MEMBER AND/OR VENDOR FACING

SUBJECT: Take Our Challenge and Help {INSERT CU NAME} End Hunger in Maine

Dear {Members/Vendors}:

As you may know, our credit union proudly participates in Maine Credit Unions’ Campaign for Ending Hunger. This important initiative helps Mainers access healthy and culturally appropriate meals by providing critical support to hunger relief organizations across our state. In 2023, the Campaign exceeded its $1 million fundraising goal by raising $1.2 million, a portion of which comes from the generous support of our credit union employees, volunteers, vendors, and members. This year, we hope to raise even more!

This October, we are joining credit unions throughout Maine in a special fundraising effort—the fifth annual $100,000 Challenge. Collectively, we hope to raise at least $100,000 within the month, but we can’t do it without your help.

**Maine Credit Unions’ Campaign for Ending Hunger $100,000 Challenge**

During the month of October, every dollar raised by the Campaign will support Good Shepherd Food Bank, local food pantries, and meal sites like {INSERT NAME OF FOOD BANK(S) YOU WILL SUPPORT THROUGH THIS EFFORT}. These organizations work hard to ensure people living right here in our community have access to sufficient nutritious food.

New this year to the Challenge, the Campaign also will be raising money to support a pilot backpack program for Special Olympics Maine. This innovative initiative will help meet the needs of Special Olympics athletes who are facing food insecurity, while providing them an opportunity to give back to their communities.

**We Challenge You**

Between now and October 31, please consider making a tax-deductible online donation to the Campaign at [**https://campaignforendinghunger.org/donate/**](https://campaignforendinghunger.org/donate/), and select our credit union on the Donor page. {IF YOUR CREDIT UNION IS UTILIZING THE FUNDRAISING URL YOU WERE PROVIDED, WE SUGGEST LISTING THAT URL INSTEAD} Individual contributors will be listed on the Campaign’s website (with permission, unless they choose to remain anonymous), and businesses contributing more than $250 can have their logos featured on the Contributor’s page. No contribution is too small—even a donation of $1 can help provide two healthy meals to those in need.

13% of our neighbors around the state face hunger—including 1 in 5 children. Please consider opening your hearts and your wallets to support this effort and invite others to do the same.

Mainers always help Mainers in times of need. With rising inflation, high grocery costs, and access to benefits like the Supplemental Nutrition Assistance Program (SNAP) becoming more restricted, many individuals, families, and even food pantries need assistance now. Let’s work together to help Mainers have access to food they need to thrive!

Sincerely,

{INSERT CREDIT UNION NAME}