

## Campaign Highlights:



**\$1,496,116.71**

Raised in 2025 - The Campaign's 35th Anniversary Year



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



**79%** of Maine Credit Unions Came Together to Provide **\$236,033** in Emergency Relief Funding to Good Shepherd Food Bank in the Spring



The Maine Credit Union League's Annual Ending Hunger Golf Tournament and Online Auction Broke Records, Raising Over **\$78,000**



**\$238,217** Raised During 6th Annual \$100,000 Ending Hunger Challenge



**298 Hunger Relief Organizations** Supported in 2025



Money Raised by the Campaign **Stays** in Maine

**\$16.3 Million**

Raised Since 1990 in Both Food and Monetary Contributions

### Credit unions raise money for the Campaign all year long!

Each credit union receives 100% of the funds they contribute directly to the Campaign. They then re-distribute the proceeds to local hunger-relief organizations in communities where credit unions serve.

**The Maine Credit Union League and Synergent** also fundraise for the Campaign through special events like the Ending Hunger Convention Golf Tournament, the online auction, payroll deductions, sweepstakes, and the \$100,000 Ending Hunger Challenge. Dollars raised by the League and Synergent benefit statewide efforts.

## Campaign Funds in Action

Credit unions raise funds and awareness for the Campaign year-round. Funds raised are primarily distributed to the following types of organizations and programs. Here is a snapshot outlining some of the Campaign's 2025 beneficiaries:

School Backpack Programs	<b>\$33,885.83</b>
Other Programs That Support Schools	<b>\$30,012.68</b>
University Programs	<b>\$17,599.22</b>
Good Shepherd Food Bank	<b>\$321,036.54</b>
Full Plates Full Potential	<b>\$36,407.31</b>
Food Pantries (Including Hospitals)	<b>\$953,516.00</b>
Meal Programs	<b>\$210,880.78</b>

## Notable Moments in 2025

- **Emergency Relief Funds for Good Shepherd Food Bank:** In the wake of federal funding cuts, 79% of Maine credit unions came together to provide \$236,033 in emergency relief funding to Good Shepherd Food Bank in the spring.
- **6th Annual \$100,000 Ending Hunger Challenge:** The 6th Annual Ending Hunger Challenge returned in October, coinciding with both CU Kind Day and International Credit Union Day. In 31 days, \$238,217 was raised, with \$35,912.67 directly benefiting Good Shepherd Food Bank.
- **Meals for Hungry Children During Summer Vacation:** Due to the absence of free school meals, more than \$35,000 was donated to Full Plates Full Potential by the Campaign and Maine credit unions to help feed hungry children during the summer break.
- **Ending Hunger Celtics Sweepstakes:** At the end of the year, participating Maine credit unions facilitated the Ending Hunger Celtics Sweepstakes, giving members the opportunity to win tickets to the Celtics v. Mavericks game where Mainer Cooper Flagg will play—all for donations to benefit hungry neighbors in need. The Sweepstakes was a success, raising more than \$10,785.70!
- **Financial Education:** Ending hunger as an outcome of financial education remained an ongoing priority in 2025. Volume 1 of Maine Credit Unions' adult-level curriculum plan was led at food pantries across the state, with many expressing their eagerness to complete Volume 2 in 2026. Our partnership with MaineHealth expanded, with financial education workshops introduced at their Brunswick location—all while staying on the schedule at their Farmington location.



## United in Our Shared Mission to End Hunger

Thanks to the support, hard work, and input from Maine's dedicated credit union advocates, the Campaign continues to reach (and often surpass) fundraising goals that directly help Mainers in need. With economic and systemic obstacles increasing the number of clients food pantries serve statewide, our fight must continue to ensure hunger relief organizations maintain a sufficient supply to keep up with the demand for healthy and nutritious food. Together, we make a difference—this year, and every year.

## Helping Credit Unions Achieve Fundraising Success

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

**Jen Burke**  
Vice President  
Outreach & Strategic Initiatives  
jburke@mainecul.org  
207.773.5671 ext. 295

**Lauren Simonds**  
Director of Communications  
& Social Impact  
lsimonds@mainecul.org  
207.773.5671 ext. 388

