



FOR IMMEDIATE RELEASE

YNCU JOINS THE COLDEST NIGHT OF THE YEAR CAMPAIGN TO COMBAT HOMELESSNESS

YNCU representatives across 11 communities will be participating in CNOY walks in Ontario

WATERLOO, ONTARIO | FEB. 21, 2024 – YNCU is proud to announce its participation in the Coldest Night of the Year (CNOY) campaign, a nationwide fundraising event to support over 190 local charities that are addressing hunger, hurt, and homelessness.

On February 24, YNCU will be joining local communities with a walk in solidarity for those experiencing homelessness as part of the CNOY campaign. This initiative aims to shed light on the challenges faced by individuals without shelter and to generate support for organizations working tirelessly to provide them with warmth, food and a path toward stable housing.

As a socially responsible organization, YNCU recognizes the importance of contributing to the well-being of the communities it serves. By participating in CNOY, YNCU is taking an active role in addressing the urgent issue of homelessness and showing its commitment to making a positive impact.

“YNCU strongly believes in the power of community,” says Archie Bonifacio, Chief Community Officer at YNCU. “Homelessness is a critical issue that affects far too many individuals. By participating in Coldest Night of The Year we are not just walking, we are taking steps towards a more compassionate future for those who need it most and bringing attention to the organizations that are making a real difference in the lives of those experiencing homelessness.”

"As organizers of CNOY across Canada, Blue Sea Foundation celebrates YNCU's involvement by starting multiple employee-led YNCU teams who are each raising funds that supports a local charity. Since 2022, 11 or more YNCU teams each year have combined to raise over \$120k impacting 14 different charities. This is a big deal and YNCU models a compelling way to unify their

locations and team members into a shared effort for doing good." Jim Heuving, Corporate & Community Partnerships

The CNOY events will include a two and five-kilometer walk, symbolizing the journey that many individuals experiencing homelessness must endure. YNCU branches across Ontario will be embarking on this symbolic journey and invite community members to join the cause by making a donation, volunteering at an event or registering to walk.

More information on YNCU's involvement can be found here: cnoy.org/challenge/yncu.

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/>

LinkedIn: <https://www.linkedin.com/company/yncu>

Facebook: <https://www.facebook.com/YourNCU/>

Twitter: <https://twitter.com/YourNCU>

Instagram: <https://www.instagram.com/yourncu/>

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