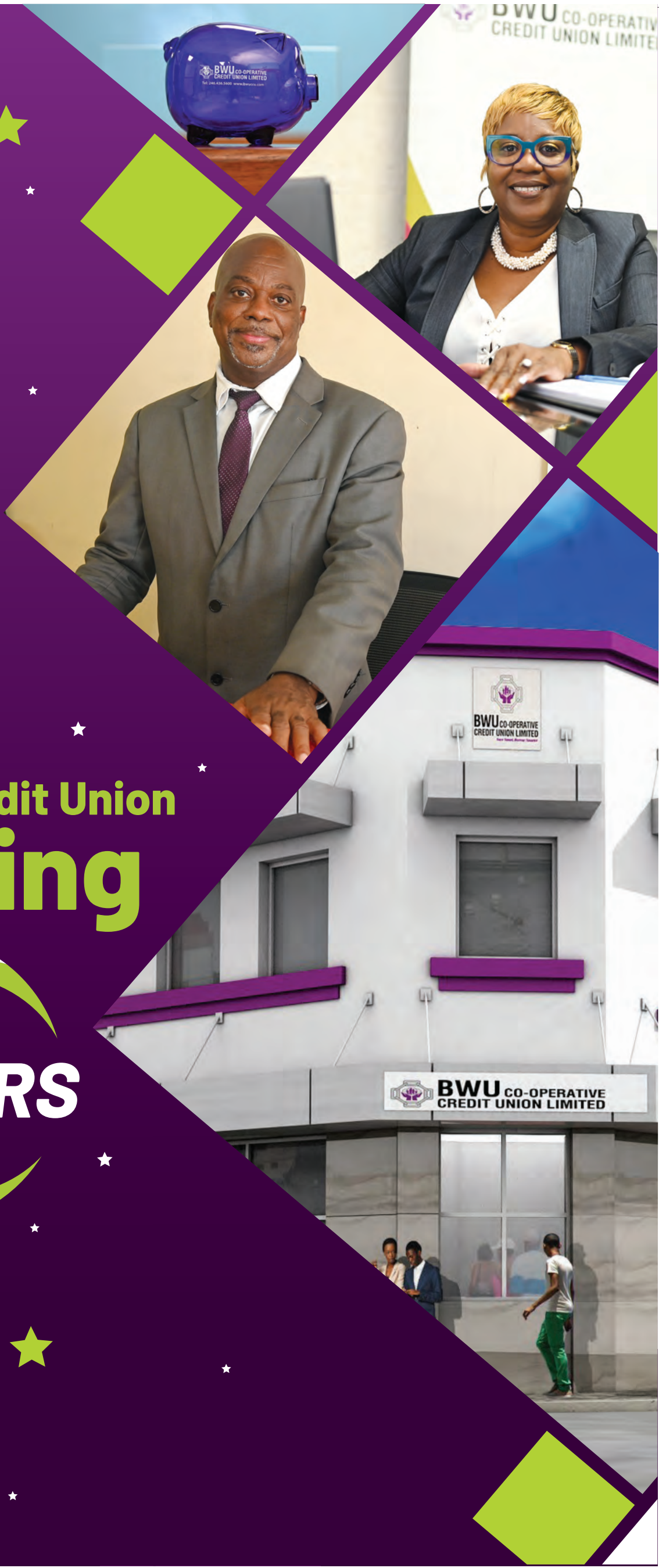


the  
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YEARS

**12 Page Feature**  
SUNDAY, SEPTEMBER 24, 2023

**BWU Co-operative Credit Union**  
**Celebrating**

**40**  
**YEARS**



# Care is at our core



**Message from Alana Cadogan, Chief Executive Officer of the BWU Co-operative Credit Union, to mark its 40th anniversary.**

**W**hen a group of visionaries in the Barbados Workers Union fielded the idea of a credit union 40 years ago, their mission was to help their ordinary, working-class members access affordable financing and have a financial institution that served in their best interest. They may not have envisioned that their homegrown credit union, which was officially registered as the 62nd credit union in Barbados on July 8, 1983, would grow into the multi-million dollar cooperative that we have become. Today, we have a wide and varied membership, made up of Barbadians from every walk of life and assets over BDS\$214M.

