



CAMPAIGN FOR
**ENDING
HUNGER**

MAINE CREDIT UNIONS

2022 YEAR IN
REVIEW

FUNDRAISING EFFORTS,
DISTRIBUTIONS, AND IMPACT



Feeding Our Neighbors in Need and Uplifting Our Communities

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\$12.3 M
Since 1990

“ Fortunately, our credit unions have remained steadfast in their commitment to this incredible Campaign and have once again demonstrated the power of collaboration. Reaching our \$1 million goal is simply incredible! I’m overwhelmed with pride at our collective accomplishments. ”

Todd Mason

President/CEO, Maine Credit Union League

Hunger exists in every community across Maine. It impacts the young and old alike, in both rural and urban areas. With so many individuals and families struggling to put healthy meals on their tables, the impact of our shared Maine Credit Unions’ Campaign for Ending Hunger is deeply meaningful. Our efforts to raise funds, collect food, volunteer, and improve the fiscal well-being of people statewide through our financial education programs is making a positive difference in the fight to end hunger.

As a movement, we recognize that food insecurity is a solvable problem. But until every Mainer has access to the nutritious meals they need to thrive, our collaborative efforts, guided by our *People Helping People* philosophy, will continue. The Campaign has come a long way since we began our work in 1990 with over **\$12.3 million** raised—**\$1,000,434.19** in 2022 alone in food and cash contributions! This shattered the Campaign’s previous fundraising record.

With the backing of all Maine credit unions behind it, the Campaign will undoubtedly do even more in the weeks and months ahead.



2022 Funding Sources

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Credit Unions: Dollars raised by individual credit unions through fundraising activities such as payroll deduction, matching campaigns, raffles, sweepstakes, and events.



Other: Dollars raised from corporations (both in and outside Maine), vendors, and other individuals that share our commitment to end hunger.



Credit Union Chapters: Dollars raised by Maine's eight credit union chapters from golf outings, snowmobile and ATV rides, auctions, and other activities.

Online Donations

To make fundraising easier, members and supporters can provide donations online by visiting the Campaign's website, www.campaignforendinghunger.org. All money raised online that is attributed to a credit union is earmarked to that credit union's Ending Hunger total. Credit unions also can utilize their own specific fundraising URL to accept online donations.



Maine Credit Union League/Synergent: Dollars raised by the Maine Credit Union League/Synergent from golf tournaments, auctions, and other activities.

OVERVIEW OF FUNDS RAISED SINCE 2020

Funds Contributed	2020	2021	2022
By Credit Unions	\$634,254.47	\$763,251.04	\$ 838,834.31
By Chapters	\$1,500.00	\$4,650.00	\$1,000.00
By League/Synergent	\$190,366.14	\$93,767.77	\$108,668.88
Donations from Outside Organizations	\$36,506.00	\$16,071.00	\$12,439.70
Food Donations to Pantries	\$23,341.60	\$13,366.76	\$14,103.00
Funds Donated by CUs to Pantries (Not Through the Campaign)	\$74,052.89	\$39,261.23	\$25,388.30
Other	\$36,506.00	\$16,071.00	\$12,439.70
TOTAL CONTRIBUTED	\$960,021.10	\$930,367.80	\$1,000,434.19



Funding Allocation and Distribution Recipients

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Credit Unions

Each credit union is allocated 100% of the funds they contribute directly to the Campaign. These funds, along with any “bonus” allocation, are directed for distribution by each credit union to recipients of their choice.

MECUL/Synergent

Contributions are used to fund statewide efforts, such as programs sponsored by Good Shepherd Food Bank and Full Plates Full Potential.



Bonus to Credit Unions

Amounts contributed from some chapters, the League/Synergent, and other funding sources create a pool that is allocated to credit unions as a “bonus” to be used as part of their directed distributions. Credit unions receive money from the bonus pool based on their percentage of the total amount contributed to the Campaign.

