

## Coastal Community donates \$25,000 for flood relief

Credit Union supports United Way British Columbia and Canadian Red Cross initiatives to help people in need.

Vancouver Island, BC, Canada –December 1, 2021: Coastal Community Credit Union (CCCU) is donating \$25,000 to help British Columbians impacted by the recent flooding, mudslides and power outages. \$15,000 is going to United Way British Columbia – Central & Northern Vancouver Island Region, to support much needed community rebuilding and recovery services across the Islands. The Canadian Red Cross will receive \$10,000 to help them provide humanitarian assistance quickly to all affected areas in BC.

“Our hearts are with everyone impacted by these devastating storms,” said Allyson Prescesky, Senior Manager, Community and Communications for CCCU. “We’re joining credit unions across the country in encouraging people to support the Red Cross’s flood relief and recovery work throughout the province. There’s no better way to do that than by making our own donation.”

Prescesky also noted that as an Island-based organization with deep roots in local communities, it’s important to CCCU to help Islanders deal with the aftermath of the recent floods. “We chose to donate to the Central & Northern Vancouver Island chapter of the United Way to support their work in helping our Island communities recover from these severe storms.”

“CCCU deeply cares about our Island communities, and we want to thank them for this incredible gift in this time of need,” said Signy Madden, Regional Director, Community Impact & Investment, United Way British Columbia – Central & Northern Vancouver Island Region. “Their contribution will help us address important social needs like shelter, food assistance, trauma and mental health supports, and the rebuilding of social infrastructure—and will stay right here on Vancouver Island.”

Anyone wanting to make a donation to the Red Cross’s British Columbia Floods & Extreme Weather appeal should visit [British Columbia Floods & Extreme Weather Appeal - Central 1 OTG Don \(redcross.ca\)](https://www.redcross.ca/BC-floods)

Learn more about the United for BC Flood Response Fund here: [United for BC Flood Response Fund \(uwbc.ca\)](https://www.uwbc.ca/flood-response-fund)

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Coastal Community Credit Union acknowledges that we are located on the Lands of the Coast Salish, Nuu-chah-nulth and Kwakiutl ancestors and families, whose historical relationships with the Land continue to this day. We are grateful to have the opportunity to live, learn, work and play in their traditional and unceded territories.

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## 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).

As the largest Island-based financial organization, we serve over 120,000 members and clients and close to 9,000 community organizations and businesses on Vancouver Island and the Gulf Islands.

To help our members and clients improve their financial health, our business lines offer a full range of products and services for personal, business and commercial banking, insurance and wealth management. Our Island communities are our homes, so we make decisions based on knowledge of the local market, strengthening local economies. And we never stop looking for ways to improve the way we do business.

As a financial co-operative, we are 100% member-owned. Our shareholders are our neighbours and fellow citizens, so we are focused on building strong and vibrant communities by keeping our earnings and our community efforts local. Each year, Coastal Community invests over half a million dollars into communities across the Islands through community funding grants, education awards, sponsorships and fundraising initiatives.

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., an affiliate of Coastal Community Credit Union.

\*\*References to "wealth management" in this article refer to the financial planning and investment services provided through Coastal Community Private Wealth Group, a division of Coastal Community Financial Management, Inc.