We have certainly come far from our humble beginnings, and as the CEO of the modern **BWU Co-Operative Credit Union Ltd. (BWU Credit Union)**, who has been an employee for over 15 years, I am proud to pay homage to the efforts of the trailblazers, hardworking stalwarts and committed staff who believed in possibilities and helped to build our credit union. We are truly privileged to celebrate this very significant anniversary in our company's history. We are also very grateful to the over 30 000 members who chose us as their credit union and we will work hard to remain worthy of their patronage.

Our mission, irrespective of size, will always be to treat our members fairly and equally and to ensure that our member experience remains simple and stress-free, with a focus on a caring and co-operative spirit, excellent service, expert guidance, and the provision of relevant, innovative, and quality financial solutions. With care at our core, we will also strive to work with each member to ensure their overall financial well-being.

As we turn towards our future, we aim to build on our accomplishments to date and stay responsive to the changing needs of our members, as well as market dynamics. A statement often used within our credit union is that we may not be the biggest, but we want to be the best and impact our members' lives positively. We will, therefore, continue to develop a robust risk and compliance structure and are working on some exciting technology-driven projects, which will significantly enhance our services. We are also heavily investing in the



**ALANA CADOGAN, chief executive officer of the BWU Credit Union. (GP)**

training and development of our staff. Very shortly, we will be launching a new name and distinctive brand for the credit union, which can best help us achieve our strategic goals.

At the **BWU Credit Union**, you are **Better With Us**, and we will ensure that this current slogan remains the truth. On behalf of the management and board of directors, I extend sincerest thanks to our volunteers, staff, members, stakeholders, and anyone who has helped the **BWU Credit Union** to grow and flourish. Happy 40th anniversary.

*Happy 40th Anniversary!*

The Directors,  
Management and Staff of  
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The formation of co-operatives was envisaged by the founding fathers of the Barbados Workers Union in the 1960s, and according to trade unionist, Robert "Bobby" Morris, "was enshrined in the rule book of the organisation".

Seeing the pressing need to enhance the livelihood of their members back in the 1970s, individuals, including leading trade unionists Frank Walcott, (later Sir Frank Walcott), Evelyn Greaves and Linda Brooks, thought the time was ripe for the Barbados Workers Union (BWU) to establish a credit union. Records showed that resolutions were put forward and these were shared at the BWU's annual conference.

In October 1981, according to Morris, Brooks, who at that time was employed by Letchworth Press, penned a letter to the then General Secretary Frank Walcott calling for the trade union to begin the process for the establishment of the long-awaited credit union.

The Executive Council considered the request and Evelyn Greaves was chosen as the one who would make the initial plans for the credit union's birth.

Morris recalled, "This started a phase of activity which saw the birth of the Barbados Workers' Union (BWU) Co-operative Credit Union Limited. Firstly, the divisions were circulated and asked to indicate their interest in forming such a body. The results were encouraging."

On Thursday, December 10, 1981, the BWU held the inaugural meeting of the credit union at Unity House, Roebuck Street, The City, and some 68 people were in attendance. Following a successful inaugural meeting, a steering committee was elected to plan the formation of the credit union.

The BWU credit union was opened for

receiving funds on June 21, 1983, at its headquarters at the corner of Nelson and Fairchild Streets. Its initial opening hours were Tuesday and Thursday from 5 p.m. to 7 p.m. and Margaret Wiltshire and Clayton Gilkes were the first cashiers.

On September 25, 1982, the steering committee applied for registration under the Cooperative Societies Act, CAP 378 and the BWU Credit Union was registered as No. 62 in Barbados on July 8, 1983.

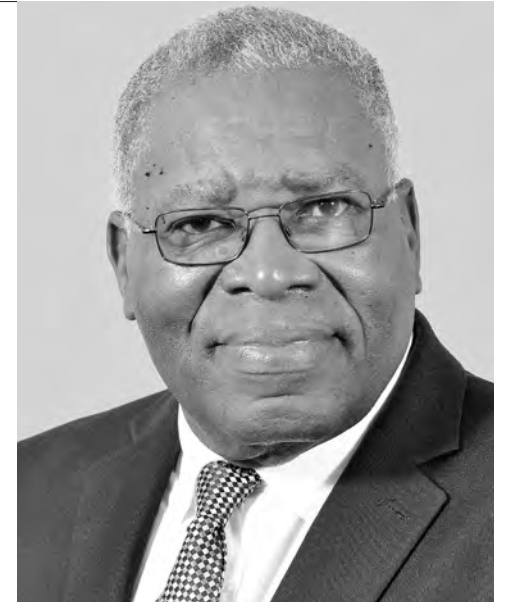
The first general meeting of the credit union was held on July 23, 1983, at Unity House, Roebuck Street. Evelyn Greaves was elected as the first president, and Robert "Bobby" Morris as the first secretary. Frank Walcott received the first passbook, and Orlando "Gabby" Scott was put in charge of public relations.

