



**FOR IMMEDIATE RELEASE**

December 17, 2021

6-51 Ardelt Avenue  
Kitchener, ON N2C 2S9  
p. 519.742.3500 f. 519.742.6072

## **Celebrating the Spirit of the Season with Over \$10,000 in Holiday Giving**

**Kitchener, ON** – This holiday season, the spirit of giving was celebrated by ECU – A Division of WFCU Credit Union with a total of more than \$10,000 in community donations and investments. These funds were used to help support a wide variety of community programs, groups and events throughout Kitchener, Waterloo and Cambridge.

“Giving back to the communities we serve is part of our mission as a credit union,” said Eddie Francis, President and CEO of WFCU Credit Union. “With these charitable donations, our goal is not only to help brighten the holiday season in the Kitchener, Waterloo and Cambridge region, but also to show our deep appreciation for being part of such an amazing community.”

This year, funds provided by ECU – A Division of WFCU Credit Union went toward a wide range of worthy community initiatives and endeavours. These include Bell Media’s “Stuff A Bus” event in support of area food banks, Staff Appreciation and Wellness Days at Cambridge Memorial Hospital, and the Kitchener Santa Parade and Waterloo Santa Parade.

In addition, ECU – A Division of WFCU Credit Union sponsored its own annual “Spirit of Giving” campaign, during which credit union employees were each given \$100 to donate to a community group or organization of their choosing. This campaign alone represented more than \$3,000 of holiday giving, supporting over 20 different organizations and causes.

To learn more about ECU – A Division of WFCU Credit Union and its community initiatives, please visit [www.myECU.ca](http://www.myECU.ca).

-30-

For more information, please contact:

Beth Ann Prince  
Manager, Member Engagement & Community Investment  
WFCU Credit Union  
519-974-3100  
[bprince@wfcu.ca](mailto:bprince@wfcu.ca)

### **About ECU – A Division of WFCU Credit Union:**

ECU – A Division of WFCU Credit Union is a member-operated financial co-operative. We provide full financial services, including a comprehensive Wealth Management program, to members who share the principles of democratic ownership. Our primary focus is our members – not profits. That’s why we strive to provide lower or no service charges, higher investment rates, competitive loan rates, and innovative financial products and services. True to our commitment to our members and community, on October 1, 2020, Education Credit Union (ECU) joined its operations with WFCU Credit Union, becoming ECU – A Division of WFCU Credit Union, expanding service offerings to anyone living or working in the Kitchener, Waterloo and Cambridge region, and providing members with increased access to a wider range of market-leading banking options to further assist them with their financial goals. For more information, visit [myECU.ca](http://myECU.ca).

### **About WFCU Credit Union:**

Based in Windsor and Essex County, WFCU Credit Union has been recognized as a leading, progressive financial institution since 1940. Proudly serving Ontario residents, community organizations, small businesses, commercial entities and public institutions for over 80 years, WFCU Credit Union is the sixth largest credit union in Ontario, and twentieth largest credit union in Canada. WFCU Credit Union operates nine retail locations in Windsor-Essex, as well as three retail locations in the Waterloo Region through ECU – A Division of WFCU Credit Union, and one digital entity, Omnia Direct. Through their various service channels, including online and mobile banking, telephone banking and ATM services, WFCU Credit Union and its divisions have become the financial institutions of choice for 58,163 members across Ontario, including 53,767 personal members in 25,249 households, 3,053 businesses and 1,343 organizations. Currently, WFCU Credit Union has \$6.83 billion in Managed Assets and Member Service Totals of \$9.3 billion. WFCU Credit Union membership is open to anyone who lives and/or works in Ontario. For more information, please visit [wfcu.ca](http://wfcu.ca).

*August 2021*