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FEBRUARY 10, 2016

G&F FINANCIAL GROUP FORMS PARTNERSHIP WITH CHIMP

Online charitable marketplace connects causes and people

Burnaby, BC– G&F Financial Group, one of the ten largest credit unions in BC, has formed a strategic partnership with Chimp to optimize their charitable giving and community investment. It started with the set-up of the G&F Financial Group Foundation with Chimp along with a \$1 million donation to the Foundation in celebration of the credit union's 75th anniversary.

Chimp, short for charitable impact, is an online charitable marketplace connecting causes and people. By working with Chimp in this first of its kind arrangement, the credit union can help create greater exposure to charitable groups to fuel additional funding.

"In our quest to better leverage our donation dollars back into our communities, we formed a new partnership with Chimp," say Bill Kiss and Jeff Shewfelt, Co-CEOs, G&F Financial Group. "Chimp aligns with our values and provides greater exposure to community groups and how they make a difference in our communities."

Chimp allows anyone to easily set-up an account and have instant access to all registered charities across the nation. By giving through Chimp, there is greater exposure to groups being assisted by G&F. More exposure means potentially more funding for the groups.

"The missions at both Chimp and G&F Financial Group are similar: empowering and educating others so they can achieve their goals. As G&F celebrates its 75th anniversary, we're proud to partner with them to help optimize their important contributions to the community," says John Bromley, Founder & CEO of Chimp. "With their \$1 million fund with Chimp, we believe G&F will be able to make an even more meaningful impact by being able to engage more people in charitable projects in and around Metro Vancouver."

Applications for funding through the G&F Financial Group Foundation will be available through Chimp later this year. True to the organization's mission, values and cooperative roots, G&F continues to better our communities.

About G&F Financial Group

With over 29,000 members, 13 locations and \$1.5 billion in assets under administration, G&F Financial Group proudly provides a full range of personal and business banking solutions to our credit union members. With a passion for educating and empowering others to achieve their financial goals, we focus on providing advice tailored uniquely for each member and have supported members and invested in our local communities for over 75 years. Our commitment to investing in others has been recognized by BC's Top Employers, United Way and the Burnaby Board of Trade - we continue to be inspired to make a positive impact in the lives of our members, employees, and communities.

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