



United Heritage Credit Union Partners with Central Texas Food Bank to Combat Food Insecurity in Texas



AUSTIN, Texas - Feb. 10, 2025 - [PRLog](#) -- United Heritage Credit Union (UHCU) is proud to share the success of its partnership with Central Texas Food Bank, which raised funds and provided meals for families facing food insecurity in Texas. UHCU incorporated several initiatives to amplify messaging about the Central Texas Food Bank, such as a Food Drive in partnership with Fox 7 Austin, selling Hot Cocoa Kits in its branches, and holding a special lending promotion. Through all of these efforts and a donation from the United Heritage Charity Foundation, UHCU was able to donate a total of \$31,800 to Central Texas Food Bank.

From December 9 to December 31, UHCU sold Hot Cocoa Kits and donated 50% of the proceeds directly to the Central Texas Food Bank. Each purchase provided 15 meals to families in need.

"With the sale of the Hot Cocoa Kits, United Heritage Credit Union raised \$2,355 for the Central Texas Food Bank, which translated into 4,710 meals provided to families across Texas," said Kevin Farley, Vice President of Experience and Engagement at UHCU. "This partnership reflected our commitment to giving back to the communities we serve, especially during critical times."

In addition to the Hot Cocoa Kit initiative and holiday food drive, UHCU further supported the Central Texas Food Bank through a special Black Friday lending promotion. As part of the campaign, UHCU pledged a \$100 donation for every approved and funded Home Equity Line of Credit (HELOC) during the promotional period. With 18 HELOCs funded, UHCU contributed an additional \$1,800 to the Food Bank, further amplifying the impact of its efforts.

"At United Heritage Credit Union, we strive to do more than just serve as a financial institution. We believe in actively contributing to the well-being of our communities," said Farley. "Partnering with the Central Texas Food Bank allowed us to address an urgent issue and make a real difference in the lives of Texas families."

United Heritage Credit Union remains a force for positive change across the state. With the credit union mission of "People Helping People" in mind, UHCU continues to lead initiatives that strengthen the communities it calls home.

For more information about UHCU's community initiatives, please visit <https://www.uhcu.org/foundation/home>

About United Heritage Credit Union

United Heritage Credit Union is a full-service financial institution whose vision is "To be your primary financial institution." Established in 1957, United Heritage has over \$1.5 billion in assets, more than 78,000 members and 10 branch locations. Through innovative technology, exemplary service standards and competitive products, United Heritage is a strong force in the credit union industry. For more information about United Heritage, visit uhcu.org. Federally Insured by NCUA.

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