

Building Beem Credit Union, a credit union designed for the future

January 3, 2024

British Columbia – Our journey to build Beem Credit Union began in October 2022, and on January 1, 2024, Beem Credit Union opened its doors to serve members as a province-wide credit union for the first time.

Beem Credit Union was revealed as the legal name for the new credit union after members and employees expressed the importance of operating under one common name. One name to unify our teams and create clear and consistent Beem experiences for all members. The name Beem represents our commitment to shining a spotlight on our members, helping them “be financially empowered” so members can achieve what matters most to them.

Interior Savings, Gulf & Fraser, GFCU Savings and North Peace Savings* will continue to operate under their respective trade names until the Beem Credit Union brand is revealed.

“We have begun the important work of delivering on our promise to build a credit union designed for the future,” says Brian Harris, CEO, Beem Credit Union. “Beem Credit Union has a strong foundation to build from thanks to the cooperative values upheld by its founding BC credit union’s that have served members since 1939.”

The credit union’s unique structure includes a new Business Innovation team that focuses on engineering new products and services for the future. A new Integration team was also introduced to drive positive change and deliver merger integration excellence today and for years to come. “Plans are in play to bring our members enhanced human and digital experiences, upgraded systems and technology, and the innovative products and services they have been asking for and deserve.” adds Harris.

To further strengthen the credit union’s connection to community, Community Councils, formed by local community representatives will report directly to the Board, creating a direct line of influence and decision making at the governance level.

“One of the most common themes of feedback we hear from our members is their concern for growing too big to care for community,” explains Doug Sweeting, Board Chair of Beem Credit Union. “With our plans to create Community Councils, not only will community have a powerful voice, but the groups will also be empowered to influence local decision making.”

“We are building something special and are taking an arms-wide-open approach to welcoming new members and partners to be a part of Beem Credit Union,” says Harris.

Stay up to date about our plans to bring our founding credit unions together, how we are serving members today, and our plans for the future at togetherwearebetter.ca.

About

Beem Credit Union, founded by Gulf & Fraser and Interior Savings, is the second largest provincially regulated credit union in BC with approximately \$10 billion in total assets under administration. 1,000 Beem employees will work to serve over 160,000 members who live and work across the province. The credit union will offer personal and commercial banking and a full range of insurance and wealth management services from 53 branches that span BC from downtown Vancouver to the North Peace region. Learn more at togetherwearebetter.ca.

Media Contact

Emily Ingram
Gulf & Fraser
604-202-6146
eingram@gulfandfraser.com

*GFCU Savings, Gulf & Fraser, Interior Savings and North Peace Savings are trade names of Beem Credit Union.