- The size of the bonus pool will always be affected by the sources that fund it and how they grow or shrink.
- Based on the Campaign’s 2022 fundraising results, the bonus pool is **\$40,000**. This is the same amount distributed in 2021 and 2020. Additionally, each credit union will have **\$196** added to their Ending Hunger accounts as a token of appreciation from the League and Synergent for achieving the \$1 million fundraising goal.

DISTRIBUTION RECIPIENTS

The Campaign’s distributions are allocated to four primary categories: local food pantries, meal sites, schools, and Good Shepherd Food Bank.

	2020	2021	2022
School Backpack Programs	\$35,393.59	\$13,460.84	\$33,540.68
Other Programs That Support Schools	\$15,635.00	\$22,462.31	\$13,000.00
University Programs	\$22,867.76	\$20,271.44	\$20,288.39
Good Shepherd Food Bank	\$234,462.03	\$81,801.48	\$104,096.42
Food Pantries	\$471,256.70	\$426,481.20	\$506,998.34
Meal Programs	\$208,231.36	\$144,615.79	\$157,017.90
Total	\$987,846.44	\$709,093.06	\$834,941.73



Special Programs

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- **Food Pantry Financial Education Pilot Program**

- In 2022, a pilot program was launched in partnership with Good Shepherd Food Bank and New Ventures Maine to provide financial education materials to two of the Good Shepherd Food Bank's partner pantries. As part of this effort, educational brochures were created and shared with food pantry clients in Androscoggin and Aroostook Counties to help them improve their money management skills. In 2023, we are hoping to expand this effort to reach pantries in all 16 counties. There also may be opportunities for credit unions to collaborate with the League to offer in-person financial education sessions at local pantries.

Third Annual \$100,000 Ending Hunger Challenge

The League, in partnership with our credit unions, coordinated our third annual \$100,000 Ending Hunger Challenge. This fundraising initiative coincides with National Hunger Awareness Month with a goal of raising \$100,000 in 30 days during the month of June. Through earned and paid media, as well as a variety of credit union fundraisers, the Campaign exceeded its goal, raising \$121,036. Funds raised from this effort were used to support Good Shepherd Food Bank and local food pantries.

Keeping Children Fed All Summer Long

When Full Plates Full Potential reached out to the League for assistance funding summer meal programs, credit unions and chapters stepped up in a big way! Over \$24,000 was pledged to fund or partially fund meal sites at locations across Maine.

- **Holiday Meals for Mainers**

- Throughout the months of November and December, the Campaign once again encouraged people to donate \$5 (or more) to help feed a hungry Mainer as part of its Holiday Meals for Mainers initiative. The effort was designed to help our hunger relief partners feed our neighbors in need during the season of giving, while also raising public awareness about the Campaign.



Campaign Administration, Bookkeeping, and Support

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While the League provides all the back office support and management for the Campaign, it is a separate organization and falls under IRS rules for a 501(c)(3) not-for-profit. This includes the requirement of securing W-9s and tracking contact information for every organization that the Campaign makes contributions to.

Each year, there are funds from credit unions, as well as the League/Synergent, that are rolled over into the next calendar year. While the Campaign strongly encourages credit unions to distribute 100% of their funds each year, not all are able to do so. Funds that aren't distributed remain in a credit union's "account" for distribution at a later time.

Credit unions can request funds for hunger-relief organizations by submitting a completed Funds Request form to endinghunger@mainecul.org. A blank form can be found on the League's website, along with other Campaign resources such as a Games of Chance Compliance Guide, blank W-9 form, fundraising ideas, and more.

To help credit unions better manage their Ending Hunger account balances, the League provides each credit union with a quarterly accounting statement. The statement lists the funds that are available and notes any distributions made by the credit union to a hunger relief organization during the quarter.



If your credit union needs assistance with your fundraising endeavors, or if you have questions about the Campaign, please contact:

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Over \$1 Million Raised in 2022.



Thank you for helping the Campaign
reach its fundraising goal.

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If you have questions, please contact the Maine Credit Union League
at 800.442.6715 or email endinghunger@mainecul.org.

