded to directly. Candidates may not solicit the votes of members through automated telephone dialing systems or bulk text messages, emails or social media messages.

Due to privacy laws, StellerVista cannot share member lists with candidates.

6 Use of Media

Candidates may use their personal social media pages or profiles, including blogs, Facebook, Twitter, Instagram and LinkedIn to announce and promote their candidacy to their broader network and must follow all campaigning rules in so doing. If a candidate plans to campaign using the candidate's personal social media accounts, the candidate must submit a link to each social media account to the Director of Marketing and Community Engagement so StellerVista may follow along.

Candidates may not advertise or otherwise publicize their campaign in the public or paid media, including newspapers or paid social media or radio. Candidates may not purchase ads in social media or engage in paid tactics designed to increase the reach of social media posts.

Candidates should expect public scrutiny of their online presence on all forums.

7 StellerVista Premises and Employees

No candidate shall campaign in any of the premises of StellerVista or a subsidiary of StellerVista, in any property where any such premises are situated, or within 100 meters of any such premises or property.

No candidate may seek assistance or support from, or interfere with, any StellerVista employee in connection with the election.

8 Disputes

A condition of candidacy in a StellerVista election is to abide by these Campaigning Guidelines and Rules. The restrictions on candidates also apply to any person campaigning for, or acting on behalf of, a candidate. Candidates breaching these guidelines and rules may be disqualified.

9 Communication

Prior to the Annual General Meeting, the Chair of the Nominating Committee will contact candidates to let them know whether they were elected to the Board.

10 Associated Documents

- EToR15 Nominations Committee Terms of Reference

11 Process Review and Approval

The Nominations Committee will review these guidelines biennially for its ongoing appropriateness.

Should any material subsequent recommended changes to this policy be made, the Board of Directors will be advised by memo.

12 Revision History

Table 1: Revision History

Revision Date	Revision Description	Date Approved	Approved By
October 2024	○ New policy drafted	October 17, 2024	Nominations Committee
January 2026	○ Addition of candidate online platform scrutiny expectations	January 22, 2026	Nominations Committee