

Maine Credit Unions Shatter Ending Hunger Record

The Maine Credit Unions' Campaign for Ending Hunger had another record-setting year in 2014, by raising \$552,257, which was nearly \$40,000 more than the 2013 record. Through buying power, the funds are enabling food pantries and hunger organizations to purchase nearly \$7 million worth of food to help feed Maine's hungry.

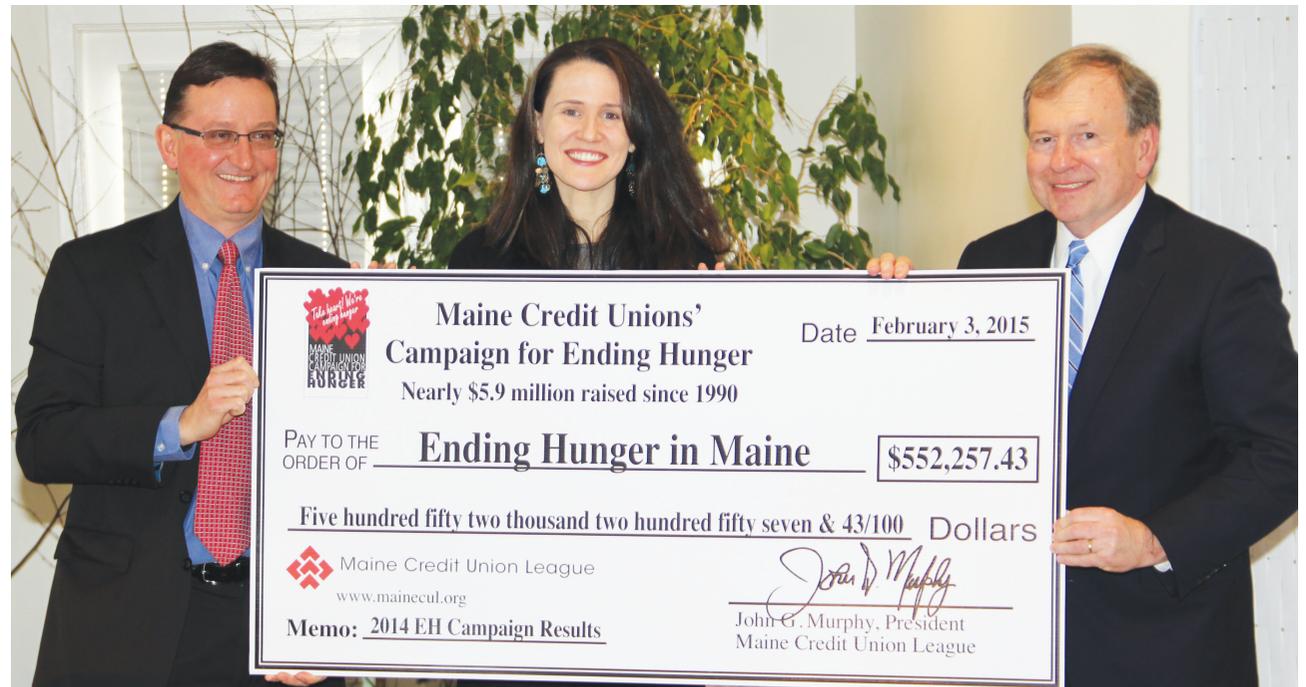
Since 1990, the Maine Credit Unions' Campaign for Ending Hunger has raised \$5.9 million to help end hunger in Maine.

In 2015, we're marking the third year of a \$75,000 commitment that the Campaign has made to support school food pantry and Backpack programs with the Good Shepherd Food Bank. Our support helps serve nearly 100 schools and over 2,500 students every month.

Throughout the year, Maine Credit Unions' Campaign for Ending Hunger partners with the Good Shepherd Food Bank to support a multitude of other causes, too. One of these initiatives is the Food Mobile, which launched 10 years ago with the help of the Campaign. Last year, the mobile food pantry hit the road nearly 160 times in 2014, covering every county in the state and delivering an unprecedented 840,000 pounds of food.

Additionally, 2015 marks the Maine Credit Unions' Ending Hunger Walking Tour's 14th consecutive year. The Tour is a partnership between Maine's credit unions and Brenda Davis, executive director of Crossroad Ministries, a hunger organization serving eastern Maine, and a leading hunger advocate in Maine. The mission of the Walking Tour is to raise awareness about the severity of hunger in our state because many parts of Maine are rural in nature, many people have to travel great distances to receive food assistance.

Each summer, the Campaign holds a 'Share the Bread' event, when along with loaves of bread, Maine credit unions contribute \$20,000, one of the largest single-day contributions to multiple hunger organizations in Maine, to



Luke Labbe, President/CEO, PeoplesChoice CU (left) and John Murphy, President/CEO, Maine Credit Union League (right) stand with Liz Murray, the subject of an Emmy-nominated movie and the author of the New York Times best-selling book, *Breaking Night*, about her homeless and hungry childhood in New York City. Murray, helped Maine's credit unions announce a record-breaking \$552,257 raised through the Maine Credit Unions' Campaign for Ending Hunger in 2014.

organizations in every county in the state.

Jon Paradise, vice president of governmental and public affairs for the Maine Credit Union League, said that events like this are about more than donating much need funds, we are also about raising awareness.

"As we recognize the significance of hunger in Maine and, most specifically, feeding a number of Maine's children during summer vacation when there are not meals provided at school, Maine's Credit Unions will provide resources to help organizations in each county make a positive impact on thousands of people in Maine," Paradise said.

For more information on how you can help Maine's Credit Unions end hunger, visit mainecul.org and click on the Ending Hunger link under "Community Involvement." All contributions are tax-deductible and 100 percent of all contributions go directly to the cause and stay in Maine.



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