

FirstOntario raises funds for events in support of people experiencing homelessness

MEDIA RELEASE

Hamilton, ON, February 25, 2025 – Despite the cold, FirstOntario Credit Union was out in the community this past weekend supporting the Coldest Night of the Year walks across different communities. More than 45 employees participated in seven walks, and raised \$7,270 in support of important organizations - Start Me Up Niagara in St. Catharines, Project SHARE in Niagara Falls, Neighbour to Neighbour Centre in Hamilton, NeighbourLink Chatham-Kent in Chatham, United Way Oxford – Ingersoll, Operation Sharing in Woodstock, and Food for Life in Burlington. Since we began participating, we've raised more than \$36,000.

FirstOntario also participated in Sleepless for our Community, a fundraiser that supports United Way Halton & Hamilton. Starting at 10 pm on February 21 until 8 am the following day, participants slept in their cars and raised funds while gaining a better understanding of the daily challenges faced by youth and adults living in poverty. FirstOntario has been a long-standing supporter of the United Way and has also fundraised over \$35,000 towards this initiative. To help raise awareness, Joanne Battaglia, SVP Marketing, Communications & Community Partnerships, participated by sleeping in her car, raising \$6,230 – more than double her goal. “It was a very humbling experience and it wasn't easy to get comfortable, let alone try and stay warm. But it helped me to understand in a small way the challenges many people in our community face.”

About FirstOntario Credit Union

FirstOntario is a full service cooperative financial institution, serving members for more than 85 years throughout the Golden Horseshoe, Niagara Region, and Southwestern regions of Ontario. With \$7 billion in assets under management, FirstOntario is one of Canada's largest credit unions. Everyone is welcome to be part of FirstOntario for financial services including daily transactions, mortgages, lines of credit, loans and investments. FirstOntario profits are invested into the communities we serve through support for entrepreneurs, competitive rates and charitable pursuits including our award-winning student nutrition program. Learn more about us today at [FirstOntario.com](https://www.FirstOntario.com).

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