

News Release

East Kootenay Community Credit Union (EKC) Supports Ukraine.

For immediate release March 1, 2022

East Kootenay Community Credit Union (EKC) has committed \$5,000 to support the rapidly escalating crisis in Ukraine.

Credit unions have a long-standing history of helping members. There are more than 400,000 credit union members in Ukraine.

The funds will be directed to the **Red Cross** and the **Cooperative Development Foundation (CDF)** 'Ukraine Crisis! Call to Action'.

The Red Cross supports people displaced, humanitarian needs generated by almost eight years of conflict and needs due to heightened tensions in Ukraine.

CDF's 'Ukraine Crisis! Call to Action' will use the donations to respond to the humanitarian and resilience needs of their project's beneficiaries and their families, CDF Ukraine's staff and families, and their local partner's staff and members. The beneficiaries are more than 2,000 vulnerable women, including internally displaced persons living in the Kyiv, Khakov, and Dnipropetrovsk oblasts of Ukraine. The 2014 invasion has already impacted them, and this is another blow to already vulnerable people.

Jody Burk, CEO of EKC, says. "The escalating humanitarian crisis affecting Ukrainian is very sad and very tragic. I am particularly concerned about the impact on Ukrainian women, who are often left on their own to keep themselves and their children safe. Our donation will go towards international relief with the Red Cross and CDF. I have seen, first hand, the value CDF provides on the ground while partnering with Cooperatives to deliver grassroots relief."

"Historically, credit unions have made a significant difference when they work together. We hope to make a small difference, including the lives of women and children," states Jean-Ann Debreceni, Chair, EKC.

Members and the public can donate directly to CDF Ukrainian <https://cdfcanada.coop/ukraine-crisis-call-to-action/> or the Red Cross <https://www.redcross.ca/>.

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About EKC

EKC was established in 1950 and has grown to over \$427 million in assets. It serves over 11,034 members throughout the East Kootenay. EKC is a community-based financial cooperative that offers a full range of banking, financial planning (EKC MoneyWorks) and general insurance (KIS Ltd) services. Our community branches are located in Cranbrook, Elkford, Fernie, and Sparwood. Please visit us at one of our branches, Facebook, Instagram, LinkedIn or at EKCCU.COM