

“Credit Unions Kids at Heart® Raises Half a Million Dollars for Boston Children’s Hospital”



NEWS RELEASE

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For Immediate Release

Credit Unions Kids at Heart® Raises Half a Million Dollars for Boston Children’s Hospital

2019 Boston Marathon Team Raises \$500,000 for Pediatric Brain Research

BOSTON, April 12, 2019 – Credit Unions Kids at Heart, a Massachusetts-based charitable organization supported by the credit union community nationwide, has raised \$500,000 this year for research initiatives conducted at Boston Children’s Hospital. This is the organization’s largest single-year donation in a multi-year effort to fund research aimed at the prevention, treatment, and/or cure of pediatric brain tumors, pediatric epilepsy, Moyamoya disease, Sturge-Weber syndrome, and Cerebral Palsy.

Founded in 1996, Credit Unions Kids at Heart raises funds in part by sponsoring a Boston Marathon team that runs with the Boston Children’s Hospital charitable organization and wear their bibs. 2019 marks the Credit Unions Kids at Heart Team’s 20th consecutive running of the Boston Marathon. Five runners faced this challenging 26.2-mile route in the team’s first year, and today the team has grown to 22 members, some of whom are sponsored by participating credit unions. Each year, these runners are paired with Boston Children’s Hospital patient partners, many of whom are challenged to overcome debilitating diseases, and their partnership inspires an ambitious training and fundraising regimen that is encouraged and supported by the credit union community.

Jane Melchionda, president and chief executive officer for Eastern Corporate Federal Credit Union (EasCorp) in Burlington, Massachusetts, formed the Credit Unions Kids at Heart to leverage the collective impact of credit union charitable efforts and as a reflection of the

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industry’s belief in collaboration in service of a greater good.

According to Melchionda, “Our mission is to help children lead happy and healthy lives, and we believe that through research we can make possible a future where every child can thrive. We set an ambitious fundraising goal this year, but we know that every dollar raised for research makes possible new medical discoveries, diagnostic tools, and treatment breakthroughs. The scientists and physicians at Boston Children’s Hospital push the boundaries of medicine to provide the best possible care for kids, and we are so proud to have reached our fundraising goal in support of their work.”

The Credit Unions Kids at Heart Team also consists of more than 60 participating credit unions and several of their business partners. Since the Credit Unions Kids at Heart was founded in 1996, it has donated nearly \$7 million to Boston Children’s Hospital toward special research projects, and ensures foremost that no portion of donations is withheld for administrative purposes.

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About Credit Unions Kids at Heart

Eastern Corporate Federal Credit Union (EasCorp) of Burlington, Massachusetts, founded Credit Unions Kids at Heart® with a small group of Massachusetts credit unions in 1996. Since that time, the program has expanded to include dozens of participating credit unions and corporate sponsors nationwide. CU Kids at Heart and its team of supporters are dedicated to helping children lead healthy and happy lives. This 501(c)3 organization's funding directives include research aimed at the prevention, treatment, and/or cure of pediatric neurological disorders. Learn more at www.cukidsatheart.org.

2019 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.

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