

G&F FINANCIAL GROUP OPENS EDMONDS BRANCH

Carrying on the credit union legacy in Burnaby since 1930s

Burnaby, BC – G&F Financial Group is proud to announce we have opened the doors to the Edmonds Branch, located at 101 - 7310 Kingsway, Burnaby. The branch is located on the street level of a commercial office tower within the Kings Crossing by Cressey development at Kingsway and Edmonds. G&F purchased four floors of the tower and named it “the G&F Hub” – the largest investment in our future that we have made to date.

G&F’s South Burnaby Branch at 7375 Kingsway has been relocated and renamed “Edmonds Branch” – to recognize the community that has supported the work of credit unions for decades. Gulf and Fraser Fishermen’s Credit Union was founded in Vancouver in 1940 and rebranded to G&F Financial Group in 2002. Over the years, the member-owned co-operative has built 16 branches across the Lower Mainland, including four branches in Burnaby. When G&F merged with United Savings Credit Union in 2004, we brought in a legacy of community-focused work in Burnaby that extends back to the 1930s. To the west of the Edmonds Branch is the birthplace of one of [the first chartered credit unions in BC](#).¹

“In 1936, British Columbia’s very first financial co-operative, named the Common Good Credit Unit, opened up in Burnaby. We’re very proud of that being part of our roots. We have been serving members for 80 years and we are excited for the road ahead with the Edmonds community.” ~ Bill Kiss, Co-CEO and Jeff Shewfelt, Co-CEO.

Today, credit unions are still strong in BC, and they are experiencing a tremendous evolution within the finance industry. That environment, along with G&F’s commitment to the co-operative principles of credit unions, informed ZGF’s design of Edmonds Branch. The branch offers comprehensive financial services and advice within a bright and colourful space that is welcoming to members and the wider Edmonds community. The open concept design provides an ideal environment for G&F to deliver personalized service, allowing for conversational interactions with members and a relaxed setting for financial planning. There is room for members to spend time with their advisors in the lounge or in a private meeting room.

G&F built the Edmonds Branch with collaboration in mind. We recognize that our success stems from the success of our members and we are pleased to provide a space to support local initiatives. The branch offers a bookable community meeting room available during branch hours, a shared workspace for visitors, and a mezzanine level, which is reserved for future partnerships.

G&F credits the Board of Directors for its foresight years ago when it set out a strategy to accommodate our growth, resulting in the construction of the G&F Hub and the flagship Edmonds Branch.

¹ Source: Burnaby Historical Society Community Archives collection, Oral History series; [100-13-25 Track 7](#) and [100-13-25 Track 8](#)

About G&F Financial Group

With 34,000 members, 16 locations and \$2.7 billion in total assets under administration, G&F Financial Group proudly provides a full range of personal and business banking, investment and insurance solutions to our credit union members. With a passion for educating and empowering others to achieve their financial goals, we focus on providing advice tailored uniquely for each member and have supported members and invested in our local communities for 80 years.

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Man in front of Common Good Co-operative Association, Burnaby 1938,
the birthplace of the Common Good Credit Unit



G&F employees in front of Edmonds Branch, Burnaby, 2020;
Sculpture by Ken Lum, *The Retired Draught Horse and the Last Pulled Log*