

NEWS RELEASE

PenFinancial Credit Union renews Truly Local Grant Program for Another Year of Community Support



June 12, 2024 – WELLAND ON – In a commitment to bolster community initiatives and empower local charities, PenFinancial proudly announces the return of its Truly Local Grant program. With a generous allocation of \$25,000 in funding, this initiative aims to uplift and strengthen charitable organizations based in the Niagara and Haldimand communities.

As part of its ongoing Truly Local Commitment, PenFinancial recognizes the invaluable contributions of local non-profit organizations in driving positive change. The Truly Local Grant Program underscores the credit union's belief in the power of community-driven efforts to *improve lives and strengthen communities*.

"At PenFinancial, we firmly believe in the principle of neighbours helping neighbours," says Shari Sekel, CEO. "The Truly Local Grant Program embodies our unwavering commitment to supporting the incredible work of local non-profit organizations that are at the forefront of addressing critical issues and enhancing the well-being of our communities."

The grant program invites applications from registered charities and non-profit organizations operating within Niagara and Haldimand. Eligible initiatives must encompass one or more of the UN Sustainable Development Goals of *no poverty, zero hunger, and good health and well-being*.

"Through this initiative, we aim to provide essential financial support to local organizations that often face resource constraints in their endeavors to make a meaningful impact," added Sekel. "By nurturing these community-driven projects, we envision a brighter and more inclusive future for all residents of Niagara and Haldimand."

The launch of the Truly Local Grant Program follows the successful inaugural year in 2023, during which four deserving recipients were selected to receive funding. These recipients, whose projects ranged from improving food bank storage areas, holiday gift campaigns, a new commercial dishwasher, and a brand-new greenhouse program, reported significant positive impacts resulting from the grant funds. The funding facilitated the expansion of services, outreach, and capacity building, ultimately enhancing their ability to serve their local communities.

Applications for the Truly Local Grant Program will be accepted from June 12 to September 30, 2024. A committee comprising representatives from PenFinancial will carefully review all submissions based on predetermined criteria, including alignment with the credit union's values, potential for community impact, and sustainability of the proposed initiative.

For more information about the Truly Local Grant Program and application guidelines, interested parties are encouraged to visit www.penfinancial.com/about/truly-local-grant-program or contact Dana Brown, Social Purpose Coordinator at dana.brown@penfinancial.com. For more information about PenFinancial's Truly Local Commitment, visit PenFinancial.com/TLC.

About PenFinancial Credit Union

PenFinancial Credit Union is a truly local values-based credit union committed to improving the lives its nearly 20,000 members and businesses. PenFinancial delivers a full range of financial services digitally and through a network of six branches across Niagara and Haldimand. Through their Truly Local Commitment, the credit union is a proud Certified B Corporation and Living Wage employer who invests a portion of their pre-tax profits into the communities it serves. PenFinancial is also proud to choose 100% renewable energy with Bullfrog Power as part of their commitment to environmental sustainability. For more information visit penfinancial.com.

Media contact

Kerry Ould
Chief Marketing Officer
PenFinancial Credit Union
Kerry.Ould@penfinancial.com
905-580-9502