

## Welcoming Your Neighbourhood Credit Union to the Regional Sustainability Initiative



Sustainable Waterloo Region (SWR) is pleased to announce that Your Neighbourhood Credit Union (YNCU) has joined the Regional Sustainability Initiative as an Observing Organization! As a member, YNCU gains access to an extensive member network of organizations that share and learn sustainability best practices.

Our network helps members improve their understanding of the impact of their operations and gives them access to our program resources. The membership helps build a culture of sustainability among the organization's employees, and they will learn strategies to engage employees as sustainability advocates that set and achieve realistic sustainability targets.

"YNCU is an amazing addition to our quickly growing network of organizations around the region that is working towards building a prosperous, low-carbon future", said Tova Davidson, Executive Director of Sustainable Waterloo Region. "Not only do they provide the financial resources that help their members to thrive and grow, they are now doing so with a mind to the long term impact of their business operations. The SWR team is excited to support them on this new step in their sustainability story."

YNCU is an Ontario-based credit union with roots in the Waterloo Region that trace back to the 1940s. It provides an alternative to traditional banks that offers personalized financial solutions to people from all walks of life. YNCU attributes a large part of its lasting success to the organization's emphasis on building authentic, mutually beneficial relationships with members, staff, and the community that each branch serves. These values will serve YNCU well as they work with SWR to measure and improve their sustainability metrics.

“Building a culture of sustainability is a key focus for us at YNCU,” says YNCU Chief Executive Officer Gord Harrison. “We are looking forward to working with Sustainable Waterloo Region and their growing network to educate ourselves and implement best practices in our business operations. We are extremely grateful to SWR for sharing their resources with us as we take the next steps toward being a more environmentally sustainable credit union.”

We are excited to welcome such a forward-thinking organization and look forward to the lessons we will learn from each other!

### **Your Neighbourhood Credit Union Media Relations Contact**

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### **About Sustainable Waterloo Region and the Regional Sustainability Initiative**

Sustainable Waterloo Region is a social enterprise non-profit that helps the local business community, and Waterloo Region as a whole, become more environmentally and economically sustainable, and therefore stronger.

Our Regional Sustainability Initiative program facilitates setting voluntary reduction targets in greenhouse gas emissions, water, and waste diversion and provides a customized approach to inspire action and support transformation in organizations of varying size and industry.

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