

Community Impact & Engagement Report



November 2014

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Sharing Stories about our Purpose

How do we increase the well-being of our members and clients and make a meaningful community impact? **By supporting programs that make a difference in people's lives!**

Craig Keeping, Cumberland Branch Manager, shared a story about one of our clients, *"One of our insurance clients mentioned that First Insurance was able to save her \$300 on her insurance renewal. She then went on to say she was going to choose a Secret Santa card as this savings, along with a better year, may allow her to give back to the program that she had to use last year."*

The Secret Santa program positively impacts the lives of hundreds of people every year and has a lasting 'pay it forward' affect. A huge thank-you to our staff volunteers for their dedication and commitment to this extraordinary program.

What is our purpose?

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

we serve over **40,000** members / clients in **6** communities

We give back to our members through dividends and patronage, and to our communities through community impact programs, donations, sponsorships and events.



Across the Organization

MEMBER-CLIENT SURVEY: The iPad mini promotion came to an end on November 15; Maureen Detlow from Powell River was our lucky winner. In November we received 207 survey responses from member and clients.

REMEMBRANCE DAY WREATH PRESENTATIONS: Staff (in all communities) attended Remembrance Day ceremonies to pay respects and present wreaths on behalf of our organization.

“As a new staff member, I have really enjoyed learning more about the Secret Santa Program and am in awe at the impact you long-standing volunteers have had in the community.”

~ Avry Janes,
Marketing Specialist

Powell River

SECRET SANTA: The Secret Santa program in Powell River runs in partnership with the Christmas Cheer program. First Insurance and Westview Agencies collect toys from the community and deliver them to the Christmas Cheer committee, who then distribute the toys to children and families in need.

#CULEAD YOUNG LEADERS PROGRAM: The #CULEAD young leaders program is well underway; November meetings focused on orientation to the program and public speaking skills. In December, students will participate in a personal leadership workshop and a 2-hour branding workshop.

FUNDRAISER FOR TEENAGE GIRLS: There is a desperate need in our community for basic hygiene items for teenage girls who do not have the means to purchase them themselves. Judi Parsons, a personal lender in our Powell River credit union branch, has been collecting items to donate to the local high school.

FILL THE SHELVES: Throughout November, staff at our Powell River branch have been collecting toys and books for the Christmas Cheer program.

WA READ PROGRAM: The Westview Agencies READ program continues to engage students every week. A program update appeared in the Westview Elementary newsletter, thanking Westview Agencies for their support of reading.

DONATIONS & SPONSORSHIPS: In November we made the following donations and sponsorships: Third Crossing Society (\$500), Inclusion Powell River – Festival of Trees (\$200), Tourism Powell River (\$1,000), PR Minor Hockey – Novice Tournament (\$150)



Secret Santa Tree in Powell River



Courtenay, Comox & Cumberland

SECRET SANTA: Registration for the Secret Santa program took place in November. Comox Valley residents select a gift tag from one of the trees at First Insurance or our partner offices and return an unwrapped gift by Monday, December 15th. In addition to helping children and families in need, the Secret Santa program allows us to work with our fantastic program partners: businesses with tree and tag locations, media sponsors and other business partners.

SECRET SANTA

2014 Partners

- Eagle Radio
- Record Newspaper
- Key Graphics
- Coastal Eye Care
- Ascent Physio
- Courtenay Family Chiropractic
- Cumberland Dental
- Dairy Queen
- Driftwood Dental
- Georgia Straight Collision
- Glacier Greens Golf Course
- Fitness Excellence

The Impact of Secret Santa

Tree and Tag Locations
In addition to our own branches, Secret Santa trees are set up in 9 business locations across the Comox Valley & Powell River.

Media Sponsors and Business Partners
First Insurance has partnerships with media sponsors and businesses to help promote Secret Santa on-air, publish the registration forms, and print all tree tags and posters.

