

FOR IMMEDIATE RELEASE

## **Valley Credit Union Awarded Empowering Your Community Grant in Support of Kingston Greenwood Mental Health Association**

**April 14, 2020, Waterville, NS** - On April 7th Concentra Financial announced the recipients of their 2020 Empowering Your Community grants and Valley Credit Union is very excited to be one of this year's recipients, winning a \$25,000 grant to benefit Kingston Greenwood Mental Health Association.

Since 2011, Concentra, the wholesale bank and trust company for Canada's credit unions, has awarded \$200,000 annually to credit unions across the country in support of community initiatives related to health, education, community development, and the environment. Seventeen awards are presented each year: two awards of \$25,000 and fifteen of \$10,000.

Kingston Greenwood Mental Health Association (KGMHA) is a not-for-profit association formed in 2012 to address a recognized need for improved mental health support in the Annapolis Valley. Since then they have expanded and, despite their name, now provide training across Nova Scotia and the Atlantic provinces. They host community conversations to educate and reduce the stigma associated with mental health issues and offer mental health first aid training to help people recognize and respond to the signs of mental illness or stress and provide resources to assist those in need. The association receives no government funding and runs its programs 100% with unpaid volunteers and donations.

Valley Credit Union believes in supporting community, and as a co-operative we solicit input from our members. We engaged our staff and members early in 2019 to determine what causes they were passionate about - the results came in strong for mental health. We provided over \$9K to Canadian Mental Health Association - Kings and Annapolis County Branches in March 2019 and over \$16K in December 2019 for KGMHA.

Valley Credit Union applied for Concentra's Empowering Your Community Grant in support of KGMHA outlining our partnership and their benefit to our community and beyond. This \$25K grant will allow them to provide mental health first aid training for up to 250 people and help build the resilience, strength, and success of our people and communities.

"I am so proud of the work our staff have done to support the mental health and wellness of our communities. I believe I speak for the entire team when I say it is an honour to receive this \$25K grant in support of KGMHA. With it, a real, positive impact can be made in peoples lives," says Valley Credit Union President and CEO, Len Ells. "This demonstration of true co-operative spirit helps us continue to strengthen our communities."

**About Valley Credit Union**

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 (1,500 of which are business owners), and approximately \$200 million in assets. It is a cooperative which means it is owned by its members and governed by a Board of Directors voted in by its members. 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.

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