

Community Impact & Engagement Report



October 2014

Inside This Issue

- 1 Sharing Stories
- 2 Across the Organization
- 2 Powell River
- 3 Courtenay, Comox & Cumberland
- 4 Bowen Island
- 4 Texada Island

About this Report

Welcome to the first edition of the First Group of Companies' Community Impact and Engagement Report! The purpose of this report is to share the great work going on throughout our organization – the methods we are using to engage our communities and the impact we are having.

If you have any questions about the report, please contact Tara Chernoff, Manager of Community Impact and Engagement, at 604.489.2006 or tara.chernoff@firstcu.ca.

Sharing Stories

Recently two of our managers pointed out that many of our meetings focus on numbers, stats, facts, and figures. They suggested that starting meetings with a story about how we have served our purpose (*to improve the well-being of our members/clients, and make meaningful community impact*), would be a powerful way to remind us why the numbers matter. Their idea is a great one, and we have challenged managers throughout our organization to implement this practice at their meetings. This story was recently shared by a staff member in the Comox Valley:

"I wanted to share this story which confirms to me why we do the Secret Santa Program. Last week I received a phone call from a young man asking if his daughter would still qualify for a present from Secret Santa this year. He went on to tell me that he now works one day a week and his wife is working two days a week. When I told him absolutely his family qualified he started to cry and thanked me for this wonderful program. Of course I started to cry also. When I asked him what his daughter would like from Santa he said "pajamas". I got the size and then told him that his daughter should have a toy too. He felt that was too much to ask for but she would love a Barbie. Thank you to everyone who keeps this program alive. We do make a difference!"

Starting meetings with a story about how we have served our purpose is a powerful way to remind us why the numbers matter.



Across the Organization

MEMBER-CLIENT SURVEY: The iPad mini promotion continues to be very successful. In October we received 278 survey responses from member and clients.

CREDIT UNION DAY: October 16 was International Credit Union Day. Branches celebrated in a variety of ways which included: offering cookies and coffee to members, hosting draws, giving away calendars and pens, and thanking members for their continued support. Most island staff also participated in jeans/casual day with all donations going to the United Way; just over \$100 was raised.

“Thank you for the opportunity to participate in #CULEAD. I’m looking forward to taking part in the program!”

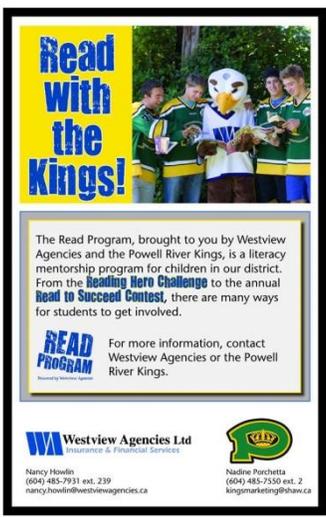
~ #CULEAD student

Powell River

FIRST CREDIT UNION GAME NIGHT: On October 10, First Credit Union sponsored the PR Kings Game Night where we: guaranteed a \$2,000 50/50, launched the First CU Jr. Kings membership club, hosted a raffle to promote the new Success by 6 Green Bookshelf initiative, and partnered with a local school to organize a fundraiser and card-signing for a local family in need. Over \$3,000 was raised for the family.

COMMUNITY SWIM: First CU and Insurance sponsored a free community swim on Oct 26 from 2 – 4pm at the PR Rec Complex.

#CULEAD YOUNG LEADERS PROGRAM: Preparations were made to launch this program for 2014/2015. We met with counselors at Brooks High School, hosted an information session for approx. 25 students who were interested in more details, and interviewed 13 students who applied for scholarships.



WA READ Program is underway!

WA READ PROGRAM: The Westview Agencies’ READ program is currently underway, and was highlighted at the October 17 Kings game. This program serves 9 elementary schools and 1500 children each year.

DONATIONS & SPONSORSHIPS: In October we made the following donations and sponsorships in Powell River : BC Special Olympics (\$250), Powell River Girl Guides (\$100), and Success by 6 – Green Bookshelf (\$150)



Courtenay, Comox & Cumberland

CCFS MEMBER PACKAGE: In October we launched the Cumberland Community Forest Society (CCFS) Member Package; a partnership between FCU and the CCFS that encourages new and current monthly CCFS donors to do business with FCU so that they can activate a donation of up to \$166 to the CCFS, and receive up to \$150 in savings. By partnering with CCFS we are helping to protect our community’s commons, which will ultimately have a significant impact on the Cumberland community.

HALLOWEEN TRICK-OR-TREATING: First Insurance staff volunteers distributed pencils and lollipops to children and participants in the Comox Mall Halloween event. It was a great community initiative with pumpkin carving, costume contests etc. Cumberland branch also celebrated Halloween with the community by handing out over 700 treats.

LIFESTYLES EXPO: First Insurance staff volunteered from 11am to 4pm at this event. The First Insurance table hosted a draw, gave out information about the credit union and insurance, and distributed ‘water damage for dummies’ and ‘inventory’ pamphlets which turned out to be very popular.

SECRET SANTA START-UP: Meetings were held with community partners, registrations went out, and preparations were made to distribute the trees in November. Most of our island staff volunteer for this powerful program in one way or another throughout the year.

CHEQUE PRESENTATION: On October 10 Janet Ehrman, First Insurance Regional Manager, presented a cheque for \$1,200 to Brian McAskill, Principal of G.P. Vanier High School, for sponsorship of the school van. This sponsorship frees up money in the school budget to help students who do not have the money to participate in sports or drama programs.

JOB FAIR: HR Manager, Angie Poulsen, attended an employment expo to share the benefits of working for our organization. A draw was held for a \$100 gift certificate to Mount Washington Ski Resort.



Janet Ehrman presenting \$1,200 cheque to Brian McAskill, Principal of G.P. Vanier High School



Angie Poulsen presenting \$100 gift certificate for Mt. Washington to Winner of Job Fair draw



Bowen Island

WEST VANCOUVER CHAMBER OF COMMERCE: Bowen Island branch manager, Kevin Manning, sits on the West Vancouver Chamber of Commerce board; they have begun work on the Bowen Business Showcase which will be held in Bowen Island Community School gym on Feb 28th. They are also working on a B & B tour anticipated to be held in spring 2015. First CU will be a sponsor of both events.

BOWEN BUSINESS ASSOCIATION: Kevin also sits on the Bowen Business Association board which meets with heads of the other BA's in West Vancouver. In October he attended a meeting with the CAO of West Vancouver and the new chief of police, on the business association's behalf, to express concerns that affect Bowen Islanders like highway signage and to hear from the head of the police department that deals with and protects all of Bowen high school students.

Texada Island

TEXADA CONNECTIONS: Staff volunteers, 29 vendors, and 106 attendees participated in 'Texada Connections', a networking event which showcases Texada Island businesses. We received very positive feedback from attendees and participants.

