



Coastal Community Hosts Credit Union Leader for Women's Mentorship Program

Vancouver Island, BC, Canada – June 20, 2024: Kenyan credit union leader Winnie Serгон spent 10 days learning the ins and outs of Coastal Community Credit Union.

The visit was courtesy of the Women's Mentorship Program, developed by the Co-operative Development Foundation of Canada. The annual international co-operative mentoring program is a mutual learning opportunity for both Canadian credit unions and female managers of overseas financial co-operatives.

Winnie is head of IT & Innovation at Boresha Sacco Credit Union in Kenya. She spent from June 6th to 15th immersed in the activities of every department of the largest credit union based on Vancouver Island and the Gulf Islands.

"The HR department's well-planned program for the period left no stone unturned," said Winnie. "Bravo for the meticulous planning! All my areas of concern were well attended to. Pairing me with the various staff at various times, including Sunday, gave me an opportunity to inquire and learn more, which I really appreciate."

Coastal Community is a longstanding supporter of the Women's Mentorship Program. According to Shawna McPhillips, Senior Manager, Human Resources at the credit union, it's a great opportunity to help propel women's leadership through the global network of credit unions. "As hosts, we appreciate the opportunity to share knowledge and resources with participants and learn more about their culture, often forming long-lasting relationships and connections with them," she said.

It's a sentiment Andrew Crosby, branch manager at Nanaimo's Southgate location, agrees with. His family hosted Winnie over the ten-day visit. "We were able to learn a lot about Kenyan culture; everything from beliefs and traditions to housing, economics, schooling, and climate," said Andrew. "Winnie even cooked a traditional Kenyan meal for us, and it was delicious!"

Coastal Community Credit Union acknowledges that we are located on the Lands of the Coast Salish, Nuu-chah-nulth and Kwakwaka'wakw ancestors and families, whose historical relationships with the Land continue to this day. We are grateful to have the opportunity to live, learn, work and play in their traditional and unceded territories.

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GREAT THINGS

ABOUT COASTAL COMMUNITY CREDIT UNION

Improving financial health, enriching lives, and building healthier communities. These are at the core of who we are and what we do at Coastal Community Credit Union (CCCU). As the largest Island-based financial organization, we serve over 120,000 members and clients on Vancouver Island and the Gulf Islands.

To help you improve your financial health, we offer a range of personal, business, and commercial banking and insurance* services, as well as wealth management through Aviso Wealth.** Our Island communities are our homes, so we make decisions based on knowledge of the local market, strengthening local economies. And we never stop looking for ways to improve the way we do business.

As a financial co-operative, we are 100% member owned. Our shareholders are our neighbours and fellow citizens, so we are focused on building strong and vibrant communities by keeping our earnings and our community efforts local. Each year, Coastal Community invests over half a million dollars into communities across the Islands through community funding grants, education awards, sponsorships and fundraising initiatives.

Want to learn more? Visit cccu.ca or join us on Facebook, Instagram, Twitter and LinkedIn.

*References to "insurance" refer to the property and casualty insurance provided through Coastal Community Insurance Services (2007) Ltd., an affiliate of Coastal Community Credit Union.

**Mutual funds and other securities are offered through Aviso Wealth, a division of Aviso Financial Inc.