

Media Release
FOR IMMEDIATE RELEASE
June 11, 2020

Conexus re-investing \$200,000 with Kindness Capital Fund

Encouraging a return on kindness in Saskatchewan due to COVID-19

(Thursday, June 11, 2020) – Conexus Credit Union has launched the Kindness Capital Fund, a \$200,000 fund to give financial support to continue acts of kindness people have shown across Saskatchewan during COVID-19. Administration revenue earned from the Canada Emergency Business Account (CEBA) federal loan program is being used to re-invest into Saskatchewan through the creation of the Conexus Kindness Capital Fund (Kindness Capital). We're calling on people to nominate those who have responded to this pandemic with kindness, in extraordinary and ordinary ways. Forty nominees will be awarded \$5,000 each to continue their efforts.

"COVID-19 has disrupted our lives in a number of ways, and in a time when so many felt uncertainty, their instinct was to help others, in any way they knew how." said Eric Dillon, Chief Executive Officer, Conexus. "Throughout the province, we have seen individuals and organizations lift each other up with kindness. We see how they're making a difference and improving the well-being of our communities and people. This fund allows us to re-invest in their kindness."

To date, Conexus has approved over 1,400 CEBA loan applications and \$58 million in support for Saskatchewan business members, since it was added to COVID-19 financial relief options for members. Administration revenue from the Government of Canada CEBA loan program has created the opportunity to invest new funding that will mobilize spending in the local economy, ease financial strain for Kindness Capital recipients, and support small business recovery.

Our care for community is in our DNA and rooted in Conexus' co-operative principles. Beyond the \$200,000 Kindness Capital, Conexus has also encouraged their employees to individually spend at locally owned businesses across Saskatchewan "For us, this is an infusion of dollars back to our communities from La Ronge to Coronach supporting and fueling the economy," said Eric Dillon.

Conexus Kindness Capital launched yesterday, June 10, 2020. Nominations will be scored in real time to give immediate cash flow to continue these acts of kindness, until the fund is distributed. Our goal is to award forty different individuals and businesses across the province.

Visit kindnesscapital.ca to nominate and view nominees featured throughout the campaign.

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For media inquiries and interview requests, please contact:

Laura McKnight

Public Relations Specialist | Conexus Credit Union
Phone: 306-751-8201 | Email: publicrelations@conexus.ca

#conexuskindnesscapital

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Backgrounder

Conexus Kindness Capital Fund

Encouraging a return on kindness in Saskatchewan due to COVID-19

Introducing the first five Kindness Capital nominees, nominated by Conexus employees. View their profile on kindnesscapital.ca

1. **University students' mission to sew masks fundraised \$30,000 for homeless shelters and food bank**
SaskMasks – Jana Ham & Robyn Ham, Regina, SK // Business Nominee
2. **I Am: H.E.R and The Lobby join forces to provide over 400 meals to youth who have lost nutrition programs due to school closures**
I Am: H.E.R. – Kam Bahia, Regina, SK // Business Nominee
3. **Kathleen Ritchie handmade and delivered 120 greeting cards with handwritten personal messages to every household in her community**
Kathleen Ritchie, Harris, SK // Individual Nominee
4. **Metis lawer, Angela Bishop sewing masks for children, elders, and home care workers across Saskatchewan with 'Masked Makers'**
Masked Makers – Angela Bishop, Green Lake, SK // Individual Nominee
5. **Bolt Mobile refurbished and donated hundreds of devices to help people stay connected while apart**
Bolt Mobile, Saskatoon, SK // Business Nominee

> Individuals and businesses across Saskatchewan are eligible to nominate others and be nominated. The goals for the Kindness Capital are to mobilize continuing acts of kindness and galvanize support for those who have demonstrated the spirit of the Kindness Capital during COVID-19.

> The criteria for Kindness Capital Fund recipients are:

- a) Nominees must live or operate their business in Saskatchewan.
- b) Nominees must be over 18 years of age.
- c) The act of kindness must have occurred in response to Covid-19, starting around or after March 13.
- d) Nominations that are missing information will not be evaluated.
- e) Nominations will only be accepted if submitted through the online form on kindnesscapital.ca. Those that are delivered to Conexus branches will not be accepted.

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