Morris explained that as plans were being made to grow membership, at that time, one could not join the credit union until one had become a member of the BWU and vice versa.

Today, as the BWU Credit Union celebrates its 40th anniversary, the doors have long been thrown open to embrace anyone desirous of becoming a member. The credit union has grown by leaps and bounds to become one of the largest in Barbados, with three branches located in Bridgetown, Speightstown and Oistins. At the end of the 2023-2023 financial year, the credit union had recorded assets of over \$200 million, and the membership had grown to over 30 000.

An optimistic future awaits as the soon-to-be-rebranded BWU Credit Union remains committed to a secure path of growth and success for itself and its members. (CH)

# History in the making



ROBERT 'BOBBY' MORRIS (FP)



LINDA BROOKS (FP)



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**OPERATIONS TEAM MEMBERS at the Oistins Branch.** From left, Neville Nurse, Sacha Mondesir, Kathleen Broomes, Shavonne Dottin & Ronnisha Barrow. Missing is Branch Manager Michaela Niles, Dario Yearwood, and Office Attendant Joan Best. (JJS)



(FROM LEFT), Office Attendant, Mary Haynes and Marika Hinds, Janice Burgess, Tia Atwell, Shana Taylor (Branch Supervisor), Adrien Emmanuel and Jade Amor Grant of the Operations team at the Speightstown branch. Missing is Kim Hunte (Branch Supervisor), and Joakima Rochester. (JJS)



**OPERATIONS TEAM MEMBERS at the Bridgetown Branch.** From left, Cherise Austin, Jamaro Yearwood, Charmaine Johnson, Octavia Lewis, Shakira Forde, (Branch Supervisor), Sherri Taylor, Tia Bowen and Keira Cumberbatch. Missing is Branch Manager Lisa Collymore, as well as Keisha Goddard, Juann McCarthy, Chelsea Brathwaite and Damian Gilkes. (JJS)

# Putting our members first always

“Putting the members of the **BWU Cooperative Credit Union** first” has always been the maxim of Marie Theodore, Chief Operations Officer (COO), who is responsible for the Operations department, which comprises loans, tellers, and member experience.

“As we celebrate our 40th anniversary, we look forward to evolving and growing alongside our members. Together we will continue to shape a brighter financial future, one that reflects our unwavering dedication to innovation, efficiency, and above all, putting our members first,” Theodore vouched.

Speaking to the various developmental programmes of the credit union, Theodore noted that the financial institution has set its sights on becoming the most efficient credit union not only in Barbados but across the entire region, and that embracing technological advancements will continue to be the key to achieving this ambitious goal.

We are dedicated to harnessing the power of technology to enhance our members’ experience, streamline our operations, and reduce costs.

“As one of the largest credit unions in Barbados, we understand the importance of responsible growth.

Our strategy involves scaling our resources to accommodate our continuous expansion efficiently and strategically. This ensures that our members receive the highest level of service and attention, regardless of our size. We aim to grow while maintaining the personalised touch that has defined our relationship with our members,” Theodore



**CHIEF OPERATIONS OFFICER, Marie Theodore.** (JJS)

promised.

In 2022, the credit union underwent a major organisational restructuring to best position itself to serve members and meet regulatory requirements. A key element of that exercise was a greater focus on each branch. As such, under Theodore’s leadership, two branch managers were introduced: Lisa Collymore, branch manager for Bridgetown and Michaela Niles who has oversight for Oistins and Speightstown. The branch managers play a key role in managing branch resources and staff, delivering stellar member service, as well as attaining sales goals and growing the membership base at the branch level.

The Operations team has also been very focused on greater outreach to grow the credit union and engage members. As a result, they continue to stage pop-up events in public and private spaces and are pursuing strategic alignment with various stakeholders, along with greater youth engagement.

Branch Manager Michaela Niles shared, “One of the main strategies we have adopted is to get young people onboard and familiar with the credit union movement. We are working to attract them through our social media platform and online services. This year, our Human Resources team reintroduced our summer internship programme, and we have facilitated several sponsorships and presentations to schools, youth groups, organisations, and camps.

