

Alterna commits \$150,000 to empower young leaders through Enactus Canada

November 28, 2016 (Toronto, ON) – Alterna Savings and Alterna Bank (Alterna) are proud to announce a deepening of their commitment to Enactus Canada, the country’s largest student leadership development organization dedicated to inspiring students to improve people’s livelihoods through entrepreneurial action. This commitment will see Alterna invest \$150,000 over the next 10 years, the longest pledge of any organization engaged with Enactus Canada.

Since 2014, Alterna has regularly invested funds in Enactus Canada to support the advancement of their mission to develop young leaders, improve lives and strengthen communities, while accessing real business advantages. Through their partnership, Alterna and Enactus Canada work to shape entrepreneurial leaders who are passionate about advancing the economic, social and environmental health of Canada. Working with schools across the country, Enactus Canada seeks out the best and brightest students who see business as a tool for social improvement, and provides them with the resources to implement their projects.

“We’re thrilled to announce a long-term investment in Enactus Canada as they share the same commitment to developing young entrepreneurs, and addressing social issues, as we do,” said Rob Paterson, President and CEO, Alterna Savings and Alterna Bank. “Through our partnership we’re able to help provide young leaders with a better understanding of the types of commercial strategies that maximize social impact, alongside profits, just like credit unions and co-operatives have done for decades.”

“At Enactus Canada we rally the energy, ideas and passion of Canada’s best and brightest students who see business as a way to address social issues,” said Nicole Almond, President, Enactus Canada. “Through the important support of Alterna we’re going to be able to continue to expand our experiential learning platform, help students unleash their entrepreneurial spirit and develop the talent and perspective essential to leadership in our ever changing world.”

In 2015–2016, Enactus Canada engaged with close to 3,000 students and faculty advisors across 64 universities and colleges, to work on projects dedicated to advancing the social, economic, and environmental wellbeing of Canada. Together, students and faculty advisors jump started 82 student business ventures and delivered 280 community–outreach–projects. 672 new businesses were started from which 1,113 people found employment. Overall 33,000



people were positively impacted by the 400,000+ volunteers hours dedicated by Enactus Canada groups.

About Enactus Canada

Enactus Canada is the country's largest student leadership development organization dedicated to inspiring students to improve people's livelihoods through entrepreneurial action. Enactus provides a platform for post-secondary students to create projects that advance the economic, social and environmental health of Canada. Guided by academic advisors and business experts, more than 2,734 entrepreneurial post-secondary students led 280 community empowerment projects and 672 business ventures this past year in communities coast to coast directly impacting over 33,000 people. An annual series of regional, national and international competitions provides a forum for student teams to showcase the impact of their efforts and to be evaluated by executives serving as judges. As a global network of 36 countries, Enactus uses the power of entrepreneurial action to transform lives and shape a better, more sustainable world. For more information, visit enactus.ca.

About Alterna

For more than 100 years, the Alterna Savings has been helping Canadians achieve their financial dreams, while building strong, vibrant communities. As the first full service, member-owned credit union outside Quebec, Alterna Savings shares its expertise with more than 100,000 members and holds over \$4 billion in assets under administration. It offers a full suite of financial services online, by phone, by mobile and through a network of 24 branches across Ontario, including Peterborough Community Savings, a division of Alterna Savings and Credit Union Ltd. Alterna also offers financial services to all Canadians with Alterna Bank. As one of the most innovative banks in the country, they are bold in our approach to helping people, manage, grow and save their money virtually. Alterna Bank offers exclusive high-interest eChequing, eSavings, RRSP, TFSA and eTerm products through an easy-to-use digital banking platform. Anyone who banks with Alterna also has access to the 2nd largest surcharge-free ATM network in Canada with THE EXCHANGE® Network. For more information please visit alterna.ca or alternabank.ca

Media Contact:



Adrienne Finlay – Manager – Corporate Communications

Alterna Savings

P: 416.213.7900 ext. 7655

E: adrienne.finlay@alterna.ca