



## NLCU Charitable Foundation announces new giving strategy during Good Tidings Gathering

FOR IMMEDIATE RELEASE

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(ST. JOHN'S, NL): This afternoon, the NLCU Charitable Foundation (NLCU CFC or "the Foundation") held an online event called Good Tidings Gathering. During the event, attended by representatives of more than 40 registered charities in Newfoundland and Labrador, the Foundation announced important changes to its giving strategy.

The goal of the Foundation's new giving strategy is to increase the overall impact of its donations. Instead of providing small donations to many charities, the Foundation will now focus on supplying larger donations to a limited number of charities each year. Allison Chaytor-Loveys, President and Chairperson of the NLCU CFC, explains that "these larger donations should provide selected charities with a significant boost to help move forward with important projects, whether they be for programming, services, or infrastructure."

Qualifying charities interested in receiving a donation will be able to express their interest through a simple online application available on the Foundation's website, [nlcucfc.com](http://nlcucfc.com). The application process will outline criteria for eligibility and expectations for selected charities. The deadline for applications will be February 28.

The Good Tidings Gathering ended merrily, with a random draw for a \$1,000 donation from the NLCU Charitable Foundation. All charities attending the event who were deemed eligible for the draw had their names entered. The donation was won by attending charity, Wooden Boat Museum of Newfoundland and Labrador.

"2020 has been tough for many people, communities, and organizations, so we were absolutely thrilled to be able to raise enough funds to provide \$94,700 in donations to 77 charities in Newfoundland and Labrador this year," says Chaytor-Loveys. [A full list of 2020 donation recipients is attached to this release.]

Though 2020 has been shaped by a pandemic that spurred a swift economic downturn, the NLCU Charitable Foundation's fundraising efforts raised monies that were on par with previous years. Chaytor-Loveys credits the Foundation's continuing success to its dedicated event sponsors and volunteers. "As a charity, every year we have been blessed with the enduring commitment of a wonderful group of corporate sponsors and the best volunteers you could ask for. We simply cannot do it without them."

Corporate sponsors for 2020 include Newfoundland and Labrador Credit Union (NLCU), CDL Holdings, NEI Investments, The Co-operators, Aviso Wealth, E.C. Boone, League Data, The CUMIS Group, Diebold Nixdorf, Reddy Kilowatt Credit Union, Johnson Insurance, Hickman Automotive Group, and The Woodshop on Fogo Island. Volunteers of the Foundation are comprised mainly of NLCU employees.

The Good Tidings Gathering was held in lieu of the NLCU Charitable Foundation's traditional Annual Charities Luncheon, a one-of-a-kind networking event for Newfoundland and Labrador charities that the NLCU CFC has hosted for many years in St. John's.

To learn more about the NLCU Charitable Foundation, visit [nlcucfc.com](http://nlcucfc.com).

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## Recipients of Donations from the NLCU Charitable Foundation in 2020

1. Alzheimer Society of NL, Inc.
2. Autism Society of NL
3. Bay St. George Sick Children's Foundation Inc.
4. Big Brothers Big Sisters of Eastern Newfoundland
5. Boys and Girls Clubs of Canada - NL Region
6. Bridges to Hope Inc.
7. Calos Youth Orchestras
8. Canadian Cancer Society - NL Division (Daffodil Place)
9. Canadian Hard of Hearing Association - NL
10. Canadian Liver Foundation NL
11. Canadian Red Cross - NL
12. Caribou Group of Rotary (Waterford Hospital Initiatives)
13. Choices for Youth
14. Clarenville SPCA
15. CNIB Foundation
16. Community Action Group For Adults with Developmental Disabilities
17. Community Food Sharing Association
18. Community Mental Health Initiative Inc.
19. Crohn's and Colitis Canada - Eastern Avalon Chapter
20. Cystic Fibrosis Canada NL Chapter
21. Dr. H. Bliss Murphy Cancer Care Foundation
22. Dr. Jack Hand Legacy Foundation
23. Easter Seals NL
24. Eating Disorder Foundation of Newfoundland and Labrador
25. Epilepsy Newfoundland & Labrador
26. Foundation of the Rotary Club of St. John's (Food Hampers)
27. Gander Goodwill Centre
28. Heart & Stroke Foundation of NL
29. Home Again Furniture Bank
30. Hope Air
31. Hope Haven
32. Iris Kirby House Foundation, Inc.
33. Janeway Children's Hospital Foundation
34. Karen's Place
35. Kids Eat Smart Foundation
36. Kids Help Phone, Atlantic Region
37. Kiwanis Music Festival Association of St. John's
38. Knights of Columbus Charity Foundation
39. Labrador West Ministerial Association & Food Bank
40. Lady Cove Women's Choir
41. Legion Hospital Foundation
42. Lionel Kelland Hospice
43. MADD Avalon
44. Manuels River Heritage Society
45. Newfoundland Pony Society
46. Newfoundland Symphony Orchestra Association
47. NL Association for Community Living
48. NL Brain Injury Association
49. NL Down Syndrome Society
50. Opera on the Avalon
51. Parkinson Society Canada, NL Chapter
52. Perchance Theatre
53. Prostate Cancer Canada
54. Quidi Vidi Rennie's River Development
55. Rainbow Riders - St. John's Therapeutic Riding Association
56. Ronald McDonald House Charities NL
57. Single Parent Association of NL
58. Special Olympics Newfoundland & Labrador Inc.
59. St. John's Women's Centre
60. Stella's Circle Community Services
61. The Arthritis Society NL Division
62. The Candlelighters Association of NL
63. The Duke of Edinburgh's Award - NL Division
64. The Gathering Place
65. The Kidney Foundation of Canada - NL Branch Office
66. The Lung Association NL
67. The Murphy Centre
68. The Pottle Centre
69. The Royal Canadian Legion - Grand Falls (NFLD No. 12) Branch Poppy Fund
70. Thomas Howe Forest Foundation Inc.
71. Toys for Joy
72. Trinity-Conception-Placentia Health Foundation
73. U-Turn Drop In Addiction Center
74. Vera Perlin Society
75. Vine Place Community Centre Inc.
76. Western Regional Hospital Foundation
77. Wooden Boat Museum of NL
78. The Jimmy Pratt Memorial Outreach Centre Inc. (*NOTE: This was a donation of moose meat.*)