“In addition to its business development efforts, the credit union is also emphasising regular member engagement. COO Marie Theodore has promised that while the credit union grows, it will remain committed to ensuring that members always feel heard.

“We are actively seeking ways to continuously engage them, seeking their feedback, and incorporating their suggestions into our operations. This strengthens our bond and allows us to tailor our services to better meet their unique needs.”

The COO also stressed, “Empowering our members has always been a core mission. Our suite of savings products is designed to help members, create generational wealth, and find a fresh start if they encounter financial challenges. Whether it’s purchasing their first car, owning their dream home, or consolidating debts, the **BWU Credit Union** is here to support our members every step of the way,” Theodore added.

“We are also continually reassessing our processes and product offerings to ensure they remain relevant and valuable to our members. Our goal is to stay ahead of industry trends and provide our members with innovative solutions that best allow them to navigate the complexities of today’s financial world,” Theodore informed.

She added, “The credit union is also deeply committed to upholding regulatory compliance, while simultaneously bolstering risk management efforts, with a particular focus on credit risk, which is a paramount concern for our credit union. Through prudent lending practices, we seek to fortify our financial stability and safeguard our members’ investments.”

A talented and well-trained workforce is also a credit union priority. “Our dedicated staff play a pivotal role in delivering exceptional service to our members. With the help of our Human Resources team, we are committed to providing them with the necessary training and resources to continuously meet members’ needs. We will also continue to invest in their growth and development,” Theodore assured. (CH)



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**T**rade unionists with great minds, tenacity, vision, and the will to succeed, have placed the **BWU Credit Union** on a strong footing.

Lucy Hall, Executive Secretary of the credit union, and a long-standing staff member, who has chronicled aspects of the credit union over the years, shared, "We are proud to say that we still have amongst our membership, BWU stalwarts who have been with the **BWU Credit Union** from day one."

"There is Linda Brooks, after whom our headquarters, which is currently under renovation is named, along with the late Sir Frank Walcott. We also have individuals such as Robert "Bobby" Morris, whom we affectionately call our credit union historian, as well as Orlando "Gabby" Scott. Another key BWU stalwart was the late Levere Richards, after whom one of our youth scholarships is named."

Other leading players in the growth of the **BWU Credit Union** and who championed the cause were Vere St Clair Rock, former treasurer and board member. Today he sits on one of the ad hoc committees. There was also past presidents such as Clifford Mayers, Dalton Medford, who was the longest serving president, Ashton Turney, a former president and member of various committees and whose contribution has also been invaluable, as well as David Giles,

Henderson Scott, Washbrook Bayne and Joseph Tull, to mention a few.

"There were countless others who helped in growing the credit union," Hall stated.

Recalling the early days and the milestones the credit union has reached during the past years, Hall spoke about her role in helping to recruit some of the credit union's line and management staff. She is pleased that some of those staff members are still with the organisation, and that the **BWU Credit Union's** assets have more than doubled from 2010 to now.

"I was there when we reached the \$100 million threshold. That was always my dream – to have our assets reach that \$100 million mark. We have now surpassed that, and we are moving ahead nicely."

"We have seen the credit union evolve from being regulated by the Cooperative Department in the Ministry of Finance to the Financial Services Commission. I have seen it help thousands of people meet their milestones – such as purchasing their first vehicle, securing their mortgage, being able to send their children abroad to study, and in general, I still see people being given the opportunity to enjoy a good life."

Hall is convinced that the foundation laid by founding members and many who came after, has helped the credit union to grow to the extent that it was able to open its two



**EXECUTIVE SECRETARY Lucy Hall and Secretary, Sharon Murrell. (US)**

branches at Oistins, Christ Church, and Speightstown, St Peter, during the past decade.

She declared, "We have grown in leaps and bounds and that augurs well for the credit union movement." (CH)

# From idea to legacy



**ASHTON TURNEY, past president. (FP)**



## Turney: A loyal stalwart

AFTER SPENDING 32 years serving on various committees of the **BWU Credit Union** and as president from 1997-2000 and again from 2011-2013, Ashton Turney is qualified to represent people in the credit union who understand the benefits derived from these cooperatives.

A member of the credit union since 1984, Turney has also served as a member of the Credit Union League of Barbados, becoming the first person to serve as president for two terms. He has also been a director and vice president of the Caribbean Confederation of Credit Unions.