Over 7,000 recipients since 2001

Committee Volunteers

- FIVI
- CUMBERLAND
- POWELL RIVER

of Program Recipients

Year	Recipients
2001	150
'03	550
'05	600
'07	600
'08	600
'11	700
'13	800
'14	350

Secret Santa was started by Coast Country Insurance staff in 2001 to ensure that children in need receive a gift for Christmas; the number of children registered for the program has grown almost every year.

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Courtenay, Comox & Cumberland (continued)

THANK YOU VISIT FROM COURTENAY ELEMENTARY

STUDENTS: Our First Insurance 8th Street office had a wonderful visit from Courtenay Elementary School students. They presented Jan Ehrman with a huge thank you card to show their appreciation for the Community Impact Award which they were the recipients of earlier this year. The funds were used towards the Courtenay Elementary School Friendship Garden.

'YOU ARE NOT ALONE' (YANA) FUNDRAISER: YANA provides accommodation and funding to Comox Valley families who need to travel outside the community for medical treatment for children or expectant mothers. Every year they sell holiday crackers for \$2.50 each as a fundraiser. Each cracker is handcrafted by volunteers and filled with fun prizes. 50 crackers have special prizes, including one grand prize - a pair of diamond earrings valued at \$1500. Crackers can be purchased at First Credit Union Cumberland Branch.

COMOX VALLEY CHILD DEVELOPMENT ASSOCIATION

TELETHON: All the funds from this telethon stay in our community to assist Comox Valley children with special needs and their families. Telethon funds go towards purchasing therapeutic equipment and specialized toys, and help with resources for families and facility costs. This was the 39th year of the Telethon and over \$85,000 was raised. Many of our staff volunteered to take the phone-in pledges for people who wanted to pay by credit card.

CUMBERLAND CHRISTMAS TRUCK PARADE:

On November 29th First Credit Union Cumberland Branch participated in the annual Cumberland Christmas Truck Parade, attended by thousands of people from all over the Comox Valley. Staff helped to decorate the Village Square and supplied the tent that housed Santa Claus! Everyone participating in the truck parade received a First lanyard as part of their event package.

DONATIONS AND SPONSORSHIPS:

In November we made the following donations and sponsorships: 4 R's Education Centre (\$300)



A visit from Courtenay Elementary School students.



Cumberland Christmas Truck Parade

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



Bowen Island

Bowen Island Arts Council

Kathleen Ainscough, Financial Services Representative, sits on the Bowen Island Arts Council board. She is acting as 'curator' for the artwork in Bowen branch, where they are featuring First Nations artist, Simon James.

Learn to Sail Program

Wendy Wanvig, Loans Officer, has been a longstanding director for the Learn to Sail Program with the Bowen Island Yacht Club and has seen it through a very difficult year. They now have a record number of volunteers and a new revitalized energy thanks to her steadfast dedication to the cause.

Boardroom Space

Bowen Arts Council, Learn to Sail, and a few private businesses utilized the new boardroom.

Volunteer Work in East Africa

Jen McGowan, Financial Services Representative, spent most of November helping underprivileged women in East Africa gain skills to run their own businesses. This was done through the organization 'Give a Heart to Africa.' Jen is the credit union representative on the Bowen Island Rotary Board, and she will be delivering a presentation about her work to the Rotary.

Gazebo Project

Kevin Manning, Branch Manager, presented on the new gazebo project, his work with the business associations in West Van on highway signage for Bowen, and the upcoming Business Showcase and possible B and B tour, to the newly formed Tourism Bowen Island group.

Soccer Teams

Jason Campbell, Financial Services Representative, and Kevin Manning continue to work with the youth of Bowen coaching three soccer teams (Jason U13 girls and Kevin U10 and U11 boys) and showing them that 'bad' weather does not get in the way of having fun and keeping fit!

Texada Island

Food Bank

Texada Branch collected food for the local food bank. Staff and members contributed to the food box, and there were even some financial donations made.