



MEDIA RELEASE
FOR IMMEDIATE RELEASE

SASCU Celebrates Credit Union Day® by Joining DoSomeGood.ca

SALMON ARM (October 6, 2020) – Join SASCU and other credit unions around the world in celebrating International Credit Union Day® on Thursday, October 15.

Since 1948, the third Thursday of October has been marked as a day for recognizing the credit union difference! This year, SASCU celebrates by announcing their partnership with Do Some Good – an online platform that connects non-profits and volunteers, streamlines SASCU’s community support application process for non-profits, and showcases SASCU’s support for local projects and events.

“Each year we look forward to celebrating Credit Union Day,” said Barry Delaney, CEO, SASCU Financial Group. “It is a day where we recognize the impact Credit Unions have in our community. This year, we are joining the Do Some Good group, to highlight our role as a credit union in strengthening our communities. Our participation in Do Some Good also allows non-profits in our area to join the platform for free!”

“Next year SASCU is celebrating 75 years in business, doing good within our communities and with our members,” added Delaney. “Being part of a credit union is something every member can feel great about.”


“Do Some Good has worked with Credit Unions for years and we continue to be inspired by how community giving is ingrained in their DNA. We are thrilled to have SASCU, a company that truly cares about their local community, as part of the Do Some Good family,” said Jeff Hoffart, Business Development Manager at Do Some Good.


To learn more about Credit Union Day and why being a credit union member is better, visit sascu.com/CreditUnionDay. To learn more about their community impact, visit dosomegood.ca/u/sascu.com. To apply to SASCU’s Community Support Program, visit sascu.com/Community.

#ICUDAY

Canada's 241 credit unions and caisses populaires

- Serve **5.8 million** members (outside of Quebec)
- Contribute over **\$6.5 billion** directly and indirectly to Canada's GDP
- Operate from **1,763** locations
- Are the only financial institution operating in **387** Canadian communities





Data sources: Credit Union Community Impact Survey, 2019; The Conference Board of Canada, 2016

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 \$800 million in assets. Learn more at www.sascu.com

ABOUT DO SOME GOOD

Do Some Good is a social enterprise and B Corp with an easy-to-use online platform and app that helps community-minded businesses enhance their brand and reputation, streamline funding and sponsorship requests, and share the good they do with a larger audience. Learn more: <https://mailchi.mp/dosomegood.ca/jzzi597j6c>

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