He recalled how the **BWU Credit Union** "took off" in the 1980s following its establishment and how it opened opportunities for the average person who could not secure a loan with commercial banks. "The credit union gave financial power to the average man and

helped to form the middle-class of Barbados. It helped me in many ways," Turney shared.

As he looks towards the future, Turney holds the view that there will be further steady growth when the credit union movement gets the deposit insurance in place.

"More people will join the credit union knowing there will be insurance coverage of at least \$25 000 on their savings.

He opined, "I do not think that Barbados would be what it is today without the credit union movement. Credit unions make banking easier for everyone." (CH)



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The Board of Directors, Management and Staff of the **Barbados Co-operative & Credit Union League Limited** wish to extend heartiest congratulations to the **Barbados Workers' Union Co-operative Credit Union Limited** on the occasion of their **40th Anniversary**.



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*We salute you on this special occasion and wish you many more years of success!*



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**SIS. VALERIE HOPE, Marketing Manager**



**BRO. ANTONIO ARTHUR, Information Systems Manager**



**SIS. LISA COLLYMORE, Branch Manager**



**SIS. MICHAELA NILES, Branch Manager**

**CEO: Green the way forward**

RECENTLY APPOINTED Chief Executive Officer of the **BWU Credit Union**, Alana Cadogan, has a clear vision for the future of the organisation, and has identified several key goals, all aimed at positively impacting the lives of credit union members.

High on Cadogan's futuristic agenda is to see the credit union not only become a green-centric organisation through the products and services on offer but also for its management and staff to be environmentally conscious, especially of climate change and its impact on Barbados and the region. She noted that some departments in the credit union run a paperless operation, and we are in the process of implementing an online document management system.

As the credit union moves further along in the digital age, Cadogan wants to see a green footprint which future leaders can emulate and build upon.

The CEO added, "In addition, through the loan services we provide, members can apply for loans to green their properties. We partnered with Williams Solar (the trading name of Williams Evergreen Limited) effective last year, to ensure our members have access to quality photovoltaic (PV) systems, but members can choose the provider of their choice. We also have special financing available with low interest rates for those desirous of investing in hybrid and full electric vehicles."

She shared, "Regarding digital transformation, we already have some services such as online and mobile banking. This was introduced in 2013. We joined the now defunct local debit card network, CARIFS, in 2011, and introduced the Mastercard debit Card in February 2021.

To better serve its members, the **BWU Credit Union** has

recently joined the Barbados Automated Clearing House Services Inc. (BACHI).

Cadogan said, "We must go through the necessary technological process to roll out real-time payments and transactions in the not-too-distant future. This will make it easier for our members to access their money while making it easier for them to conduct business online and avoid the pitfalls an individual may face when physically carrying around cash.

"Already in place," she disclosed, "is the opportunity for new members to apply online to join the credit union and for existing members to apply for loans online." She also noted that "there will be an upgrade to this service in the near future."

"We are also strengthening our risk management practices and have hired a risk officer".

Cadogan stressed, "We will be reinforcing our enterprise risk management practices as well as our corporate governance practices to ensure that we are in line with good corporate governance. We will be rolling out various training programmes and updating our policies and methods." Cadogan also disclosed that the **BWU Credit Union** "is aiming to introduce their own automated teller machines (ATM) in 2024". (CH)



**FINANCE & COLLECTIONS TEAM:** Seated is Chief Finance Officer, Terry Bonnett with (from Left), Sasha Gibbons, Akiyah Morgan, Carl Kishna, Natalia Williams, Jelani Hope, Natalie Gilkes, and Shonelle Holmes, (Collections Supervisor). Missing is Kristina Browne (Finance Officer) and Sharon Hope. (US)



**FROM LEFT** is Office Assistant, Michael Freeman; Office Attendant, Janice Griffith; Administrative Assistant, Angela Mason, and Security and Maintenance Officer Derrick Hurdle. Missing is Chief HR & Organisational Development Officer, Deborah Currency-Hunte and Gail Cumberbatch, HR & Administration Officer. (US)



**CHIEF LEGAL & COMPLIANCE OFFICER** Shelley Nicholls-Hunte (left), and Securities Officer, Michelle Husbands. Missing is Compliance Officer, Yvette Jordan-Dottin. Inset right is Compliance Officer, Yvette Jordan-Dottin. (US)



**INTERNAL AUDIT ASSISTANT**, Akeelia Maynard (left), and Internal Auditor, William Payne. (Inset right) is Dana Wilson, Risk Officer. (US)

**Congratulations and best wishes to the Barbados Workers' Union Co-operative Credit Union Limited**

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MARKETING ASSISTANT Adarian Brome with Marketing Manager Valerie Hope. (US)

# Rebranding and repositioning for the better



The **BWU Co-operative Credit Union** is undergoing a rebranding process which will greatly enhance the face of the credit union and its overall culture.

