



**For further information, contact:**

*Dieter Kays*

*President & CEO*

*Bus: 519-886-4617 ext. 240*

*Cell: 519-741-6128*

*dkays@faithlifefinancial.ca*

*www.faithlifefinancial.ca*

## **News Release**

For immediate release

### **FaithLife Financial sends aid to Haiti**

WATERLOO, ONTARIO – FaithLife Financial has responded to the catastrophic earthquake in Haiti with a \$35,000 commitment, including an immediate \$10,000 donation to [World Vision's emergency appeal](#). In addition, FaithLife Financial members, organized in 350 chapters across Canada, will also be able to respond in the coming weeks with donations which will be matched by FaithLife Financial, up to an additional \$25,000. The Matching Grants Program, together with the corporate contribution, will likely total more than \$50,000 to directly help in the relief effort in Haiti.

According to World Vision reports, hundreds of thousands of people are dead, missing and left homeless, and this nation is in desperate need of basic supplies such as clean water, food, clothing, soap and blankets.

“Immediate aid is critical and we know that World Vision has more than 370 relief staff already on the ground working to deliver immediate relief,” says Dr. Dieter Kays, FaithLife Financial’s President and Chief Executive Officer. “Our thoughts are with the people of Haiti and we pray that our contribution, combined with other international aid, will help rebuild lives.”

FaithLife Financial is a not-for-profit, member-based financial services organization that provides insurance and investment solutions to more than 31,000 members. It administers assets exceeding \$444 million and has over \$1 billion of in-force insurance. The organization reinvests its earnings in programs that support members, their congregations and communities, as well as people in need worldwide. Its mission is to help Canadian Christians protect their future, live their values and build a better world.

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*Attachment: FaithLife Financial Backgrounder (Our Story)*