

Community Impact & Engagement Report



January 2015

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How we have impacted ... Powell River & District United Way

We are very proud that since 2011, we have been able to contribute over \$31,500 to the Powell River and District United Way to help fund local programs and agencies. What's even more exciting is that 25% of that contribution came from voluntary payroll deductions from our staff. Recently Dale Lawson, Executive Director of the Powell River & District United Way, contacted us with the following message ...



Dale Lawson, PR & District United Way

Generous financial support from First Credit Union and Insurance is a common topic around the tables of many community groups. Powell River & District United Way takes notice and appreciates the good work that happens for the betterment of our community because of forward thinking, community minded businesses like yours.

PR & District United Way also works hard to positively impact our community. We are able to do this thanks in part to generous corporate donations, but the biggest impact comes from employee contributions through our payroll deduction program. By supporting this program, First Credit Union and Insurance staff collectively contribute to programs that support the most vulnerable people in our community. With only a few dollars from each paycheck, your staff: help people in desperate need when they are down on their luck; help our youth reach their full potential; help to ensure seniors have what they need; support newcomers to our community; support parents to build knowledge and networks. Each year your staff contribution to United Way grows, showing how much each of you cares about the foundation of our community. The culture of FCU shines brightly through each and every payroll deduction participant. On behalf of all those whose lives you touch, thank you FCU staff!



Across the Organization

MEMBER-CLIENT SURVEY: We received 26 surveys from our members and clients in January. Over 90% of respondents reported that they were satisfied or very satisfied with our overall customer service.

COMMUNITY IMPACT FUNDS: These funds are one-time financial support to non-profit organizations that contribute to the long-term social, mental, economic, and collective well-being of the communities we serve. The amount of each fund is based upon the credit union asset size and gross insurance premiums in each of our locations. As our business grows in that community, the funds increase proportionately! This year we are awarding over \$10,000 in funds across five communities.



The Little Green Bookshelf,
Joyce Branch

Powell River

LITTLE GREEN BOOKSHELF: First CU has partnered with United Way's Success by 6 to create The Little Green Bookshelf campaign - an initiative focusing on promoting literacy in Powell River. This program places bright green bookshelves throughout the Powell River community filled with gently used or new books appropriate for children from birth to age 6. The books have been donated by community members, local organizations, or purchased new through a Credit Unions of BC grant. Children are encouraged to take a book home to read and then exchange it for a different one at one of the 4 bookshelf locations in town.

#CULEAD YOUNG LEADERS PROGRAM: The #CULEAD young leaders presented 4-minute speeches as part of the public speaking component of the program. Many thanks to Paula Knaption, Gwen Hompoth, Alan Fougere, Kevin Sigouin (and daughters), and Charlene Reinisch for participating as the audience and providing feedback to the students.

WA READ PROGRAM: The READ program continues to engage students every week. In January WA launched their annual poster contest; all participants have the opportunity to win a skate-with-the-kings, lunch-with-the-kings, or a signed Trevor Linden Canucks jersey.



Michelle Jones, Kim Rowbotham,
Lynnda McNeil, Jessica McCracken
at Family Literacy Day (missing from
photo: Ashley Panek & Tara Chernoff)



Powell River (continued)

FAMILY LITERACY DAY: First Credit Union and Insurance was pleased to sponsor and participate in Powell River Literacy Council's Family Literacy Day. Activities included: story time; songs, drumming, and stories with Tla'amin Community Health; paper airplane contests; a giant dice game; a sky map-making craft, and more. There were also healthy snacks with recipes to take home, along with exploratory learning activities on the ORCA Bus for the youngest participants to enjoy. 6 staff volunteered at the event.

FINANCIAL LITERACY: Maggie Poole and Nan Maberley delivered a presentation to a Grade 6 & 7 class at Westview Elementary School about savings, ATM cards, budgeting, and how to open a bank account. Students were shown examples of what it means to be a 'Kid Saver' vs a 'Kid Spender'. The session ended with each student setting their own financial goal and preparing a savings plan to achieve the goal.

Katryna Lawry and Kristy Cote hosted two financial literacy classes for the Career 10 Planning classes at Brooks High School. Topics included: credit; debt; transitioning to living on your own; savings; budgeting; borrowing; using credit cards wisely. Feedback from staff and students was that the sessions were very rewarding.