According to Marketing Manager, Valerie Hope, the rebranding project actively began in April this year, and the credit union is working with a local consultant to bring it to fruition.

“What we are seeking to do is not just change our name and logo, but we are looking at the credit union from the inside out. There will be a new name, a new look and as well as a new outlook.

“We will be paying attention to our core values and the overall culture – everything will hinge on being a better credit union for our current and future members. Operation Transformation, the name of the rebranding and repositioning project, will be centred on building a stronger, more dynamic, and responsive brand,” Hope disclosed. She stressed, “As it relates to the repositioning, we are working with our internal team to assess what the market thinks and feels about our credit union and its services, as well as reviewing the type of internal culture we want to inculcate to best serve our members and remain competitively successful. We are, therefore, introducing a new vivid vision and revising our core values to help differentiate the overall brand.

“On the rebranding side, we will be introducing a new name, supported by modern and impactful brand visuals. As a credit union, we will first engage our members to support the new name by year-end and roll out the new distinctive brand by April 2024. We will then continue our work to build more brand awareness and loyalty.”

Hope added that a key priority for Operation Transformation would be “honouring the past to take the credit union to a better future, so the core essence of the credit union, which drives a positive member experience, will not significantly change”.

She said this would include the credit union’s member-centric focus and mandate to improve the quality of life of each member. Hope affirmed, “We will continue to treat our members equally and will focus a great deal on service excellence, for which we are well-known. We will also prioritise market-leading financial solutions and maintain respect and consideration for our origins and the legacy that has been built. At the end of Operation Transformation, we want our brand to stand out and be better known and trusted in the wider marketplace. We also want the brand to be reflective of an exceptional co-operative business that delivers quality, competitive financial products and services. In addition, we want to be more adaptable in responding to changing market dynamics and be a revitalised credit union in the minds of staff and members, as well as the wider public and financial services sector.” (CH)



The Board of Directors, management and staff of the City of Bridgetown Co-operative Credit Union Ltd. extend congratulations to the **Barbados Workers’ Union Co-operative Credit Union Ltd.** on the celebration of its 40th Anniversary.

## Long-standing employees

Neville Nurse	– 34 years
Kim Hunte	– 21 years
Derrick Hurdle	– 21 years
Yvette Jordan-Dottin	– 20 years
Toni Worrell	– 19 years
Kathleen Broome	– 19 years
Keisha Goddard	– 18 years
Michael Freeman	– 18 years
Janice Burgess	– 17 years
Alana Cadogan	– 16 years
Lucretia Hall	– 15 years
Kristina Browne	– 14 years
Shana Taylor	– 13 years
Shakira Forde	– 13 years
Sacha Mondesir	– 11 years
Lisa Collymore	– 10 years
Gail Cumberbatch	– 10 years
Janice Griffith	– 10 years



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**P**rotecting the financial investments of its members is crucial, as is improving convenience. That's why the **BWU Credit Union** continues to invest in digital platforms to enhance the overall member experience and provide safe and secure online banking services.

Information Systems Manager, Antonio Arthur, has successfully launched several online services during the past decade and continues to introduce new technology-driven projects to make life easier for members.

There has been an improvement in the SMARTNet online banking platform to allow on-time bill payments and digital deposits through the credit union's partnership with SurePay. Members can also easily transfer funds between accounts and from one credit union member to another. Additionally, the credit union has expanded options for members to make digital deposits to their accounts from most commercial banks and now facilitates loan and membership applications fully online.

Following the successful introduction of the international debit Mastercard about two years ago, which can be used at point-of-sale locations islandwide, online and overseas, the credit union is working on also offering members an international credit Mastercard.

This information technology expert also plans to roll out other digital services in the not-too-distant future. These include the installation of the credit union's automated teller machines (ATM) at its branches in Fairchild Street, The City, and Oistins, Christ Church, and the facilitation of real-time payments and transactions through the BWU Credit Union's membership in the Barbados Automated Clearing House Services Inc.

Arthur explained, "All of our information technology projects are geared towards making banking easier and allowing our members to access all the services of the credit union remotely. This aligns with general changes on how services are being delivered globally and falls in line with the Government's push to facilitate more and easier ways of doing business online."

