

Community Impact & Engagement Report



February 2015

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How we have impacted ...

Comox Valley Therapeutic Riding Society

We are honored to be able to support the 2015 Comox Valley Therapeutic Riding Society Stable Program. In total, the society has 14 horses, 4 Instructors (all with Canadian Therapeutic Riding Certification), 2 Physiotherapists, 2 Psychotherapists, a Program Director, Caretaker, and up to 175 volunteers, on a weekly basis. The schools, colleges, day-care programs, John Howard Society, hospitals, teachers, teacher-aides, and the medical professionals all send both clients and volunteers. It is clearly a successful and popular community effort, which covers the Courtenay-Strathcona area, including all the Islands.

Hilary Doucette, Office Manager/Volunteer Coordinator commented on our donation:

The Comox Valley Therapeutic Riding Society was thrilled to receive funding for The Stable Program from First Credit Union! The Stable program is an equine facilitated mental health program designed for youth ages 8-18 that need help with emotional regulation and youth at risk. The Stable Program uses horses for bio-feedback when working with the children, and creates a safe and inclusive space for them to come and receive the help they need. Thanks to First Credit Union, we are able to help fund the children's riding fees, making the classes possible for everyone!



Avry Janes presenting cheque to Hilary Doucette, Office Manager of CV Therapeutic Riding Society



Across the Organization



MEMBER-CLIENT SURVEY: We received 19 surveys from our members and clients in February. Over 92% of respondents reported that they were satisfied or very satisfied with our overall customer service.

COMMUNITY IMPACT FUNDS: The Community Impact Funds selection process will begin in March.

ANTI-BULLYING PINK SHIRT DAY: Pink was everywhere on February 25 as staff showed their support for Anti-Bullying Day. Pink Shirt Day started in Nova Scotia by a group of high school students who wore pink shirts in support of a male student who was bullied for wearing a pink shirt to school. Pink Shirt Day is now a worldwide symbol for a zero tolerance of bullying.

Powell River

FINANCIAL LITERACY (FOR ADULTS): Katryna Lawry and Kristy Cote hosted a session at Career Link on “Debt and Credit Management” for people re-entering the work force. The presentation and material provided was very well received.

FINANCIAL LITERACY (FOR CHILDREN): Kristy and Katryna delivered another savings presentation at Westview Elementary School as part of the ongoing grade 6/7 Life Skills Training. They spoke about being a saver vs a spender, how best to save, general banking, etc. The students really enjoy these presentations.

#CULEAD YOUNG LEADERS PROGRAM: Two members of our senior leadership team hosted workshops for our #CULEAD young leaders. Kirsty Reid delivered a presentation about the Credit Union system, and Kevin Sigouin delivered a presentation about the ‘Sexy Side of Insurance’.

COMPASSION CHALLENGE: First CU and Insurance are proud participants in the annual Compassion Challenge which will take place on May 22. Planning for this event is underway in collaboration with many other community groups. Stay tuned for details!

The Insurance presentation from Kevin was very interesting. I like the idea that almost everything you see around you can be linked to insurance. His presentation might even be the driving motivation on whether or not I specialize in insurance in university, since the finance field is what I'm interested in! It really allowed me to open my eyes to what insurance really is and how it changes our lives.

*~Garret Jones,
#CULEAD student*



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: Powell River Community Foundation, Sunshine Speakers Toastmasters, Powell River Kings, Inclusion Powell River, PR Chamber of Commerce, PR Minor Baseball, Cancer Society, PR Minor Hockey, Myrtle Point Golf Club, and so many more.

WA READ PROGRAM: The 9th Annual Read Program was a great success, and wrapped up with a PR Kings Game Night on February 13th. Children in attendance were offered books and a free book bag.

DONATIONS & SPONSORSHIPS: Friends of Film Society (\$300), Powell River Kings Family Day (\$250), PR Minor Hockey WA Sponsorship (\$375)



Westview Agencies and FIPR staff volunteering at the READ Program game night.

Courtenay, Comox & Cumberland

NORTH ISLAND COLLEGE OPEN HOUSE: Avry Janes delivered a presentation to approximately one hundred grade 11 students from School District 71 during the annual NIC High School Open House event. Students who identified interest in business and marketing learned more about career opportunities and the First #CULEAD program.

CHAMBER BUSINESS SHOWCASE: First Credit Union and Insurance was pleased to sponsor and participate in the annual Comox Valley Chamber Showcase. Eight staff, comprised of both Credit Union and Insurance members, participated at the First table during the event. Pamela Jolin had a chance to go live on location with the Eagle Radio station to communicate the great time that was being had by guests and exhibitors alike.

Y.A.N.A. AUCTION: The Comox Valley First Secret Santa Program sent love to YANA and towards their efforts to raise funds at their annual gala and silent auction. First donated an extra extra-large bear and we like to think he contributed to the incredible \$70,000 raised that evening.



Sharon Rei at the Cumberland Heritage Fair



Courtenay, Comox & Cumberland (continued)

LUNAR FEST: Started in 2009 and built to be a Vancouver Winter Olympics Legacy event, LunarFest is Canada's premier presenter of contemporary expression in Asian arts and culture. Cumberland is one of three communities that participates in or hosts festival events in Canada. First Credit Union displayed a magnificent arrangement of fans and hosted a darling herd of sheep to show their support. Four CU staff attended the weekends dinner and dance.

HERITAGE FAIR: As a part of BC Heritage Week Cumberland families, clubs and other organizations set up displays of antique tools, unique collections, photos and demonstrations of crafts and folklore from the early days of Cumberland and the Comox Valley. Sharon Rei created an amazing display showcasing the Credit Union heritage through pictures and artifacts and was on hand at the fair to share the history of the Credit Union both in Cumberland and in Powell River.

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 Teleton, St. Joseph's Hospital, Beaufort Children's Centre, Boomers Legacy Ride, Elks Lodge, High School Volleyball and so many more.

DONATIONS & SPONSORSHIPS: Comox Valley Chamber of Commerce Showcase, Comox Valley Therapeutic Riding Society (\$840), Courtenay Rod & Gun Club (Earthquake Kit), United Steelworkers (Earthquake Kit)

UPCOMING: We are excited to launch the first annual #CULEAD Vancouver Island program at the end of April. May & June will bring many large (First supported) community events in the Comox Valley & Cumberland region. Planning is in full swing!



Cumberland Branch
during Lunar Fest

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



Bowen Island

BOWEN ISLAND BUSINESS SHOWCASE: On February 28th Bowen Island had its first business showcase put on by the West Vancouver Chamber of Commerce (WVCC). First CU was the presenting sponsor.

UPCOMING: We are actively working towards the first B and B tour on the island.

ONGOING COMMUNITY VOLUNTEERISM: The Bowen Island Football Club wrapped up their season and coach Jason and coach Kevin both completed successful years with the U13 girls and U11 and U10 boys respectively. Go Bowen Arrows go!

Texada Island

COMMUNITY EVENTS PLANNING: Planning is underway for a Small Business seminar series in May; the Commercial Business team and a WAL Commercial Insurance representative will deliver presentations.