



Media Contact

Autumn Foster
afoster@unitusccu.com
503-423-8468

FOR IMMEDIATE RELEASE

Unitus Community Credit Union Provides Disaster Relief Assistance to Maui

Unitus Donates \$5,000 to CUAid, Hosts Donation Drive with Ke Kukui Foundation for Maui Wildfires

Portland, Ore., August 17, 2023 – In support of the residents and communities affected by the wildfires in Maui, Unitus Community Credit Union has donated \$5,000 to the National Credit Union Foundation's CUAid relief fund, which supports credit union employees, volunteers, and communities impacted by the devastating wildfires that tore through Maui on August 8, 2023.

CUAid is working directly with the Hawai'i Credit Union League (HCUL) to provide funds to disaster victims. HCUL has been assessing the impact the fire had on Maui's twelve credit unions, which support more than 30,000 members. The Hawai'i Credit Union League is also working with its Valley Isle Chapter to coordinate monetary donations for employees and branches affected by the fires.

In addition to support of CUAid, Unitus has partnered with local nonprofit and community partner Ke Kukui Foundation to launch a donation drive in all branches. The drive, named Ke Kukui A Maui, meaning the light of Maui, provides a place for members and the community to come together to bring a light of hope to Maui. Monetary, gift card, and supply donations are currently being accepted at any Unitus branch.

As with many natural disasters, supply donation needs are constantly changing. A current list of needed items can be found on the Ke Kukui A Maui donation page at kekukuifoundation.org/MAUI. Unitus has partnered with the Ke Kukui Foundation since 2022 in support of 4 Days of Aloha, the largest Native Hawaiian event in the Pacific Northwest. The festival, which takes place every July in Vancouver, Washington, welcomes people of all ages and backgrounds to learn about Hawaiian arts and culture and to experience the spirit of aloha.

"Our thoughts are with the people of Maui and the communities affected by this heartbreaking tragedy," said Steven Stapp, President and CEO of Unitus Community Credit Union. "As a community credit union, we strongly believe in the credit union philosophy of 'people helping people.' That's why we've come together with our community partners and Indigenous Hawaiian team members to determine how we can best help victims of this natural disaster fiscally, and in action, so the people of Maui can begin to rebuild their lives and livelihoods."

"No task is too big when done together (a'ohe hana nui ke alu 'ia)," says Shay Kealoha, Mill Plain Branch Manager and Ke Kukui Foundation Board Member. "Mahalo nui loa to our community for coming together to kōkua (help) and kāko'o (support) the Maui community during this devastating time. Each contribution, no matter the size, makes a meaningful difference in the lives of those who need it most."

You can learn more about Ke Kukui Foundation and the ways in which it provides, preserves, and shares traditional resources and Hawaiian culture at kekukuifoundation.org. Community and credit union members are invited to donate to CUAid's Maui Wildfires Relief fund through a [secure donation link](#) on the National Credit Union Foundation's website.

About Unitus Community Credit Union

At Unitus, we're dedicated to improving lives in the communities we serve. As a member-owned local credit union, we invest in people by doing the right thing. Through partnerships with nonprofit organizations, we provide support for community groups through volunteerism and financial donations. Our 105,000 members count on us to serve them and their communities; our 300+ employees share that passion for service. Learn about the local impact Unitus makes by visiting unitusccu.com