



FOR IMMEDIATE RELEASE

**YNCU PROUD TO BE NAMED SUSTAINABLE WATERLOO REGION'S 2023
PARTNER OF THE YEAR**

YNCU recognized for its commitment to environmental stewardship and sustainability initiatives

WATERLOO, ON | MONDAY, APRIL 29, 2024 - YNCU, a licensed credit union with 17 locations across Ontario, is excited to announce it has been named “Partner of the Year” by Sustainable Waterloo Region (SWR), a social enterprise non-profit committed to making Waterloo a more resilient, environmentally-friendly community. The “Partner of the Year” award recognizes an organization that goes above and beyond in their corporate sustainability practices, fostering environmental stewardship within the community.

“YNCU has been a fantastic partner for Sustainable Waterloo Region, working collaboratively with our organization to build a cleaner, greener future for our community,” said Tova Davidson, Executive Director, Sustainable Waterloo Region. “From installing electric vehicle charging stations to sponsoring tree planting events across the region, the YNCU team has shown incredible leadership and commitment to environmental conservation and greenhouse gas reduction.”

In addition to sponsoring community tree plantings, YNCU also organized its own Plant-A-Tree initiative. For every YNCU GIC purchased or paper statement switched to e-statements, the team planted a tree in communities throughout Waterloo Region.

YNCU has also made investments in green energy, waste reduction, recycling and emissions tracking. Partnering with sustainability solutions provider Bullfrog Power, YNCU has committed to purchasing 200 MWh of green electricity each year for its corporate office in Kitchener. The company also recently launched a battery recycling program, where batteries dropped off at YNCU locations will be shipped to Raw Materials Company Inc. in Port Colborne to ensure the battery is recovered, reused and that materials are kept out of landfills.

“Partnerships like this make the world a better place, and we are incredibly thankful to have Sustainable Waterloo Region as a partner guiding us toward becoming a more environmentally-conscious organization,” said Archie Bonifacio, YNCU’s Chief Community Officer. “It takes a community effort to advance environmental goals and organizations like Sustainable Waterloo Region are integral to mobilizing collective action and fostering a culture of environmental responsibility.”

YNCU is working with SWR to track its emissions reduction targets and has begun the intensive process of tracking emissions from its operations. The company has also launched a paper reduction strategy, eliminating brochures and posters and replacing them with digital signet, and facilitating the adoption of e-signatures to expedite processes and reduce reliance on paper. Additionally, staff have been able to implement hybrid work arrangements, reducing in-office energy use and commuting-related carbon emissions.

Last year, YNCU also became B Corp Certified, a business designation that recognizes a commitment to high standards, accountability and transparency when it comes to social impact, environmental performance, and good governance.

For more information on YNCU’s environmental and social governance initiatives, visit <https://www.yncu.com/about/Sustainability>.

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ABOUT SUSTAINABLE WATERLOO REGION

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 Impact Network program facilitates setting goals for 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 sizes and industries.

Website: <https://www.sustainablewaterlooregion.ca/>

LinkedIn: <https://www.linkedin.com/company/sustainable-waterloo-region>

Facebook: <https://www.facebook.com/SustainableWaterlooRegion>

Instagram: <https://www.instagram.com/sustainablewat>

ABOUT YNCU

With 17 branches and a network of surcharge-free ATMs, Ontarians can access financial services 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!

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

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