



*FOR IMMEDIATE RELEASE*

## **YNCU JOINS THE COLDEST NIGHT OF THE YEAR CAMPAIGN TO SUPPORT VULNERABLE COMMUNITIES**

*YNCU teams across Ontario unite to raise awareness and funds for homelessness and poverty relief.*

**KITCHENER, ONTARIO | FEB. 14, 2025** – Your Neighbourhood Credit Union (YNCU) is proud to announce its participation in the Coldest Night of the Year (CNOY) campaign, a nationwide initiative dedicated to raising awareness and funds for organizations that support individuals experiencing homelessness, hunger, and hardship.

On February 22, 2025, YNCU employees and community members will take part in CNOY walks across Ontario, joining thousands of Canadians in a shared commitment to help those in need. The event includes two five-kilometre walks, symbolizing the daily challenges faced by individuals living in poverty and without secure housing.

“Community support is at the heart of everything we do at YNCU,” says Lisa Colangelo, Chief Executive Officer of YNCU. “Homelessness and poverty are complex issues, more than [80,000 people were homeless in Ontario](#) last year. Through collective action, we can make a real difference. By walking in the Coldest Night of the Year, we are raising awareness, funding vital services, and demonstrating our commitment to building stronger, more compassionate communities.”

Each YNCU branch is dedicating its efforts to a local organization in need of support:

- **YNCU Kitchener (Corporate Office)** – Fundraising for **Ray of Hope Community Centre**
- **YNCU Woodstock** – Fundraising for **Operation Sharing**
- **YNCU Windsor** – Fundraising for **Downtown Mission of Windsor**
- **YNCU Sault Ste. Marie** – Fundraising for **St. Vincent Place**

- **YNCU Guelph** – Fundraising for **Hope House Guelph**
- **YNCU Cambridge** – Fundraising for **Urban Hope Ministries**
- **YNCU Brantford & Paris** – Fundraising for **Why Not City Missions**
- **YNCU Waterloo** – Fundraising for **Supportive Housing of Waterloo**
- **YNCU London** – Fundraising for **Mission Services of London**
- **YNCU Timmins** – Fundraising for **Anti-Hunger Coalition Timmins**
- **YNCU Stratford & Mitchell** – Fundraising for **Shelterlink Youth Services**

As a socially responsible financial institution, YNCU is dedicated to giving back and driving positive change in the communities it serves. Through fundraising efforts and participation in the CNOY, YNCU aims to provide meaningful support to organizations that work tirelessly to offer shelter, food, and essential services to those in need.

YNCU encourages members, employees, and the public to support the cause by donating, volunteering, or joining a local walk. More information on YNCU's participation and fundraising efforts can be found at, <https://cnoy.org/challenge/yncu>.

## **ABOUT YNCU**

With 16 branches and a network of surcharge-free ATMs, Ontarians can access financial services close to home across southwestern and northern Ontario. At \$2.8 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!

**Website:** <https://www.yncu.com/>

**LinkedIn:** <https://www.linkedin.com/company/yncu>

**Facebook:** <https://www.facebook.com/YourNCU/>

**Twitter:** <https://twitter.com/YourNCU>

**Instagram:** <https://www.instagram.com/yourncu/>

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