



FOR IMMEDIATE RELEASE

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Media Contact:

Jen Burke

Vice President - Outreach & Strategic Initiatives

207-773-5671, ext. 295

jburke@mainecul.org

Maine Credit Unions Rally to Fight Hunger with \$100,000 Ending Hunger Challenge

(WESTBROOK, ME) - Credit unions across Maine are recommitting to the fight against food insecurity with the launch of their annual **\$100,000 Ending Hunger Challenge** this October. As federal cuts continue to undermine food access for families statewide, this year's effort is especially critical.

Throughout the month of October, **Maine Credit Unions' Campaign for Ending Hunger** aims to raise **\$100,000** to provide nourishing meals through Good Shepherd Food Bank, local food pantries, and meal sites statewide.

"Fighting hunger is a priority for Maine credit unions and has been for over 35 years," said Elise Baldacci, President of the Maine Credit Union League. "Too many families in Maine face barriers to accessing nutritious food, and this Challenge is one way we can work together to ensure our neighbors have the meals they need."

According to Good Shepherd Food Bank, the federal budget reconciliation bill signed into law on July 4 includes the largest-ever cuts to SNAP and Medicaid. With more than 172,000 Mainers currently relying on SNAP, the urgency of fundraising efforts like these has never been clearer.

This year's fundraiser also aligns with **International Credit Union Day** on October 16, highlighting the values of community support and solidarity that credit unions proudly uphold.

"Credit unions believe in the philosophy of *People Helping People*, and the Campaign and fundraising initiatives it facilitates put this belief in action," added Jen Burke, Vice President of Outreach & Strategic Initiatives at the Maine Credit Union League. "The Campaign, now in its 35th year in combatting food insecurity, is hoping for a strong response from the public in helping us reach our goal. Everyone is welcome to donate! You do not need to be a credit union member to pay it forward in this important way."

The Challenge welcomes contributions from all—individuals, businesses, and financial institutions. Supporters will be recognized on the Campaign's website —if they choose—with our heartfelt thanks. Donations can be made online through **Maine Credit Unions'**

Campaign for Ending Hunger and in select credit union branches. A portion of online proceeds (25%) will be directed to Good Shepherd Food Bank to maximize the meal impact.

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About the Maine Credit Union League

The Maine Credit Union League is a nonprofit, professional trade association that exists to serve Maine's credit unions. Founded in 1938, the League's mission is to help credit unions succeed and improve the financial lives of their members. As the trade association for Maine's credit unions, the League provides advocacy, education, and other resources designed to assist credit unions in meeting the needs of their membership. For more information, visit www.maineul.org.