



Mentorship Program sees Credit Union Leader from South Africa join Coastal Community for some Applied Learning

Vancouver Island & the Gulf Islands – October 5th, 2015: Having traveled thousands of miles from her hometown in South Africa, Pathiswa Kruca was keen on making Coastal Community Credit Union (CCCU) her own personal classroom during her week-long mentorship. Kruca, a manager of a financial co-operative in Johannesburg, was paired with the largest Island-based credit union through the Canadian Co-operative Association's Women's Mentorship Program. The Program's aim is to connect women credit union leaders from around the world with a host credit union in Canada for some high-impact knowledge sharing.

Kruca spent a week with Coastal Community learning about key processes and operations, connecting with CCCU's leadership team, and joining departmental meetings. According to Jessica Sunter, Women's Mentorship Program Manager, this allows participants to "learn by doing. It's also what makes this training program a true mentorship experience."

"I've learned a lot of things," says Kruca, "so much so that I'll really need to prioritize to know where to start. But all I have learned is inspiration for change." Kruca says that CCCU's Interactive Teller Machines, which connect the user to a CCCU expert via live video, especially caught her attention. Kruca's co-operative has a wide geographic reach, the reason for her interest in technology that can help lessen the distance when providing one-on-one financial services.

To give her a fully immersed experience, Kruca was even placed with a CCCU host family during her mentorship. Karla Rhode, an HR Advisor with CCCU, and her family welcomed Kruca into their home for the week. "It was our pleasure to have Pathiswa be a part of our home and family," says Rhode. "She shared details of her family, career and taught us about South Africa, so it was definitely an experience that we all benefitted from."

Kruca's mentorship marks the third time that CCCU has hosted a woman credit union leader from abroad. Since it started back in 2002, the Women's Mentorship Program has helped mentor over 175 women. Noted impacts as a result of the Program include increased membership in credit unions, improved profitability, reduced loan delinquency, and expanded operations. For more information on the Mentorship Program, visit www.coopscanada.coop.



Pathiswa Kruca (centre) from South Africa joins some of the employees from Coastal Community Credit Union who helped round out her week-long mentorship experience

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About Coastal Community Credit Union: Providing services for almost 70 years, parent company Coastal Community Credit Union (CCCU) is the largest Vancouver Island-based financial services organization, and among the top 25 largest credit unions in Canada when measured by asset size. CCCU provides personal, business and commercial banking services, complemented by its wholly-owned subsidiaries Coastal Community Insurance Services (2007) Ltd., (offering personal and commercial insurance solutions) and Coastal Community Financial Management Inc., (offering wealth management services through its Coastal Community Private Wealth Group division).

CCCU was the first to bring cutting-edge Interactive Teller Machine technology to the Island, incorporating live video teller service and extended hours of operation. Past recipient of the Corporate Responsibility Award for the Vancouver Island region, Coastal Community is also one of BC's Top Employers® for 2015. Learn more: cccu.ca | [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [YouTube](#)