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## **SASCU Increases its Community Support Program**

SALMON ARM (September 24, 2018) – SASCU Financial Group has increased funding of its Community Support program, effective this year.

“We have increased our support of community non-profit organizations and initiatives from 4% to 5% of our net operating income,” said Barry Johnson, Chair, SASCU Board of Directors. “Given that 1% is the benchmark for businesses to be considered a philanthropic organization, SASCU’s commitment sets us apart as a major supporter in the communities we serve.”

This exciting announcement is paired with changes to the Community Support Application including an emphasis on new areas of focus.

SASCU will concentrate its community giving to make a greater impact in the areas of community prosperity; community gathering (opportunities to bring people of multi-generations and interests together); and sports and arts opportunities for youth, including young adults.

“We are committed to be leaders in creating a positive impact on our communities,” said Johnson. “Supporting an active and healthy place for our future generations to call home and build careers is an important way to do that.”

Learn more about SASCU’s Community Support program and guidelines at [sascu.com/Community](http://sascu.com/Community).

### **ABOUT SASCU**

SASCU Financial Group offers a broad range of personal and business financial services through SASCU Credit Union and its three lines of business, SASCU Insurance, SASCU Wealth and Commercial banking. In September 2018, SASCU expanded again by acquiring Shuswap Insurance Brokers in Enderby, BC. SASCU Credit Union branches are in Sicamous and Sorrento, plus two in Salmon Arm. Established in 1946, SASCU has more than 19,000 members, 150 staff, and over \$750 million in assets. Learn more at [www.sascu.com](http://www.sascu.com)

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