

FOR IMMEDIATE RELEASE

Valley Credit Union Members “Raised” Almost \$10,000 for Canadian Mental Health Association Branches in the Annapolis Valley

April 24, 2019, Waterville, NS - Valley Credit Union donated \$9,697.00 in support of The Canadian Mental Health Association (CMHA). The donation will be shared equally between the CMHA Kings County Branch and Annapolis County Branch.

The money donated came out of Valley Credit Union’s coffers, but the size of the donation was determined by Valley Credit Union’s members.

“In January and February, *the* busiest time of year for investments, we promoted that for every contribution of \$5,000.00 or more made to a fixed deposit product, such as an RRSP, TFSA, or Term Deposit, we would donate the equivalent of 0.25% of the contribution to the community cause of their choice,” explained President and CEO of Valley Credit Union, Len Ells.

“Our staff created a list of 5 very worthy causes here in the Annapolis Valley, but it was up to the qualifying members to vote for the cause of their choice. In the end, the members chose CMHA as the successful donation recipient.”

CMHA Kings County Branch has made it its mission to promote and serve the mental health needs of Kings County by providing a range of community-based services including advocacy, employment, food security, health promotion, and housing.

Brenda Main, Executive Director of CMHA Kings County Branch, noted, “Staff were thrilled and thankful for the recognition and support of the work that we do, and mostly importantly of the people for whom we do it.”



CMHA Annapolis County Branch works closely with CMHA Nova Scotia Division to offer a variety of mental health primary prevention and recovery support programs and deliver peer support with a special emphasis on seniors' mental wellness to residence of Annapolis County.

"CMHA NS Board and staff are thankful for the generous support of the credit union patrons. Valley Credit Union's donation will increase our ability to expand our reach and capacity to provide mental wellness initiatives to greater number of people in Annapolis County," says Pamela Magee, Executive Director of CMHA NS provincial Division.

"We are very pleased to be making such a significant donation to the local branches of the CMHA, an organization that shares our credit union's values and our commitment to our communities," says Ells. "And because the members voted on who would receive the donation, we know this donation reflects the values of our members as well."

About Valley Credit Union

Located in the beautiful Annapolis Valley, Nova Scotia, Valley Credit Union is a non-profit, full-service financial institution with seven branches between Hantsport and Bridgetown, a wealth management office, over 11,000 members, and approximately \$188 million in assets; 1,500 of which are business owners. It is a cooperative which means it is owned by its members and is governed by a Board of Directors voted in by its members. Valley Credit Union has shown consistent profitability and continues to pay annual patronage dividends to its membership. It offers a full range of personal and business banking products and services and is committed to helping its members achieve their financial goals by offering solutions customized to their needs. Valley Credit Union brings value to those it serves through ownership, personal service, convenient and flexible banking options, skilled and knowledgeable staff, and a commitment to the communities in which it operates.

Valley Credit Union Media Contact:

Len Ells, President and CEO, 902-538-4510 ext. 4523, l.ells@valleycreditunion.com

Andrea Peach, Marketing Specialist, 902-538-4510 ext. 4571, a.peach@valleycreditunion.com

www.valleycreditunion.com

-END-