

Campaign for Ending Hunger

2024 Year in Review



Campaign Highlights:



\$1,303,706.40

Raised in 2024



Campaign for Ending Hunger
Recognized with **2025 Herb
Wegner Award** by National Credit
Union Foundation



More than **\$154,000** Raised for
5th Annual \$100,000 Ending
Hunger Challenge



274 Hunger Relief Organizations
Supported in 2024



Money Raised by the Campaign
Stays in Maine

\$14.9 million

Raised Since 1990 in Both Food
and Cash Contributions

Credit unions raise money for the Campaign all year long!

Each credit union is allocated 100% of the funds they contribute directly to the Campaign. These funds are re-distributed to local hunger organizations in communities where credit unions serve.

The Maine Credit Union League and

Synergent fundraise for the Campaign with special events like the Ending Hunger Convention Golf Tournament, online auction, payroll deductions, and the \$100,000 Ending Hunger Challenge. Dollars raised by the League and Synergent support statewide efforts.

Getting Assistance to Neighbors in Need

Funds raised for the Campaign throughout the year are primarily distributed to the following types of programs and organizations. Here is a snapshot of some of the beneficiaries of the Campaign in 2024:

School Backpack Programs	\$44,959.09
Other Programs That Support Schools	\$22,179.50
University Programs	\$15,316.15
Good Shepherd Food Bank	\$89,953.45
Full Plates Full Potential	\$24,650.74
Food Pantries (Including Hospitals)	\$753,439.49
Meal Programs	\$151,009.98
Special Olympics Maine Backpack Program	\$10,200

**2025 marks the 35th anniversary of Maine
Credit Unions' Campaign for Ending Hunger.**



**CAMPAIGN FOR
ENDING
HUNGER**
MAINE CREDIT UNIONS

Notable Moments in 2024

- **5th Annual \$100,000 Ending Hunger Challenge:** The Challenge moved to October in 2024 to be better timed around International Credit Union Day. In total, more than \$154,000 was raised within 31 days, benefiting food pantries, meal programs, Good Shepherd Food Bank, and athletes of Special Olympics Maine facing food insecurity.
- **Ensuring Children Are Fed Through Summer Vacation:** The Campaign and Maine credit unions donated over \$16,500 to Full Plates Full Potential to address childhood hunger.
- **Financial Education:** Ending hunger as an outcome of financial education was an ongoing priority in 2024, with another financial literacy brochure developed by the League and distributed at Good Shepherd Food Bank partner pantries. Maine Credit Unions also was voted as the favorite guest speaker of MaineHealth's Food as Medicine program following five financial education workshops for patients living with one or more chronic health conditions and limited access to healthy food.
- **New Special Olympics Maine Partnership:** As part of the Challenge, a new pilot backpack program was funded for Special Olympics Maine, helping athletes dealing with hunger. Thanks to the many credit unions and partners who contributed to this new program, \$10,200 was donated to Special Olympics Maine.



Collaboration for Campaign Success

The League could not facilitate the Campaign without the support, hard work, and input of our dedicated credit union advocates. The fight against hunger is not solitary. Together, we can make a big difference for our food insecure neighbors—this year and beyond.

Supporting Your Credit Union's Fundraising Aspirations

If your credit union would like assistance with your fundraising efforts, or if you have any questions about the Campaign, please contact:

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