

# Media Release

FOR IMMEDIATE RELEASE

September 1, 2020

## Conexus Kindness Capital Fund exceeds goal to re-invest \$200,000 back into Saskatchewan

42 recipients across Saskatchewan receive \$5,000 for their acts of kindness during COVID-19

(Tuesday, September 1, 2020) – After calling on people to nominate individuals and businesses across Saskatchewan who were responding to COVID-19 with kindness in ordinary and extraordinary ways, Conexus Credit Union (Conexus) has re-invested \$210,000 into the province. All made possible through the Conexus Kindness Capital Fund (Conexus Kindness Capital), which launched June 10, 2020. Since then 42 individuals and businesses in 37 communities have been chosen to receive \$5,000 each to continue their acts of kindness and have helped to ease the strain on access to basic human needs during the pandemic. These acts of kindness lifted others up while additionally accounted for 39,000 meals served, \$381,000 fundraised to support 33 non-profit and charity organizations, and 29,000 personal protective equipment items produced and delivered to healthcare and frontline workers as well as medically vulnerable populations.

“The Conexus Kindness Capital Fund showed how kindness is a catalyst for compassion,” said Mary Weimer, Chief Member Experience Officer, Conexus. “We heard so many of the recipients say, ‘I just wanted to help people,’ and that really shows how Saskatchewan has this great way of coming together when we need to. These are people whose kindness is improving the well-being of our communities and the Conexus Kindness Capital has been a way to re-invest in their kindness and in our province.”

The Kindness Capital Fund launched to recognize 40 recipients with \$5,000 each, but the high rate of nominations inspired the creation of the People’s Choice. Eight nominee finalists were selected, and two winners each received \$5,000 through people’s votes.

### AT A GLANCE:

- \$210,000 re-invested back in Saskatchewan through the Conexus Kindness Capital Fund.
- 42 individuals and businesses across province received \$5,000 each to continue their acts of kindness.
- These acts of kindness accounted for 39,000 meals served, \$381,000 fundraised to support 33 non-profit and charity organizations, and 29,000 PPE items produced and delivered.
- Administration revenue generated from the Canada Emergency Business Account federal loan program was used to create this initiative.
- Visit [KindnessCapital.ca](https://KindnessCapital.ca) to learn more about the kindness being shown across Saskatchewan.

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Administration revenue generated from the Canada Emergency Business Account (CEBA) federal loan program was used to create the Conexus Kindness Capital. Since COVID-19 began, we have approved over 1,725 CEBA loan applications and over \$69 million in support for Saskatchewan business members. Profits from the CEBA loan program created the opportunity to invest new funding that helped mobilize spending in the local economy, eased financial strain for Kindness Capital recipients, and supported small business recovery.

Visit [kindnesscapital.ca](https://kindnesscapital.ca) to learn about the kindness being shown in Saskatchewan, and view all the nominees and recipients.

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**#conexuskindnesscapital**

**ABOUT CONEXUS CREDIT UNION**

Conexus is a forward-thinking credit union committed to our members and their financial well-being. Re-investing in our community is in our DNA and rooted in our co-operative principles. In 2019, we supported 151 initiatives and invested \$3.1 million through our Community Investment program. Located across Saskatchewan, we are Saskatchewan's largest and Canada's sixth-largest credit union. Visit [conexus.ca](https://conexus.ca) for more information.

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