

FOR IMMEDIATE RELEASE  
JANUARY 7, 2020

## **G&F FINANCIAL GROUP DONATES \$1 MILLION TO UNITED WAY OVER LIFETIME OF CAMPAIGN**

*Employees raise funds for vulnerable children and seniors and  
participate in the United Way Day of Caring.*

**Burnaby, BC** – Over the lifetime of G&F Financial Group’s ongoing fundraising campaign (2001 – 2019), the credit union has donated \$1 million to the United Way of the Lower Mainland. G&F, one of the ten largest credit unions in BC, reached the \$1 million mark with their final donation of the year 2019, having raised \$86,981 through employee and credit union matching donations.

*“We’re proud to partner with such a community-minded institution that is focused on giving dollars, and time, back to the community. We’ve always had great support from G&F Financial Group across our local communities and it was amazing to see the entire team pull together to reach the \$1 million mark. G&F has also partnered with us to do volunteerism within the community, providing much needed support and assistance that goes well beyond the \$1 million raised.*

*It is partners like G&F that help ensure everyone in our local neighbourhoods are connected, resilient, and have the chance to succeed,” said Kris Gibson, Director of Workplace Campaigns, United Way of the Lower Mainland.*

Funds raised by G&F go towards growing strong, inclusive and empowered communities, with a specific focus on the welfare of children and breaking the cycle of poverty. In 2019, the [United Way reported](#) that 113,000 kids had accessed their after-school programs and 60,000 seniors had participated in their seniors’ programs.

*“It is important to note that over half of these funds were direct donations from G&F employees – one time donations as well as ongoing deductions from their paycheques. 87% of our employees participated in the fundraising efforts. This speaks to the culture at G&F and how employee values are connected and aligned with G&F’s values as a community credit union,” said Bill Kiss and Jeff Shewfelt, Co-CEOs, G&F Financial Group.*

*“We want to acknowledge the dedication of our employees in their fundraising efforts for the United Way. We are proud to have been fundraising since 2005 and we are committed to continue our support of the most vulnerable in our communities for years to come,” added Lewis Bubl , President and Chairman of the Board, G&F Financial Group.*

In addition to raising funds, G&F participated in the 2019 United Way Day of Caring. Employees participated in a fundraising contest and surpassed their fundraising target. Contest winners were rewarded with the opportunity to volunteer at a charitable organization for a day, with their day’s wages covered by G&F. The organization chosen for the Day of Caring was [The Centre for Child Development](#), based in Surrey. The Centre provides physiotherapy, family services, childcare, communication and occupational therapy, and recreation services to 3,280 special needs children in Metro Vancouver every year. [G&F recently made a donation towards gym renovations at The Centre.](#)

On November 28, employees spent the day decorating the centre lobby and childcare space for the organization’s annual “Light up the Night” event. They assembled Christmas trees, put up lights, made paper crafts and enjoyed lunch with the children.

*“Thanks to the team at G&F for being such a big United Way partner. We were a founding member of the Good Neighbour Appeal before the United Way existed, and it morphed into the United Way campaign. We have, for many, many years, had the benefit of this.*

*It really makes a big difference for all those little things you don’t get funding for. What happens when a pipe bursts? United Way. What happens when the HVAC fails? United Way. There are little things that happen all the time. Then there are some big things. We need a little more money for the casting and splinting program – that you have supported for years at G&F – we can always rely on the United Way to help us out,” said Gerard Bremault, CEO, The Centre for Child Development.*

### About G&F Financial Group

With 34,000 members, 16 locations and nearly \$2.7 billion in assets under administration, G&F Financial Group proudly provides a full range of personal and business banking, investment and insurance 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 80 years.

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*Left to right: G&F employees and campaign chairs: Rocioleena Rivera, Becky Milos, and Kam Mokha; Warren Olson, Chief Financial Officer, United Way of the Lower Mainland; Jeff Shewfelt and Bill Kiss, Co-CEOs, G&F Financial Group*