

# NEWS

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Contact: Sue Murphy  
Liberty Bank Foundation  
(860) 638-2959 or  
smurphy@liberty-bank.com



## LIBERTY BANK, ROTARY CLUBS RAISE RECORD \$267,456 TO HELP FILL THANKSGIVING FOOD BASKETS



MIDDLETOWN, CT — With one in five of Connecticut children living in a household that is “food insecure” at some point during the year, a Thanksgiving feast wasn’t in the picture for many families in our communities. But

thanks to the 2015 Liberty Bank/Rotary Club Thanksgiving Dinner Drive, families living in Liberty Bank’s service area will benefit from \$267,456 raised to supply that food—a record for the 12-year-old partnership between the bank and 34 local Rotary Clubs.

Thirty-four Rotary Clubs and the East Haddam Lions Club have teamed up with the 48 Liberty Bank offices to raise \$213,965 during the weeks after Columbus Day. At the end of the drive, the Liberty Bank Foundation added 25 cents for each dollar raised, totaling \$53,491. Rotarians either use the funds to purchase and deliver Thanksgiving food to needy families, or donate the money to a local nonprofit organization that provides Thanksgiving baskets. All donations are used to provide food in the communities where they were given.

The top four fundraisers in this year’s Thanksgiving Dinner Drive are as follows:

The **East Hampton Rotary Club**, in partnership with Liberty Bank’s East Hampton and Marlborough branches, raised \$46,151, and earned \$11,538 in matching funds from the Liberty Bank Foundation, for a total of \$57,689, making them the **top fundraiser** in this year’s Thanksgiving Drive. Over \$27,000 of the funds came from the annual “Turkey Plunge” into Lake Pocotapaug, which occurred

on Saturday, November 14<sup>th</sup>. Other organizations that made major gifts included the Belltown Open Golf Tournament sponsored by East Hampton Congregational Church, private donors, and efforts from the East Haddam Community Lions, the Marlborough Congregational Church, and the Marlborough Business Association. Proceeds from the drive benefited the East Hampton Food Bank and Marlborough Food Bank.

The **Branford Rotary Club**, Madison Rotary Club and the Liberty Bank branches in Branford and Madison raised \$27,020 and received matching funds of \$6,755 from the Liberty Bank Foundation, for a total of \$33,775. The funds were donated to the Branford Food Pantry and Madison Community Services. Branford Rotary Club was the second highest fundraiser in the Thanksgiving Drive this year.

The third highest fundraiser, **Bristol Rotary Club**, raised \$19,315 in partnership with Liberty's Bristol office, and received matching funds of \$4,829 from the Liberty Bank Foundation, for a total of \$24,144. The funds were donated to the Zion Lutheran Food Pantry.

In fourth place, the **Southington Rotary Club** and the Liberty Bank branch in Southington raised \$13,784, and received matching funds of \$3,446 from the Liberty Bank Foundation, for a total of \$17,230. The funds were donated to the Southington Community Services for 500 food baskets being distributed to families and elderly, as well as to Bread for Life and other food charity organizations.

"In many towns where Liberty has branches, this drive has become the key mobilizer to meet the need for Thanksgiving food," said Sue Murphy, executive director of the Liberty Bank Foundation and a member of the Middletown Rotary Club. "Thanks to our Rotary partners, it has taken on a life of its own. It's a wonderful community collaboration."

Since it began in 2004, the Liberty Bank/Rotary Club Thanksgiving Dinner Drive has raised \$1.4 million to supply holiday meals to residents of the towns served by the bank. Last year's drive raised over \$209,000, including almost \$42,000 in matching funds from the Liberty Bank Foundation.

The following Rotary Clubs participated in the 2015 Liberty Bank/Rotary Club Thanksgiving Dinner Drive: Branford, Bristol, Cheshire, Chester, Clinton, Colchester, Deep River, East Hampton, Glastonbury, Groton, Haddam/Killingworth\*, Hamden, Kensington/Berlin, Madison, Meriden, Middletown, Mystic, New Britain/Berlin, New Haven, New London, Newington, Niantic, North Haven, Norwich, Norwich Sunrise, Old Saybrook, Plainville, Southington, Stoningtons, Wallingford, Waterford, West Hartford, Wethersfield/Rocky Hill, and Willimantic. The East Haddam Lions Club also participated.

Each Liberty Bank office collected contributions for its local Rotary, so the funds remain in the communities where they were donated. Some Rotaries collected and distributed funds for nearby

towns as well as their own, so that every town with a Liberty Bank office was included. (*Visit [www.liberty-bank.com/locations](http://www.liberty-bank.com/locations) for a list of Liberty Bank offices.*)

Liberty Bank branches participated in the fundraising by selling paper “turkey legs” to customers, and over \$11,000 of the total. The bank provided an incentive of free lunches to the staffs of the three branches that raised the most money through turkey leg sales.

Rotary is a global network of more than 1.2 million volunteer leaders who dedicate their time and talent to tackle the world’s most pressing humanitarian challenges. There are 34,000 Rotary clubs in more than 200 countries and geographical areas. Clubs are nonpolitical, nonreligious, and open to all cultures, races, and creeds. Their work impacts lives at both the local and international levels, from helping families in need in their own communities to working toward a polio-free world. As signified by the motto “Service Above Self,” Rotary’s main objective is service — in the community, in the workplace, and throughout the world.

Since its inception in 1997, the Liberty Bank Foundation has awarded over \$9 million in grants to nonprofit organizations within Liberty Bank’s market area. The foundation seeks to improve the quality of life for people of low or moderate income by investing in three areas: education to promote economic success for children and families; affordable housing; and nonprofit capacity building. Along with its grantmaking, the foundation strives to foster the convening and collaboration of nonprofits, funders, business, and government to address community issues.

Established in 1825, Liberty Bank is Connecticut’s oldest mutual bank, with more than \$3.9 billion in assets and 48 banking offices throughout the central, eastern, and shoreline areas of the state. As a full-service financial institution, Liberty offers consumer and commercial banking, home mortgages, insurance, and investment services. Rated outstanding by federal regulators on its community reinvestment efforts, Liberty maintains a longstanding commitment to superior personal service and unparalleled community involvement.

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