

For Immediate Release

(December 2022) Northern Credit Union donates \$42,000 through the holiday Giving for Good program

According to CanadaHelps, 11% of Canadians rely on charitable organizations to meet their basic needs. ¹ From hunger to senior support, Northern Credit Union recognizes that each of the 21 communities it serves are faced with unique challenges and needs. As a True North Partner, Northern holds a sense of responsibility to give back to the charities and organizations that provide support or solutions for these challenges, to truly make a difference.

Branches in all of Northern Credit Union’s 21 communities identified immediate needs and challenges that require extra support this holiday season, with many of these needs focusing around humanitarian aid, hunger, and senior support. Northern Credit Union granted all branches with money to donate to charities in their communities that provide relief for these challenges. Some branches chose to donate the money directly to the chosen charities, while some went the extra mile to purchase items like winter clothing, food, and toys to help the most vulnerable throughout the holidays.

In total, Northern Credit Union donated \$42,000 monetarily and in-kind toward charities, organizations, and families who require extra help to get by in a society of rising inflation rates and decreasing donation rates. Here is a breakdown of the impacts made across Ontario:



\$14,900
toward humanitarian aid



\$12,500
toward hunger and food
insecurity



\$11,600
toward senior support



\$3,000
toward health services

Giving branches the power to choose Northern’s donation efforts for the holidays allowed for more meaningful, lasting impacts to strengthen communities across Ontario. Communities can learn about the specific donations made in their area by following Northern Credit Union’s social media channels on [Facebook](#), [Twitter](#), [LinkedIn](#), and [Instagram](#), as one donation opportunity is posted per day between November 30th and December 16th.

¹ The Giving Report 2022 (2022) CanadaHelps. Available at <https://www.canadahelps.org/en/the-giving-report/> (Accessed: December 7, 2022).



About Northern Credit Union:

Northern Credit Union is a full-service, locally operated financial institution, offering personal and commercial products and services and financial planning expertise to more than 75,000 member shareholders. Serving 21 Ontario communities, Northern is committed to educating members about financial literacy and providing the tools to help members achieve their financial goals. For more information, visit northerncu.com.

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