He added, "As we continue to push for digital transformation locally, Barbados, like many other countries, has witnessed a significant surge in the use of online banking services and mobile apps. We have also seen that the utility of these platforms has increased significantly amongst our membership and we are working towards real-time peer-to-peer transfers between our credit union and commercial banks, as well as improving our online onboarding/sign-ups and loan applications and disbursements. Additionally, we are using technology to optimise our internal processes and procedures."



**INFORMATION SYSTEMS TEAM:** Seated is **Information Systems Manager, Antonio Arthur**, with **Information Technology Assistant, Akeem Greaves (left)**, and **Systems Administrator, Dario Holder. (US)**

Cybersecurity – protecting the digital presence of their credit union members – is also dear to Arthur's heart.

He stressed, "Unfortunately, as financial services evolve, so too do the threats, we fully recognise how doing business has transformed over the last decade and we have placed the necessary emphasis on the protection of our information technology infrastructure and platforms."

According to Arthur, while cybersecurity threats are a reality, they cannot and should not deter all and sundry from enjoying the immense benefits that technology offers, particularly in the financial sector.


He is vested in ensuring that the **BWU Credit Union** has robust measures in place and continually seeks to improve its security platforms to protect information and financial assets so that even in the event of cyberattacks, it can recover swiftly and completely.

It is with this in mind that **BWU Credit Union** members can rest assured that their digital presence and the protection of this presence will not be compromised. To this end, the credit union is currently implementing and rolling out a 24/7 monitoring service as part of their enhanced products and services to members. **(CH)**

# Driving a digital focus



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DAMIAN MASCOLL (GP)

# Youth in the credit union



**Y**outh engagement and development are seen as fundamental to the future of the **BWU Credit Union**. In this regard, Vice-President and Board Member, Damian Mascoll shared that key attention is being placed on the needs of young members and young people in general.

In 2021, the credit union made a strategic decision to focus on its existing young members and to find ways to attract the youth.

Mascoll disclosed, "Coming out of a Board of Directors meeting, we decided to set up a marketing and youth committee with the aim of identifying marketing strategies to best engage young members and get them more involved in the credit union."

"After several brainstorming meetings, the marketing team conceptualised and launched the Smart Youth Leadership Club (SYLC) last year, with the approval of the committee."

The key areas of focus for SYLC, which targets youth (members and non-members) between the ages of 16 to 25, are:

- To improve the financial literacy and skills of young people.
- To introduce forums to discuss and provide more context on financial topics of interest to them.
- To encourage the youth to share new ideas that can enhance the credit union while influencing new products that can help them.
- To develop leadership, entrepreneurial and other valuable life skills and get young people to become active participants and volunteers in the credit union.

The current and first president of SYLC is Sis. Azana Garvey, a UWI student majoring in Electronics and Physics, and the first vice-president is Bro. Andre Hurdle, a UWI student majoring in Economics. They were

nominated by their peers at the first club meeting, and their role is to help the credit union steer the direction of the club and ensure it remains useful and relevant to young people.

Another key area of focus to ensure greater youth engagement is a more enhanced digital presence.

Mascoll stressed, "We have been taking the message of the credit union more into the digital space. This is where you will find young members."

He shared, "We have been encouraging our young members and youth at large to come up with areas of interest or importance to them. We then facilitate by finding the right people to help them. Our young people must be given the space to develop their own areas. Our activities, which are geared



**FIRST-, SECOND- AND third-placed winners of the BWU Credit Union's Save Up! Junior Savings Challenge 2023-2023 . (GP)**

towards this demographic, are driven by this youth arm of the credit union.

"They are making their choices and telling us what they want, and this is important to us," Mascoll added.

"We want to see the youth benefit from what we are offering, and we will do whatever we can to add value to them. This can only be achieved with their input. There is no other way to do it."

"If we are creating a space for young people, they must own the space," Mascoll stressed, adding, "We will continue to engage our young people at all ages, in every way, but especially as it relates to financial literacy."

Over the years, the **BWU Credit Union** has developed scholarships and programmes aimed at developing young people while giving them a platform to air their views, better develop themselves and get a grip on the importance of savings.

