



WINDSOR FAMILY CREDIT UNION

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News Release
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For Release

**Windsor Family Credit Union (WFCU) Joy of Giving Program
Contributes \$15,000 to Windsor and Essex County this Holiday Season**

WINDSOR, ON – The holiday season is here and Windsor Family Credit Union (WFCU) staff and members have come together once again to give back to our community through its 'Joy of Giving' program.

The Joy of Giving program is a combined effort between WFCU, its employees, along with some support from the Ontario Credit Union Charitable Foundation. Together, approximately \$15,000 was donated in non-perishable food items, clothing, gift cards and cash donations to groups and programs including:

- The Annual AM800 'Cans for a Cause' for the Society of St. Vincent de Paul
- Leamington area food banks
- Adopt-a-Family Programs with Drouillard Place and Children's Aid Society
- Unemployed Help Centre's Coats for Kids program
- The Downtown Mission
- The Salvation Army
- Windsor Goodfellows
- The Leamington Toys for Tots Program
- The Amherstburg Food Bank

"We are extremely proud to share the spirit of giving with our community", stated Martin J. Komsa, WFCU President and Chief Executive Officer. "Especially during the holidays, it is important that we support and help those individuals who are struggling and need help to get through this holiday season."

The Ontario Credit Union Charitable Foundation (OCUCF) donated \$2,000 to further support food banks in the community. OCUCF donates \$20,000 in matching funds to Credit Unions across Ontario as part of their Out-In-The-Cold initiative to assist with the high demand for food donations across Ontario.

WFCU introduced a new initiative to their Joy of Giving Program, calling it '200 Ways of Giving'. Through this new initiative, WFCU employees were given \$50 each and asked to use the funds to make a donation to an organization, initiative or program of their choosing. A total of \$10,000 was donated from December 1 to 7, 2014.

"Within just seven days, WFCU donated, through the 200 Ways of Giving initiative, a total of \$10,000 to organizations and community programs throughout Windsor and Essex County", noted Komsa. "When asked to participate in making a donation to an organization or group in need, our [WFCU] staff was enthusiastically committed and targeted over 70 organizations. Making a difference in our communities has been an extremely important and worthwhile commitment for WFCU and to have all of our staff band together to help those organizations that are important to them and their families is heart-warming."

Staff donated clothes for clothing drives, toys for toy drives, food for food banks, coffee cards for volunteers, bus tickets for students, and so on. Photos, stories and comments for many of the donations have been shared with media and featured on the credit union's social media channels including Facebook, Twitter and YouTube.

To view photos, stories and comments from WFCU's '200 Ways of Giving' initiative visit the credit union on Facebook (WindsorFamilyCreditUnion) and YouTube (<http://youtu.be/MZZZHjYC19I>).

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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 \$1.9 billion in Managed Assets and Member Service Totals of \$2.7 billion. WFCU is the sixth largest in Ontario operating nine retail locations and serving 33,000 members including 30,000 Personal members in 16,000 households, 1,900 Businesses and 1,400 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 \$93.2 million and represents 8.4% of total assets and 13.9% 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 \$12.4 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 Program. 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. A Gord Smith Healthy Workplace Award recipient, WFCU is committed to promoting the importance of health and well-being among its employees.

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.

For more information on WFCU visit wfcu.ca

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