

Northern Credit Union's 'Giving for Good' campaign results in widespread impact and joy in northern communities

For Immediate Release

Sault Ste. Marie, ON – December 20, 2023 - In a remarkable display of community engagement and generosity, Northern Credit Union proudly announces the conclusion of its "Giving for Good" holiday campaign.

"This year's campaign contributed a total of \$78,000 in monetary and in-kind donations to various charities and organizations," said Liisa Woolley, SVP Member Experience at Northern Credit Union. "This reinforces our commitment to nurturing thriving, equitable communities in the north and making a difference in people's lives."

Reflecting its deep-rooted connection with the regions it serves, Northern Credit Union's campaign involved all its 24 branches, each selecting one to two local charities for support. This decentralized approach ensured tailored and impactful contributions across different communities.

"Key aspects to this community engagement campaign were the widespread participation as well as localized charity selection, ensuring widespread impact and local relevance and effectiveness of the support," said Woolley

Contribution Breakdown:

- **Combating food insecurity:** With a donation of \$42,000, Northern will help alleviate food scarcity, ensuring that families in northern communities have access to essential nutrition.

- **Supporting marginalized communities:** Northern's \$20,000 contribution aids in empowering marginalized groups and promoting equity and access to crucial resources.
- **Community & youth development:** Northern's allocation of \$4,500 helps nurture the potential of young individuals and strengthens community bonds.
- **Healthcare & mental health services:** Recognizing the importance of physical and mental well-being, Northern's contribution of \$11,500 supports healthcare initiatives and mental health services.

As a hub for local economic development in northern Ontario, Northern is dedicated to fostering thriving, healthy, and equitable communities. Emphasizing financial inclusivity, community economic growth, and civic engagement, Northern remains a pillar of support and progress in the region.

The Giving for Good initiative reflects the belief that everyone deserves joy during the holiday season. For a detailed list of the supported charities and more about the campaign, visit our [website](#).

About Northern Credit Union

Northern Credit Union is dedicated to making a difference in people's lives. Through economic development, financial stewardship, and local investment, Northern contributes to thriving, healthy and equitable communities where members (people) can prosper, grow and stay in the communities they love. Each of our members has equal voting rights, ensuring decisions fairly reflect owner-shareholders' interests. Northern offers personal and business banking products, services, and financial planning expertise to over 75,000 member shareholders across 24 communities as a full-service, locally operated financial institution.

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