DONATIONS & SPONSORSHIPS: PR & District United Way (\$2,500), PR Curling Bonspiel (\$100), PR Kings rinkboard (\$1,035)

Courtenay, Comox & Cumberland

Staff spend hundreds of hours volunteering in the community each year. Some of these hours are for company-organized initiatives, and others are for programs outside of work. Some of these include: fundraising for local schools, fundraising for the Union Bay Community Hall; cooking for Veterans; service to Rotary Club; Girl Guide leader; Marine Search and Rescue volunteer; Director of Boomer's Legacy Society; and coaching a girls' volleyball team.

COMOX VALLEY CHAMBER OF COMMERCE AWARDS GALA: This is a big event for the business community in the Comox Valley; First Credit Union and Insurance had ten staff in attendance. Jan Ehrman presented the *Leadership* award to Business Coach Linda Opreka.



Lori Casparie from our accounting dept presenting our annual fundraising cheque to Jayde Bazinet from the PR United Way



Joel Reeves, Brian McQuarrie, and Aynsley Hobson, at the CV Chamber of Commerce Awards Gala



Courtenay, Comox & Cumberland (continued)

SECRET SANTA WRAP-UP (AND LAUNCH!): Fundraising for Secret Santa takes place year-round. In January staff wrapped up Secret Santa 2014 and held the kick-off meeting for 2015 planning.

DONATIONS & SPONSORSHIPS: Comox Valley Horseshoe Club (\$113), Comox Valley Classic Cruisers: Insurance (\$850), Comox Valley Butterfly Ball (\$2,500)

Bowen Island

BOWEN ISLAND ARTS COUNCIL (BIAC): Kathy Ainscough, Financial Services Representative, is on the board for the BIAC and they had a lot of exciting things happen in January. They sold out their Mini Gala which is their biggest fundraiser. Artists on the island donate a piece on an 8" X 8" canvas and they are auctioned off at a gala event. Over 10K was raised and Kathy donated a piece of her art that sold for \$300!

BOWEN ISLAND ROTARY: Jen McGowan, Financial Services Representative, has been appointed to the Rotary executive as Secretary. Among many exciting projects their mapping and trail guide project was a focus in January and is nearing completion. These will later be incorporated into our gazebo project (see below).

ISLAND PACIFIC SCHOOL: Jason Campbell, Financial Services Representative, presented at the Island Pacific School Ed talk in January. At that event he launched a new IPS TFSA savings plan for the parents of prospective students so that they can begin preparing now for the tuition costs of this private middle school on the island. The talk was well received and in the week following four families signed up to begin planning for their kid's future middle school education!

STAFF SPOTLIGHT



Joel Reeves, our Vancouver Island Wealth Management Specialist, volunteers for Unit 59 Lighthouse Country Marine Rescue Society.

The Marine Rescue Society serves Union Bay down to Qualicum Bay and has 16 active members. The tight-knit members look forward to training each week; they practice man overboard training, towing distressed vessels, firefighting, first aid training, basic boating skills of navigation radar, and many other training drills. Last year Joel volunteered over 500 hours training, and participating in 23 emergency calls. Thank you Joel for making a difference in our community!



Bowen Island continued

BOWEN ISLAND YACHT CLUB: Wendy Wanvig, Loan Officer, is on the executive of the Bowen Island Yacht Club board and has been working with the municipality to get a permanent home for the Learn to Sail program. After 20 years of residing in a place they couldn't call their own, she was thrilled to have the municipality agree in principle to provide a permanent home for this popular program that has taught hundreds of kids the joys of sailing over the years.

WEST VANCOUVER CHAMBER OF COMMERCE: Kevin Manning, Branch Manager, sits on the board of the West Vancouver Chamber of Commerce and has been busy planning the first Bowen Showcase in February and the first B and B tour in April.

Texada Island

COMMUNITY EVENTS PLANNING: Texada staff are busy planning for the 2015 Texada community events. Talks are underway with organizers of the Terry Fox Run and Run the Rock about how First Credit Union can help sponsor these events again this year. Staff have also been planning for a small business seminar series to be held in May.



Unit 59 Lighthouse Country Marine Rescue Society Volunteers