

G&F FINANCIAL GROUP EMPLOYEES SURPASS UNITED WAY FUNDRAISING GOAL

Funds were raised by employees and matched by Board

Burnaby, BC – G&F Financial Group, a community credit union in BC has raised \$79,524 for the United Way of the Lower Mainland. This demonstrates how our employees are aware of those in need in the community and how they are willing to give their support to this important cause.

The work of the United Way was even more important in a year that presented unimaginable challenges for vulnerable children and seniors. Health and safety restrictions put in place to protect people had unfortunate effects on those who depend on networks of support, including people with disabilities, elderly people living alone, and newcomers with large families. It is anticipated that nearly 130,000 children, families and seniors will benefit from the funds donated by G&F's Board and employees, through various United Way initiatives.

“This is an incredible amount of generosity. On behalf of the United Way, on behalf of our communities I can't thank you enough. It is truly humbling to see this level of support particularly in such a challenging year,” said Kris Gibson, Director of Workplace Campaigns, United Way of the Lower Mainland.

“This partnership between G&F and the United Way has spanned nearly 20 years. It is thanks to partners like you that the United Way has been able to really pivot and adapt and meet some incredibly challenging needs in the community this year.”

As a result of the COVID-19 pandemic, the United Way had to adapt all their existing programs to online formats. They also moved some neighbourhood initiatives into outreach programs to make sure that people who were isolated still got the support that they needed. Also in 2020, the United Way launched new programs including their Food Hubs initiative, where they implemented 152 Food Hubs across the Lower Mainland in response to a surge in demand for basic necessities.

“We are so proud of our employees and their fundraising efforts for the United Way. We hope the funds make a difference in the lives of those in need and we look forward to continuing our support for the United Way for years to come,” said Bill Kiss and Jeff Shewfelt, Co-CEOs, G&F Financial Group.

G&F employees donated thousands of dollars from their own pockets and took part in the 2020 United Way Day of Caring fundraising contest and surpassed the fundraising target. Contest winners were given an opportunity to volunteer at a charitable organization for a day, with their day's wages covered by G&F. Employees raised \$39,762 through internal fundraising; the Board of Directors matched the employees' amount, which resulted in a total donation of \$79,524 to the United Way.

G&F is proud to be able to support the United Way and to have a part in creating healthy and inclusive communities. One year ago, G&F reached a milestone of \$1 million dollars donated to the United Way since fundraising began in 2001. The credit union is committed to supporting the important work of this organization.

About G&F Financial Group

With over 35,000 members, 16 locations and \$3 billion in total 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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