

Nelson & District Credit Union Celebrates Volunteers with Random Acts of Kindness

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NELSON, B.C. — 40 Random acts to celebrate World Kindness Day!

Most should be familiar with the saying “credit unions are helping here”; if not, it will be the acts of our employees that will bring it to light since yesterday was the day that Nelson & District Credit Union (NDCU) will celebrate community volunteers with donations from its Community Investment Program.

Some might call it a coincidence that World Kindness Day (Sunday, November 13, 2016) fell very close to the day that NDCU employees helped disperse \$4000 to local community organizations, but it is not. To celebrate kindness, community and co-operation, each employee played a role in giving by identifying a volunteer in the community that stands-out to them. The Credit Union will donate \$100 to the local organization that the chosen volunteer is affiliated with, in the name of that community champion, from Nelson, Rossland or the East Shore.

NDCU CEO, Tom Murray states, “This is our third year celebrating this special day. The power of each employee calling one community member in one day to share this good news, and the trickle-down of the selected volunteers sharing with their local organizations, is something we hope will resonate and demonstrate how important our community of volunteers are and how different our Credit Union is.”

In addition, Murray mentions, “As members continue to support us with their deposits and borrowing needs, we will continue to put our profits back into these vital community programs in the names of community volunteers.”

When the Credit Union’s Community Investment Program started, the purpose was to support the many community groups and devoted volunteers that ensure our communities are sustainable and vibrant. The program is a huge success with over \$3.25 million shared since its inception in 2000.

“As a community based financial institution, Nelson & District Credit Union will continue to have many great opportunities to lead by example,” explains Tom Atkins, Manager of Marketing and Relationship Development. “It is the support from our dedicated members and the commitment from our devoted employees that will demonstrate how we are a part of, not apart from, the communities we serve.”

Today’s actions emphasize the original intent and the success NDCU’s Community Investment Program has had for over 16 years...a fantastic reason to celebrate. Happy World Kindness Day!

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About Nelson & District Credit Union

Nelson & District Credit Union was established in 1950 and has grown to over \$196 million in assets and serves 9,500 members throughout the Kootenay area. NDCU is a community based financial co-operative that offers a full range of banking, financial planning (NDCU MoneyWorks) and general insurance (KIS Ltd) services. Our three community branches are located in Nelson, Rossland and Crawford Bay. To learn more, please visit www.nelsoncu.com.

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