

# Community Impact & Engagement Report

**\$18,468**

**in donations &  
sponsorships  
(in 2015)**

March 2015

## Inside This Issue

- 1 How We Have Impacted ...
- 2 Across the Organization
- 2 Powell River
- 3 Courtenay, Comox & Cumberland
- 5 Bowen Island
- 5 Texada Island

## How we have impacted ... PR Family Place – Sprouts Program

In May 2014, the Powell River Community Impact Fund was awarded to PR Family Place. The \$4000 fund was used to run 'Sprouts' - a program designed to connect children and families with gardening, healthy food and fun outdoor activities.

Sprouts ran for 16 weeks with an average of six families (8 – 10 children and at least one parent) attending each week.

Program activities included: seeding, transplanting seedlings, watering, fertilizing, making compost tea, composting, weeding, harvesting and observing insects and birds that would visit the garden regularly. The children also helped construct a scarecrow and a bean tee-pee. They also learned about helpful insects vs harmful insects, soil composition and harvesting seeds from flowers and vegetables.

By engaging in the planned activities parents and children experienced the steps required to grow their own food. Participants were able to bring home produce and container gardens, and they acquired new skills to implement at home.

First Credit Union is proud to be able to impact such a worthwhile program that contributes to our community well-being.



*Children learning about gardening in the 'Sprouts' program.*



## Across the Organization

**MEMBER-CLIENT SURVEY:** We launched the ‘Beats Pill Speaker’ promotion which resulted in 141 survey responses - a significant increase from the previous month. Over 95% of respondents reported that they were satisfied or very satisfied with our overall customer service.

**COMMUNITY IMPACT FUNDS:** The Community Impact Funds selection process is underway!

**30-DAY WELLNESS CHALLENGE:** There was great anticipation for the First Group of Companies 30-Day Wellness Challenge, hosted by the Wellness Committee. The challenge is a 30 day healthy lifestyle contest, open to all staff. (The premise being that caring for your body brings positive energy to all your other endeavors.) The Challenge starts on Wed April 8 – staff can participate individually or as teams. See Chris Anderson or Paula Vasseur for details.



## Powell River

**FINANCIAL LITERACY (FOR CHILDREN):** Kelly and Katryna delivered another savings presentation at Westview Elementary School as part of the ongoing grade 6/7 Life Skills Training. We continue to get great feedback about these presentations.

**MONTREAL CANADIENS ALUMNI FUNDRAISER:** In addition to our \$700 sponsorship of this event, we also had 7 staff volunteer for the Montreal Canadiens Alumni vs Regals Old Timers fundraiser game held on Sat March 28th. Monique Giles, Gillian Campbell, Kim Rowbotham, Christina Pavan, Paula Knapton, Kelly Lillies, and Wendy Spreeuw sold 50/50 tickets, helping to raise money for the PR Hospital Foundation and Regals Society. It was a great evening - lots of laughs and great hockey.

**#CULEAD YOUNG LEADERS PROGRAM:** Our #CULEAD students attended ‘The Power of Rapport’ presentation, delivered by CEO Dave Craigen. Feedback from the students was extremely positive. *“Learning tools like these is one of the things I love about the #CULEAD program and I definitely see this one sticking with me and coming in handy in the future.”*~Dyan MacNeill

**COMPASSION CHALLENGE:** First CU and Insurance are proud participants in the annual Compassion Challenge which will take place on May 22. This year First will be hosting a Kindness Race and a ‘Compassion Rocks’ painting station at Willingdon Beach. Stay tuned for details!



Kelly Lillies, Christina Parsons, Gillian Campbell, and Kim Rowbotham at the Montreal Canadiens Fundraiser



Wendy Spreeuw and Paula Knapton selling 50/50 tickets at the Montreal Canadiens Fundraiser

**Purpose:** To improve the well-being of our members /clients, and make meaningful community impact.



## Powell River (continued)

**ONGOING COMMUNITY VOLUNTEERISM:** Powell River staff continues to donate vast amounts of volunteer hours in the community. A few groups that receive First and WA staff support include: PR Community Foundation, Sunshine Speakers Toastmasters, PR Kings, Inclusion PR, PR Chamber of Commerce, PR Minor Baseball, Cancer Society, PR Minor Hockey, Myrtle Point Golf Club, PR Curling, Better at Home, and so many more.

**EMERGENCY PREPAREDNESS FAIR:** First Insurance Powell River gave a donation of \$250 to the Powell River Emergency Preparedness Fair. First Insurance will be at the event with a booth on May 2nd at the Rec Complex.

