



MEDIA RELEASE

FOR IMMEDIATE RELEASE

SASCU Responds to Ukraine Crisis

SALMON ARM (March 3, 2022) – In support of the Ukrainian people facing crisis, SASCU is donating \$7,500 to the Ukraine Humanitarian Appeal.

The funds are being directed to the Ukraine Humanitarian Appeal, a registered, non-profit charitable organization established by the Canada-Ukraine Foundation (CUF) and the Ukrainian Canadian Congress. The CUF-UCC Ukraine Humanitarian Appeal was identified to receive support after consulting with Ukrainian credit unions. Donations are being used to assist displaced persons and provide medical care, emergency shelter, and food security.

“As an organization based on the core principles of co-operatives, our boundaries of what we consider *community* go far beyond our home here,” said Barry Delaney, President & CEO of SASCU Financial Group. “This announcement is a small gesture to reflect the compassion and support we feel for the people of Ukraine.”

This fund is already deploying much needed humanitarian relief toward needs today and tomorrow. Visit <https://www.cufoundation.ca/ukraine-humanitarian-appeal.../> to learn more or donate directly.

ABOUT SASCU

SASCU Financial Group offers a broad range of personal and business financial services through SASCU Credit Union and its three lines of business, SASCU Insurance, SASCU Wealth and Commercial banking. SASCU Credit Union branches are in Sicamous and Sorrento, plus two in Salmon Arm. Insurance offices are located in Salmon Arm and Enderby. Established in 1946, SASCU has more than 19,000 members, 150 staff and \$1 billion in assets. In addition, SASCU stewards \$235 million in client investments and serves more than 5000 insurance customers. Learn more at [sascu.com](https://www.sascu.com)

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