



## Coastal Community donates \$25,000 through innovative pilot program KarmaDirect

**Thursday-November 09, 2017 – Vancouver Island & the Gulf Islands:** Coastal Community recently launched an exciting month long pilot program designed to give members more input into the Credit Union's community giving. Running in partnership with The Filene Research Institute, KarmaDirect has been seeded with \$25,000 which will go to participating non-profit organizations across the islands.

The experimental program allows members signing up for e-statements to direct where KarmaDirect's funds will go by allocating 10,000 Karma points to one or more causes that resonates with the member's values. At the end of the test period, each of the charitable organizations will receive a percentage of the \$25,000 pot based on the proportion of total Karma points it received.



With 20 community partners drawn from all island regions, the pilot program offers a wide selection of causes to support, including financial literacy, economic development, health, and various support programs for vulnerable populations.

KarmaDirect's basis in giving back is an excellent fit with Coastal Community's commitment to the broader community and to its membership, according to Allyson Prescesky, Manager, Community Experience and Communications with Coastal Community. The Credit Union invests upwards of half a million dollars each year back into island communities through such efforts as donations, community funding grants, awards, sponsorships and fundraising initiatives.

"As a member-owned organization, we really value the way this innovative pilot project is driven by member voices," said Prescesky. "Understanding what is important to our members gives us a keen grasp of local needs, which is crucial to building stronger communities."

KarmaDirect will run until the end of November. For more information, drop into any Coastal Community branch or check out [KarmaDirect](#) on [ccu.ca](#).

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COASTAL  
COMMUNITY

TOGETHER, LET'S DO  
GREAT THINGS

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## About COASTAL COMMUNITY CREDIT UNION

***Improving financial health, enriching lives, and building healthier communities...*** These are at the core of who we are and what we do at Coastal Community Credit Union (CCCU). With these as our focus areas, we continued to grow our position as the largest financial services organization based on Vancouver Island and the Gulf Islands, while remaining among the largest credit unions in British Columbia when measured by asset size.

In order to help our members and clients improve their financial health, CCCU's family of companies offers a wide range of products, services and expertise in personal, business and commercial banking, general and commercial insurance\* and wealth management\*\*. Across the Islands, we operate 23 branches, 16 insurance offices, four regional business centres, one centralized contact centre (1.888.741.1010) with extended service hours, plus a team of mobile experts and a full range of online and mobile services. CCCU was the first to bring cutting-edge Interactive Teller Machine technology to the Island and continues to add new innovations to simplify finances—and life. By really listening and understanding, and then providing meaningful solutions, Coastal Community's 600-person-strong team is able to help our members and clients achieve their financial and life goals.

As a 100% Island-based business, we're committed to making meaningful differences in the places we call home. Our Building Healthier Communities Fund has provided hundreds of thousands in seed money to activate dozens of local community betterment initiatives. CCCU is also an award winning organization, having most recently been recognized as one of B.C.'s Top Employers.

Want to learn more? Visit [cccu.ca](http://cccu.ca) or join us on our Facebook and Twitter pages.

\*References to "insurance" in this article refer to the insurance services provided through Coastal Community Insurance Services (2007) Ltd., which is a wholly owned subsidiary of Coastal Community Credit Union