

## **Coastal Community donates \$20,000 for wildfire relief efforts**

*The Credit Union supports the Canadian Red Cross BC Fires Appeal with a donation to help people in need.*

**Thursday – August 24, 2023 – Vancouver Island & the Gulf Islands:** With thousands of British Columbians impacted by an unprecedented wildfire season, Coastal Community Credit Union (CCCU) is donating \$20,000 to help the Red Cross's ongoing relief, recovery and resilience efforts.

Supporting disaster relief goes to the heart of one of the core principles for co-operatives like Coastal Community: concern for community. According to Adrian Legin, President & CEO of CCCU, that concern begins with an understanding that improving financial health includes a recognition of the importance of whole-person health, especially during stressful times.

"Our hearts are with our fellow British Columbians, as so many grapple with fleeing and even losing their homes," said Legin. "Helping people manage the significant physical, emotional and financial stresses from the impact of the fires is the best way we can put our values into action. We're joining credit unions across the country in encouraging people to support the Red Cross's fire relief and recovery work throughout the province. There's no better way to do that than by making our own donation."

Anyone who would like to join credit unions in coming together for the British Columbia Fires Appeal can make a donation at [2023 British Columbia Fires Appeal - Canadian Credit Union Association \(CCUA\) OTG Don \(redcross.ca\)](https://www.redcross.ca/2023-British-Columbia-Fires-Appeal-Canadian-Credit-Union-Association-CCUA-OTG-Don).

The Red Cross is working closely with local, provincial and Indigenous governments to plan how to best support those affected. The funds raised through the Appeal will also help with preparedness for future wildfire events in British Columbia. You can learn more here: [Canadian Red Cross launches fund for BC Fires - Canadian Red Cross](https://www.redcross.ca/canadian-red-cross-launches-fund-for-bc-fires).

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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).

With these as our focus areas, the CCCU family of companies continues to grow our position as the largest Island-based financial organization. We serve over 120,000 members and clients 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\*\* through Credential Securities. 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 jobs, our earnings, and our community efforts local. Coastal Community regularly invests over half a million dollars annually 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," "financial planning" and "investments" refer to mutual funds, other securities and securities related financial planning services offered through Credential Securities, a division of Credential Qtrade Securities Inc. Credential Securities is a registered mark owned by Aviso Wealth Inc. Coastal Community Private Wealth Group is a division of Coastal Community Financial Management Inc., which is a wholly owned subsidiary of Coastal Community Credit Union. Coastal Community Financial Management Inc. is a licensed life insurance agency offering financial planning, life insurance and investments.