Students who excel in the Barbados Secondary School Entrance Examination can apply for the Casper Roett Scholarship. Those who have succeeded in their Caribbean Examination Council studies can apply for the Icilma Johnson Scholarship, and those who performed well in the Caribbean Advanced Proficiency Examination can apply for the Levere Richards Scholarship. There is also the Winfield Belle Scholarship, which is offered to young students who excel at the University of the West Indies, Cave Hill Campus. The names of scholarships offered to students at the Samuel Jackman Prescod Institute and the Barbados Community College are still to be determined. (CH)

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**DALTON MEDFORD,**  
Past President (FP)

# Medford longest-serving president



**D**alton Medford is another true credit union stalwart. He is the longest-serving president in the credit union's history, having first served as president in 2005. In total to date, he has served as president for a record ten times and held many other lead volunteer positions.

"The **BWU Credit Union** has made a significant contribution to my life, both personally and professionally; it is my primary financial institution and helped me to own my home and send my son overseas to further his studies. I am happy and proud to have had the opportunity to lead and make a significant contribution to its growth and development. Some of the projects successfully completed under my tenure were the branch expansion into Speightstown and Oistins, as well as the launch of the international debit Mastercard.

Medford also spearheaded the renovation of the credit union headquarters in Fairchild Street. He shared, "I am pleased that we have been able to renovate our historic headquarters, which has significant meaning to the labour movement in Barbados.

"The building holds memories of prominent trade union leaders and national heroes, such as the late Sir Grantley Adams, the late Sir Hugh Springer and the late Sir Frank Walcott. The building is also a part of the historic Bridgetown and its Garrison UNESCO World Heritage site," he further added.

Medford's hope is that the credit union movement of the future is successful in finding more ways to create real wealth for its members (VH/CH).

**Committee members for the period 2023/2024 are as follows:**

**CREDIT COMMITTEE**

- Chairman – Sis. Michelle Hamblin
- Vice Chairman – Bro. Kemar Holder
- Secretary – Sis. Ashlee Neblett
- Assistant Secretary – Sis. Alicia Pilgrim
- Member – Sis. Juliet Pollard

**SUPERVISORY COMMITTEE**

- Chairman – Bro. Harcourt Husbands
- Vice Chairman – Sis. Carolyn Barton
- Secretary – Sis. Serena Browne
- Assistant Secretary – Bro. Kemar Saffrey
- Member – Bro. Sherwin Greenidge

# 40<sup>th</sup> anniversary

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We salute you on the achievement of this significant  
milestone and wish you continued success.



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*"Our growth over the years is due to our members commitment and dedication."*



**TERRY BONNETT, Chief Finance Officer of the BWUCU, presenting a \$5 000 We Care donation to Cancer Support Services' Executive Director, Janette Lynton STE. (GP)**

# Serving members and the community

**T**he BWU Co-operative Credit Union's WE CARE outreach programme was birthed at a time when many credit union members and Barbadians at large were facing tough economic challenges.



Marketing Manager, Valerie Hope explained, "During the pandemic, many members lost their jobs or struggled to keep their businesses open. The credit union recognised that a lot of members needed assistance, and as caring for our members and our community is a key part of the credit union's core philosophy, the WE CARE Programme was birthed in 2020, with the goal of offering financial grants to members who had fallen on hard times."

She added, "In 2022, we expanded the programme because we wanted to widen our community footprint. So, while member support remained a priority, we made a conscious decision to also help worthwhile charities and community projects in Barbados through the We Care initiative. As such, charitable ventures that fall under the following pillars of youth and education; sports, culture and heritage; community and the environment, can submit a We Care application, which can be found on our website ([www.bwuccu.com/wecare](http://www.bwuccu.com/wecare)) to request assistance."

The marketing professional further pointed out, "One of our strategic intents is to promote sustainable lifestyles and secure the best environment for generations to come. The We Care programme is funded by a percentage of the credit union's annual net surplus and has allowed us to tangibly help our members while supporting the success and impact of positive projects, which make for a better community and better Barbados."

Following its relaunch and up to the end of March 2023, the WE CARE outreach programme had received just over 50 applications and issued approximately \$23 000 worth of grants. Over 30 members have benefited directly from the initiative and issued funds have gone towards groceries, medical expenses, support for academic and sporting activities of children, bill payment assistance and home repairs. In addition, a total of ten charitable projects and organisations, inclusive of two schools, have received support from the credit union for their good works.

Outside of the We Care Programme, the credit union also sponsors events and activities that can leave a positive imprint on our society, as well as provide new outlets to reach and engage our future membership.

## Thank You FOR 40 YEARS

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