



NEWS RELEASE

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*Images available upon request

For Immediate Release

Credit Unions Kids at Heart® Celebrates #GivingTuesday Fundraising Success

Boosted by a #GivingTuesday match, this credit union-supported charitable organization raised nearly 40 percent of its season's goal in advance of its first Boston Marathon training run.

BURLINGTON, MA, December 7, 2018 – A Massachusetts-based charitable organization, Credit Unions Kids at Heart® (CU Kids at Heart) celebrated a record \$174,975 in donations in one day thanks to a wide network of dedicated donors and a generous #GivingTuesday match.

Founded in 1996, CU Kids at Heart raises funds for research on pediatric neurological disorders, and in the past twenty years has done so by sponsoring a team that receives charity bibs to run the Boston Marathon on behalf of Boston Children's Hospital. The 2019 season team consists of 22 runners, some of whom are employees of the team's supporting credit unions. Each year, runners are paired with Boston Children's Hospital patient partners, many of whom are challenged to overcome debilitating diseases; and this partnership inspires an ambitious training and fundraising regimen.

#GivingTuesday is a global day of giving that focuses on generosity and volunteerism as an alternative to the post-Thanksgiving consumer holidays. This year, CU Kids at Heart's #GivingTuesday match, made possible by the financial support of its credit union community, bolstered the team's fundraising efforts early in their season at a time when many donors are focused on year-end giving. On Tuesday, November 27, 2018, donations came in steadily all day, allowing the team to raise over \$199,000 to date toward its 2019 season goal of \$500,000—all before their sneakers even hit the pavement for a group training run!

All donations go to support a multi-year effort to fund research at Boston Children's Hospital and its research affiliates which is aimed at the prevention, treatment, and/or cure of pediatric

brain tumors, pediatric epilepsy, Moyamoya disease, Sturge-Weber syndrome, and Cerebral Palsy. Used by pediatric hospitals and other care centers around the world, this groundbreaking research promises to improve the lives of thousands of children and adults worldwide.

Jane Melchionda, president and chief executive officer for Eastern Corporate Federal Credit Union in Burlington, MA, began CU Kids at Heart to leverage the collective impact of credit union charitable efforts and as a reflection of the industry’s belief in collaboration in service of a greater good. Today, CU Kids at Heart is a favorite philanthropic activity of the credit union community in New England and beyond with more than 60 participating credit unions and several business partners. Since its founding, the team has donated more than \$6 million toward its mission to help children live happy and healthy lives.

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Members of the Credit Unions Kids at Heart 2019 Boston Marathon Team

About Credit Unions Kids at Heart

Credit Unions Kids at Heart® was founded in 1996 by Eastern Corporate Federal Credit Union of Burlington, MA, and a small group of Massachusetts credit unions. Since that time, the program has expanded nationally to include dozens of participating credit unions and corporate sponsors. The program and its team of dedicated supporters are presently committed to funding research activities aimed at the prevention, treatment, and/or cure of pediatric neurological diseases. To learn more, please visit www.cukidsatheart.org.

2019 Season Corporate Sponsors: Cambridge Global Payments, Credit Union Student Choice, DCU Insurance, DCU Realty, The Kelliher Corbett Group at Morgan Stanley, Members Mortgage, and Vertifi Software, LLC.

2019 Season Participating Credit Unions: 600 Atlantic FCU, Acushnet FCU, Boston Firefighters CU, Bridgewater CU, Cambridge Firefighters FCU, Cambridge Teachers FCU, Chelsea Employees FCU, City of Boston CU, Commonwealth Utilities Employees CU, Digital FCU, Direct FCU, EasCorp, Energy CU, Franklin First FCU, Granite State CU, Hanscom FCU, Harvard University Employees CU, Holyoke CU, HTM Credit Union, Jeanne D’Arc CU, Liberty Bay CU, Lynn Firemen’s FCU, MIT FCU, Marblehead Municipal FCU, Massachusetts Family CU, Members Plus CU, Merrimack Valley CU, Methuen FCU, Middlesex-Essex Postal Employees FCU, Mills42 FCU, Money One FCU, NASA FCU, New England Teamsters FCU, New Hampshire FCU, Northeastern University FCU, Pawtucket CU, Pennsylvania State Employees CU, Plymouth County Teachers FCU, Quincy CU, Randolph-Brooks FCU, Reading Mass. Town Employees FCU, Revere Municipal Employees FCU, Rockland FCU, RTN FCU, Saco Valley CU, Santo Christo FCU, Service CU, St. Anne CU, St. Anne’s CU of Fall River, St. Anthony of New Bedford FCU, St. Anthony of Padua FCU, St. Dominic’s FCU, St. Jean’s CU, St. Vincent Hospital CU, Stewart’s FCU, Stoneham Municipal Employees FCU, Tewksbury FCU, Tremont CU, USAlliance Financial FCU, Webster First FCU, Wellesley Municipal Employees FCU, Western Connecticut FCU, and Woburn Municipal FCU.