**DONATIONS & SPONSORSHIPS:** Meals on Wheels (\$500), Church of Assumption Soup Kitchen (\$300), PR Earth Week (\$500), PR Regal Society (\$1,200), Montreal Canadiens Fundraiser (\$500), PR Festival of Performing Arts (\$250), Verna J. Kirkness Education Foundation (\$1,000), Kelly Creek Garden Market(\$300), Myrtle Point Golf Club Ladies League (\$500)

## Courtenay, Comox & Cumberland

**NORTH ISLAND COLLEGE CAREER FAIR:** Avry Janes, Angie Poulsen and NIC intern Akhilaa were exhibitors at the annual NIC Career Fair on March 15th at the Comox Rec Centre. With over fifty businesses and community groups represented, the event was a great opportunity to get to know the other exhibitors and speak to both NIC students and Comox Valley community guests.

**SCHOOL DISTRICT 71:** First Credit Union and Insurance was pleased to present a booth at the SD71 Career Fair on Tuesday, March 14th. The event was developed for grade 11 and 12 students and their parents to learn more about different career paths in a ‘speed dating’ format. It was an incredible turn out of professionals, and Angie Poulsen developed an opportunity to speak to a grade 10 Planning class at G.P.Vanier with Caylyn Moyls on various insurance topics as a result.

**VILLAGE OF CUMBERLAND ~ EASTER EGG HUNT:** First Credit Union provided two gift certificates to local establishments as prizes for the Cumberland Easter Egg Hunt. The goal is to further support our members when possible and demonstrate our commitment to the local community.

**Purpose:** To improve the well-being of our members /clients, and make meaningful community impact.



Greg Babcock, First Insurance Powell River manager presenting a \$250 cheque to Connie Keiver, Branch Director of Powell River Regional Emergency Support Services



Angie Poulsen and Avry Janes at SD71 High School Career Fair



## Courtenay, Comox & Cumberland (continued)

**SECRET SANTA BAKE SALE:** The First Credit Union Cumberland Branch staff demonstrated they could compete with some of the best bakeries in town during their Secret Santa program fundraiser. Staff from our other branches placed orders, contributed goodies and made the drive to Cumberland to support their tremendous efforts. Over \$250 was raised for the Secret Santa Program.

**ONGOING COMMUNITY VOLUNTEERISM:** Comox Valley and Cumberland staff continues to donate vast amounts of volunteer hours in the community. A few groups that receive First staff support include: BNI, Rotary, Variety Club Telethon, St. Joseph's Hospital, Beaufort Children's Centre, Boomers Legacy Ride, Elks Lodge, High School Volleyball, Diabetes Clothesline, Kidney Foundation, and so many more. Avry will sit on the Downtown Business Improvement Association Marketing Committee in the months to come.

**DONATIONS & SPONSORSHIPS:** Comox Valley Ground Search & Rescue (\$1300), Village of Cumberland, Easter Egg Hunt (\$50), Saratoga Speedway (\$2362.50), Rotary Club Ducky Race (\$1,000)

**UPCOMING:** The Community Impact Funds selection process will be announced in May at the AGM; The #CULEAD program selection process will take place after the SD71 spring break



---

Cumberland Branch  
Secret Santa Bake Sale

---



## Bowen Island

**LEADERS IN TRAINING:** A meeting with the Bowen municipality officially launched our full sponsorship of the Bowen Leaders in Training program. Our organization's commitment to this program will enable its expansion and growth into something that will be a cornerstone to leadership development among Bowen's youth. Our sponsorship of the Leaders in Training program is not just a monetary contribution; plans are underway for our VP of Communication and Culture to deliver a leadership workshop to participants. Stay tuned for details!

**BOWEN ISLAND TRAIL GUIDE:** We have committed to sponsoring a new trail guide for Bowen. It will be a twelve page glossy booklet featuring Bowen's most popular hikes. It will be housed in the new welcome gazebo we will be building as well as other racks and places tourists to our island congregate.

**GREEN MAN FESTIVAL:** We have agreed to being a sponsor for the second annual Green Man Festival- a new event for Bowen that we have helped get off the ground and which will hopefully establish itself and be a mainstay on the event calendar for every spring on Bowen.

**UPCOMING:** We are actively working towards the first B and B tour on the island, and planning for the new welcome gazebo.

**DONATIONS & SPONSORSHIPS:** Greenman Festival (\$300)

## Texada Island

**BUSINESS DEVELOPMENT SERIES:** Preparation is underway for our next educational series - a 4 week Business Development Series hosted by First Credit Union in May with a combination of guest speakers and our own experts. We are meeting a request for such a series by the business community.

**DONATIONS & SPONSORSHIPS:** Texada Island Health Services Society (\$150), Gillies Bay Volunteer Fire Department Easter Egg Hunt (\$100)