



FOR IMMEDIATE RELEASE

November 24, 2025

Media Contact:

Jen Burke

Vice President - Outreach & Strategic Initiatives

207-773-5671, ext. 295

jburke@mainecul.org

Maine Credit Unions Surpass October Fundraising Goal to Fight Food Insecurity *\$100,000 Ending Hunger Challenge Achieves Record-Breaking Results*

(WESTBROOK, ME) - October marked the return of Maine Credit Unions' Campaign for Ending Hunger's annual **\$100,000 Ending Hunger Challenge**. Throughout the month, credit unions across Maine united with one shared goal: to raise \$100,000 to help fight food insecurity.

This year's Challenge came during a period of heightened need, with many Mainers affected by the government shutdown and its impact on the Supplemental Nutrition Assistance Program (SNAP). Recognizing the increased demand for food assistance, participating credit unions organized a variety of fundraisers throughout the month. The result was a record-breaking success, **with credit unions raising \$238,217—more than doubling the original goal** and amplifying their statewide impact.

"The philosophy of *People Helping People* is core to the credit union movement, and I'm honestly not surprised that Maine's credit unions knocked their fundraising goal out of the park," shared Elise Baldacci, President of the Maine Credit Union League. "We know many people in our local communities are struggling financially and our hunger relief partners need our help to keep up with the growing demand for food assistance. I am so proud of what we accomplished in just a short period of time. The Campaign, now in its 35th year, raises funds year-round, but this effort gives our fundraising an incredible boost as we head into the holiday season."

As part of the \$100,000 Ending Hunger Challenge, 25% of online proceeds generated during the month of October will be directed to Good Shepherd Food Bank to maximize the meal impact. Due to the success of the effort, Maine Credit Unions' Campaign for Ending Hunger **donated nearly \$36,000 to Good Shepherd Food Bank**.

"We are incredibly grateful for Maine Credit Unions' long-time commitment to fighting hunger in our state," said Heather Paquette, President of Good Shepherd Food Bank. "The success of this year's \$100,000 Ending Hunger Challenge is particularly heart-warming given the challenges so many neighbors across the state have been facing with sustained higher prices and changes to programs like SNAP. Thank you to everyone who supported this

important campaign; we are proud to have you standing with us as we work toward a future where everyone in Maine is food secure.”

A full list of Challenge contributors is available on the Campaign’s [website](#), which also accepts online donations year-round in support of its mission to end hunger in Maine. You do not need to be a credit union member to contribute, and donations are tax-deductible.

###

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.maine cul.org.