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Vancouver firm out to make world of difference Credential Financial making statement to millennial generation

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Vancouver-based Credential Financial is making a value statement to recruit the millennial generation.

The wealth management firm asserts this generation is a group of community-conscious individuals who carry a strong awareness of social issues, looking for a job that makes a difference.

Credential, which employs more than 200 people across Canada, has invested heavily in community giving. Over the past three years, the firm and its employees have donated more than \$165,000 to organizations across the country.

The company's efforts include: An employee-driven committee that runs a number of activities with a charitable focus throughout the year.

These include: 50/50 draws at company events; annual clothing drive for Directions Youth Centre; disaster relief fundraising; annual Pink Shirt day and an annual daffodil fundraiser for BC Children's Hospital.

A peer recognition program that makes donations to a charity chosen by the employee in their name.

Employees celebrating significant milestones receive service awards and may direct a corporate donation to a non-profit organization.

Credential offers paid volunteer days, corporate giving programs and employee fundraising activities. The company donated \$8,000 to Alberta flood victims, \$4,000 from employees and \$4,000 matched by the company.

"It's really important to me that the company I work for gives back to the community and gives me opportunities to do the same," said employee Armita Seyedalikhani.

"Working for a firm that embodies its values of community in everything it does, brings an additional sense of fulfilment in my job. I'm lucky to have found a company whose values align with mine."

- Submitted to The Vancouver Sun

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