



FOR IMMEDIATE RELEASE

YNCU LAUNCHES YNCUNIVERSITY, EMPOWERING COMMUNITIES WITH ACCESSIBLE FINANCIAL LITERACY WORKSHOPS

YNCUniversity's workshops are designed to be accessible to all, delivered in plain language, and free from any ties to specific products or services

KITCHENER, ON | Feb. 5, 2024 – YNCU, a leading institution committed to promoting financial literacy, is proud to announce its new program, YNCUniversity, to provide accessible, inclusive, and effective financial education workshops to communities across Ontario.

Recognizing the critical need for financial education, YNCUniversity has assembled a team of highly qualified trainers who are certified through the Each One, Teach One (EOTO) program, a program that trains employees of Canadian credit unions to deliver financial education workshops in their communities, or recognized experts in their respective fields within the financial industry.

"Our goal at YNCUniversity is to break down barriers to financial literacy and make essential knowledge accessible to everyone," says Kirstin Dias, Marketing Director, YNCU. "We believe that by providing inclusive workshops and resources, we can contribute to the financial well-being of individuals and communities."

Financial literacy is paramount in today's complex and interconnected world. It serves as the cornerstone for individuals to make informed decisions about their finances, ultimately contributing to their overall well-being. It empowers individuals to navigate the complexities of the financial system and make strategic choices aligned with their goals and plans for the future. Moreover, financial literacy fosters a sense of control and independence, reducing the vulnerability that comes with financial uncertainty.

YNCUniversity's workshops are designed to be accessible to all, delivered in plain language, and free from any ties to specific products or services. The primary focus is on empowering Canadians to take control of their financial decisions, goals, and plans.

“By offering workshops that are accessible, inclusive, and free from product-centric influences, we aim to empower individuals to not just navigate, but thrive in their financial journeys,” says Dias.

The Each One, Teach One program, originally developed by Vancity in 2008 and now managed by the Canadian Credit Union Association, serves as the foundation for YNCUniversity's commitment to empowering individuals through financial education. YNCUniversity trainers, having undergone EOTO certification, are equipped with the knowledge and skills necessary to deliver impactful workshops. As a member-owned financial institution, YNCU operates under the cooperative business model and YNCUniversity trainers can also offer courses on Co-operative Education from the Ontario Co-operative Association.

YNCUniversity encourages individuals to visit their hub for accessible, inclusive, and effective financial literacy resources. Visitors can book a presentation, explore the latest blog posts, or check the calendar for upcoming workshops and community events in their area.

For more information about YNCUniversity and its financial literacy initiatives, please visit, yncuniversity.com.

ABOUT YNCU

With 17 branches and a network of surcharge-free ATMs, Ontarians can access financial services close to home across southwestern and northern Ontario. At \$2.5 billion+ in assets under administration and 53,000 members strong (and growing!), YNCU is one of the largest credit unions in Ontario. As a community-based organization, not only do YNCU's partnerships and investments make a difference, its employees live and work in the communities they serve. YNCU's foundation is built on connectedness to the communities where it operates. Yearly the organization sets aside a minimum of 1% of the pre-tax profit earned by the credit union in the previous fiscal year to be used for charitable organizations and associations that share its focus on improving our communities. Together with its members, employees and community partners, YNCU is helping to make life better in the places Ontarians live, work, learn and play!

Website: <https://www.yncu.com/>

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