

For immediate release
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Genisys Credit Union Helps Small Organization Make Big Changes

Pontiac, MI- Genisys Credit Union generously donated funds to Pontiac SUN TimeBank to purchase custom shirts, ink pens, and a banner increasing their visibility in the community. By supporting Pontiac SUN TimeBank, Genisys Credit Union is supporting the entire Pontiac community. The mission of the TimeBank is nurturing, inspiring, and motivating neighbors to share skills and talents. As neighbors get to know each other, they are able to build an old-fashioned extended family of people who take care of each other. “Genisys Credit Union believes in people helping people and we are pleased to join SUN’s mission for people to share together their time and talents to build strong neighborhoods and make a difference,” stated Linda Zabik, Manager of Public Relations and Community Involvement.

The concept of TimeBanking is simple yet innovative. An alternative market system, TimeBank members give and receive services in exchange for TimeBank hours, a kind of local currency. All services are equal, so every hour spent on a task is worth one TimeBank hour, and members can redeem one TimeBank hour for one hour of service.

In just two years since Pontiac SUN’s establishment, nearly 200 members have joined and have traded 5,400 hours. A diverse group of people with an even more diverse skill set has now become connected. The TimeBank has facilitated far-reaching projects such as Pontiac’s first My Little Free Library, a program that will give people easy access to a huge variety of books, and a career day at Webber Media Arts Academy where respected community leaders, including Mayor Deirdre Waterman, presented to K-6 students. It has also supported and educated residents on a more direct level through activities such as Spanish classes, cooking classes, providing transportation, specialty crafting classes, a lecture on autism spectrum disorder given by an Oakland University Physics professor, help with moving, home and yard cleanup, gatherings to discuss health and wellness, and many more. Genisys Credit Union’s financial support is helping to pioneer this growing social movement that continues to have profound effects on our community.



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