
Alterna Savings is Building a Better World

December 10, 2012 - [Alterna Savings](#) is the first Ontario credit union to make a commitment to the Co-operative Development Foundation of Canada's **Build a Better World Campaign**. Over the next four years, Alterna Savings will contribute \$60,000 to create lasting prosperity in the developing world.

For many years, Alterna Savings has taken a leadership role in community economic development, with a focus on financial literacy, micro-finance and the alleviation of poverty. Through this significant donation, Alterna Savings is supporting the efforts of disadvantaged and marginalized people, who are working to improve their lives and their communities through co-operatives and credit unions.

"Alterna Savings believes in being a responsible corporate citizen and works hard to support growth and investment in our communities" says Alterna Savings' President and CEO, John Lahey. "The International Year of Co-operatives seemed like a good time to expand that support from local to global, and the **Build a Better World Campaign** offered the perfect opportunity. We encourage other Ontario credit unions to make a significant commitment to this campaign."

The **Build a Better World Campaign** seeks to raise \$12 million in support of international co-operative development over the next four years. The campaign was inspired in part by the theme for the United Nations International Year of Co-operatives, and by the growing need to address poverty in the developing world. The Co-operative Development Foundation has worked in partnership with the Canadian Co-operative Association (CCA) for several decades, raising money for CCA's co-operative development activities.

According to Michael Barrett, Chair of CDF, "We know that the co-operative model has proven to be an effective and sustainable approach to poverty reduction. Our work makes a difference, and we are delighted that Alterna Savings has chosen to be an important part of this effort to build a better world."

"We are excited that Alterna Savings is supporting this campaign in such a meaningful way. They have long been engaged in our international work through the CCA Women's Mentorship and Credit Union Coaching Programs. Now the lives of hundreds of thousands of the world's poorest people will be improved through this contribution" says Julie Breuer, CDF's Director of Fundraising and Operations.

[Alterna Savings](#) is a full-service, member-focused, and community-based credit union that operates in the National Capital Region and the Greater Toronto Area. Guided by a commitment to support the well-being of members, employees and communities, Alterna offers a broad range of financial products and services to over 100,000 members. Learn about the Alterna Savings difference at www.alterna.ca.

The [Co-operative Development Foundation of Canada \(CDF\)](#) is a registered charitable organization. It raises money, mostly from Canadian co-operatives and co-op members, to help alleviate poverty by building and strengthening financial and non-financial co-ops in developing countries. Working with the Canadian Co-operative Association and other partners, it helps poor communities fight poverty and create more secure lives through community-owned co-ops.

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