



YOU AND US, FIGHTING HUNGER TOGETHER.

## InTouch Credit Union's Hunger Campaign Surpasses \$279,000 in Donations

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Plano, Texas – August 5, 2025 InTouch Credit Union (ITCU), a member-focused financial institution, proudly announces continued momentum in its “You and Us, Fighting Hunger Together” campaign, having donated \$279,650 to local food banks in support of hunger relief efforts. These critical partners include North Texas Food Bank (TX), Three Square Food Bank (NV), and Gleaners Food Bank (MI).

ITCU is on a mission to fight food insecurity in the very communities our members and staff call home. Through the “You and Us, Fighting Hunger Together” campaign, we’re striving toward an impactful goal: to contribute \$1 million to local food banks—support that will help provide over 3 million meals to friends and neighbors who need it most. When you choose to bank with ITCU, you’re not just receiving financial services—you’re joining a movement to make a real difference. We are in this together, fighting hunger at a local level.

Launched in 2022, the campaign channels a portion of revenue generated from new loans and every ITCU credit or debit card transaction to local food banks affiliated with Feeding America, the nation’s largest hunger-relief organization. With each dollar generating multiple meals, ITCU members’ everyday financial choices are transformed into meaningful contributions—one transaction at a time.

“When people see that something as ordinary as a card swipe can help a neighbor eat tonight, they’re more likely to act,” said Gloria Smith, SVP Branch Operations/Chief Branch Officer at InTouch Credit Union. “We’re wired to care for our communities, and this campaign makes it easy to turn that intention into impact. Our members aren’t just banking—they’re fueling real change, every single day.”

Food insecurity continues to impact millions of Americans. In 2023 alone, an estimated 47.4 million people—including 7.2 million children—faced challenges accessing nutritious food. By leveraging the power of its members, ITCU continues to turn everyday financial activity into meaningful support

### **About InTouch Credit Union**

InTouch Credit Union is a member-owned financial institution serving individuals and families across the United States. Committed to community empowerment and financial well-being, ITCU delivers exceptional service and innovative financial solutions. Learn more at [www.itcu.org](http://www.itcu.org).

### **About the Food Bank Partners**

- **North Texas Food Bank** (Texas)
- **Three Square Food Bank** (Nevada)
- **Gleaners Food Bank** (Michigan)

### **About Feeding America**

Feeding America is the largest hunger-relief organization in the U.S., ensuring millions of Americans have access to nourishing food each year.

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