



FOR IMMEDIATE RELEASE

HISTORY IS RE-AWAKENED IN BRANTFORD AS YNCU UNVEILS COMMUNITY COLLAGE

Local photographers showcase community through generations at local credit union



Brian and Donna Thompson, curators of The Brantford Collage

BRANTFORD, ON | NOVEMBER 3, 2021 — Today, YNCU unveils a photo collage at its Charlotte Street branch in Brantford, showcasing the community's rich history and deep-knit relationships over the years. Featured on the wall inside the local YNCU branch, a long-term staple in the community, are 55 historic photos of the city over the years. Curated by two local photographers, [Brian Thompson](#), staff of 36 years at The Brantford Expositor, and his wife, [Donna Thompson](#), the wall is filled with many untold stories of the Brantford area and depicts the long-lasting relationship between the credit union and the community through the generations.

“For the community, the history wall will be a reminder of the roots of YNCU’s founding members,” says Brian Thompson. “Additionally, many of the landmarks depicted in the photographs bear witness to the area’s rich history, beauty and architectural significance.”

Starting out as St. Mary’s Church and Massey Ferguson Credit Union when it first opened its doors, YNCU grew into an open bond credit union in 1975, when it was made available to the public. It gradually became a popular financial institution to bank* with—first with parents and their children, and as years went by, their grandchildren.

Cathy Adams has been a member of the Brantford community and a long-standing staff member of YNCU for 36 years.

“As a credit union, YNCU was at the heart of all of the factories,” says Adams. “At one point, Brantford had as many factories as Manchester, England did. One by one they left, and again the credit union stepped up to assist them with the severance and pensions.”

The collage, spanning 36 wide by almost 10 feet tall, comprises landmark photos of key historical sites within the Brantford community, including Bell Homestead, Yates Castle, Massey Ferguson, the iconic lion statues at the main entrance to Brantford's City Hall, Superior Court, Glenhyrst and more. Whether it triggers a personal memory from the past or gives viewers a sense of pride in seeing the growth of the community, this feature wall makes Brantford citizens feel right at home.

“This photo wall means a lot to me,” says Peter Figueiredo, Manager, Member Services at YNCU Brantford. “It gives me an opportunity to think about the history of Brantford and credit unions. In addition, it makes me feel good about my workplace and the way the City of Brantford has grown over the years.”

It is hoped that this history wall will serve as a reminder to the community of the roots of YNCU's founding members and pay homage to the people of Brantford who have made it what it is today.

YNCU invites members of the community to come see the collage for themselves at its Charlotte Street branch, located at 7 Charlotte St. in Brantford.

*YNCU, including all affiliated brands, is a licensed credit union operating in, and under the laws of, the province of Ontario. The Financial Services Regulatory Authority of Ontario (FSRAO) provides insurance coverage for our member’s deposits.

With 18 branches, and a network of surcharge-free ATMs, Ontarians can bank close to home across southwestern and northern Ontario. At \$2 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!

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