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Media Advisory
September 20, 2013

For Release

CALL FOR SUBMISSIONS
2013 WFCU Leamington Community Investment Youth Scholarship

Leamington, ON - Windsor Family Credit Union (WFCU) is excited to announce that submissions are being accepted for the 2013 WFCU Leamington Community Investment Youth Scholarship. The WFCU Leamington Community Investment Youth Scholarship was established in 2011, as part of the grand opening celebration for the Leamington Retail Location, as a yearly contribution to the post-secondary education of youth in our community. WFCU is proud to present a total of \$5,600 to 8 youth through the WFCU Leamington Community Investment Youth Scholarship program this year.

Primary students, from grades JK to Grade 8, will be asked to answer the question below and respond in 250 words or less. Secondary students, in Grade 12, will be asked to answer the same question and respond in 600 words or less, complete an application form and include any additional materials such as resume, volunteer certificates, letters of reference etc, to support their application.

Essay Question: "How have you demonstrated your commitment to community involvement and leadership within your own community?"

Select submissions from each age category (noted below) will be chosen and the authors will be named recipients of the 2013 WFCU Leamington Community Investment Youth Scholarship.

Recipients from each age category will receive:

JK - Grade 2	1 @ \$100 each
Grade 3 - Grade 5	1 @ \$200 each
Grade 6 - Grade 8	1 @ \$300 each
Grade 12	5 @ \$1000 each

WFCU Leamington Community Investment Youth Scholarship submission forms are available to DOWNLOAD by visiting www.wfcu.ca.

Deadline for submissions to be received by WFCU is Friday, October 18, 2013 no later than 5:00 p.m.
Details as to delivery methods are available at www.wfcu.ca.

For more information please contact: Susan Stockwell Andrews, Vice President, External Affairs and Corporate Secretary, 519-974-3100

About Windsor Family Credit Union (WFCU)

Windsor Family Credit Union (WFCU) has long been recognized as one of the leading, progressive financial organizations in the City of Windsor and Essex County. Serving Windsor and surrounding communities for over 70 years, WFCU began in 1941 with assets of less than \$10,000 and now has \$1.5 billion in Managed Assets and Member Service Totals of \$2.3 billion. WFCU is the seventh largest in Ontario operating seven (7) retail locations and serving 32,000 members including 29,000 Personal members in 15,600 households, 1,700 Businesses and 1,300 Organizations. WFCU membership is open to anyone who lives and/or works in Ontario.

The credit union having roots in the community is dedicated to offering the products and services that will enable members to conveniently handle all their financial business with WFCU. WFCU's Financial, Investment, Insurance and Trust product and service offerings are tailored to each member segment. Accessing the credit union and conducting everyday financial transactions is a priority for WFCU, providing a number of access channels to members including its above noted retail locations, live and automated telephone banking, online and mobile banking, MasterCard® credit card and merchant services, secure pre-authorized debit and credit services and 24 hour account access using a WFCU Member Card at ATMs and retailers.

Over the last 20 years WFCU has enhanced the financial strength of the credit union. Regulatory Capital remains strong at \$73.3 million and represents 7.1% of total assets and 12.3% of risk weighted assets. These ratios are substantially above regulatory standards of 4.0% and 8.0% respectively. The Deposit Insurance Corporation of Ontario (DICO) is the provincial deposit insurer equivalent to the federal Canada Deposit Insurance Corporation. WFCU's financial and operational strength is a result of planned initiatives developed in order to ensure that it strives to be the best.

WFCU is a loyal and active member of Central 1, the credit union's banker, trade association, and a financial cooperative. Central 1's role is to serve as central financial facility, liquidity manager, payments processor and trade association for the provincial credit union systems of British Columbia and Ontario. It provides leadership, advocacy, technology, and a range of support services in fulfilment of these key functions. Central 1 holds \$14.2 billion in assets.

Committed to the communities it serves, WFCU is proud to display the Imagine Caring Company logo. Every year hundreds of local community organizations experience first-hand the benefits of several elements of WFCU's overall Community Investment Program, such as The Community 1 Free Chequing Account, Community Rooms, Scholarships, Donations, Sponsorships, Multi-Year Capital Giving and the Community Donations Fund.

WFCU stresses the importance of quality by maintaining an internal 5 Star Quality Program. Ranked in the Top 25 Small and Medium employers in Canada, WFCU values its staff and their on-going contributions. Reflective of offering a progressive work environment and culture supported by a strong focus on its employees and goals, WFCU has been repeatedly recognized as a Best Small and Medium Sized Employer and received multi-year ranking as one of the Best Workplaces in Canada.

WFCU's solid attributes of financial strength; innovation; local ownership; quality products and service; community mindedness; and strong human resource management, have resulted in the on-going success of the organization. WFCU is proud to serve the Windsor and Essex County community and to be a leading financial services provider. August 2013