



## PRESS RELEASE

For Immediate Release

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### **G&F Financial Group Achieves 6.4% Growth in Total Assets**

Burnaby, BC – With high growth, two new branches, the introduction of new technologies and fee-free banking, 2014 was a very successful year for G&F Financial Group. We are pleased to translate this growth back to members with a 4% dividend on member equity shares.

G&F Financial Group welcomed over 1,980 new members in 2014, and saw a healthy growth in all areas, including a substantial 6.4% growth in total assets. As one of the top ten credit unions in BC, we focus on strengthening our member relationships and community ties, and look to the future to anticipate and adapt to changing trends.

G&F Financial Group continues to see increasing adoption of our online, mobile, and telephone banking channels. To meet our members' rising need for on-the-go banking and accessibility, we launched a new mobile banking app, Deposit Anywhere™ remote deposit capture, and INTERAC® Flash in 2014. We also simplified our chequing and savings plans, and were pleased to introduce fee-free banking to young adults, as well as members who maintain the specified minimum monthly balance.

Most exciting, G&F Financial Group also opened two new branches in 2014; one in Vancouver, and another in Langley. Both branches welcomed many new members and the branch teams received warm welcomes from our new neighbours and communities.

We invested \$500,000 or 15.2% of our Operating Income back into the community in 2014, including participation and sponsorship of numerous community and member appreciation events. With an emphasis on financial literacy, we also held in-branch seminars to educate and empower our members, and awarded scholarships and bursaries to local high school and post-secondary students.

At our Annual General Meeting on April 7, the Credit Union announced the results of the 2015 Board of Director Election and would like to welcome Jennifer Phipps to the G&F Financial Group Board. Current directors Joe Boroevich, Lewis Bubl  and Vila Nova Carvalho have also been re-elected for another three year term. G&F would also like to acknowledge Gary Williamson, who is departing after serving on the Board of Directors for 42 years. Deeply connected to G&F’s roots, Gary has been a commercial fisherman since the early 50s and joined G&F in 1959.

“We anticipate the year ahead to be filled with exciting opportunities of growth, and new and deeper member relationships and community connections,” says co-CEO Bill Kiss. “G&F Financial Group will continue to provide the best possible service, accessibility, and convenience to our diverse and growing membership in the upcoming years. With LiveChat instant messaging already launched in 2015, we are already moving forward and anticipating more innovations to follow. We are truly excited to be on this journey together and look forward to another prosperous and innovative year ahead,” says co-CEO Jeff Shewfelt.

#### **ABOUT G&F FINANCIAL GROUP**

With close to 28,000 members, 13 locations, and almost \$1.5 billion in assets under administration, G&F Financial Group is one of the top 10 Credit Unions in British Columbia. A full service Credit Union, G&F offers personal and business banking, wealth management and insurance products and services, as well as qualified financial advice. Our commitment to investing in our employees, members, and the community is recognized by awards such as BC’s Top Employers, induction into the Burnaby Board of Trade’s Business Excellence Hall of Fame, and United Way’s 10 Years of Excellence Award for gold level giving. For more information, please visit [www.GFFG.com](http://www.GFFG.com) and [www.creditunionsarehelpinghere.com](http://www.creditunionsarehelpinghere.com).

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