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Arizona Federal Teams up with Valley of the Sun United Way and Phoenix Rising to Kick Hunger One Goal at a Time

New Kicks for Kids Campaign Helps Fight Food Insecurity for Children in Maricopa County

PHOENIX, AZ – (April 23, 2021) – With one in four children experiencing hunger in Arizona, Arizona Federal Credit Union is pleased to announce the Kicks for Kids campaign in partnership with Valley of the Sun United Way (VSUW) and Phoenix Rising to help fight food insecurity during the 2021 season and beyond.

Looking to build off an already great four-year partnership with Rising, the official and exclusive credit union partner will donate one (1) WeekEnd Hunger Pantry Pack to Valley of the Sun United Way for every goal scored by the Rising this season. Created by VSUW to end hunger and food insecurity for children in Maricopa County, the [Pantry Pack program](#) provides families a set menu of 'shelf-stable pantry items' that help stretch their food dollars.

"We are so grateful to have Arizona Federal Credit Union and Phoenix Rising as our partners for Kicks for Kids," said Jayson Matthews, vice president of Community Development at Valley of the Sun United Way. "Their generous support of our Pantry Packs program helps us to provide weekend food staples for the families of 1,500 kids across Maricopa County who get their meals at school during the week. They are truly making a difference in our community."

In addition to the per-goal donation, Arizona Federal is challenging Rising fans join in and help end hunger. Throughout the season, fans can donate a pantry pack for just \$8 by texting **SCORE** to 5155 and Arizona Federal will match donations up to \$5,000.

"With our existing partnership with Phoenix Rising and current focus on youth initiatives, this campaign with Valley of the Sun United Way was a perfect fit," says Jason Paprocki, executive vice president and chief operating officer at Arizona Federal Credit Union. "Our hope is that the already passionate and loyal Rising fans will join us in this mission to provide children of our community the simple food items they need so they don't go to bed hungry."

United Way partners with local schools to identify families with the highest need, servicing schools and families in South and Southwest Phoenix, Maryvale, Guadalupe and more. Over 1,500 Pantry Packs are provided to students every month during the current school year.

"We have set a lofty goal, to become the first club in American soccer history to score 100 goals this season," said Rising head coach Rick Schantz. "We'll do our best to reach that goal. With Arizona Federal's backing and our fans chipping in every time we score, we'll be able to make a huge difference

for this great cause.”

For more information on the Kicks for Kids campaign or to donate, please visit donate.vsuw.org/kicksforkids.

About Arizona Federal Credit Union

Arizona Federal is a \$2.5 billion not-for-profit, local cooperative providing financial services and expertise to more than 140,000 member/owners. Founded in 1936, the credit union empowers members to take hold of their financial future through the delivery of leading-edge self-service tools and mobile apps, competitive rates on loans and deposits, robust home loan solutions, identity protection services, and small business services and commercial loans. Arizona Federal has a history of local community involvement and is the sponsor of the LiveNation Theatre venue and exclusive credit union partner of the Phoenix Rising FC. The credit union has 14 locations across the Phoenix metropolitan area. Deposits are federally insured by the National Credit Union Administration. For more information: ArizonaFederal.org.

About Valley of the Sun United Way

Valley of the Sun United Way envisions a community where every child, family and individual is healthy, has a safe place to live, and has every opportunity to succeed in school, in life and in work. As we work with our community, corporate and nonprofit partners to implement MC2026, our five-year plan for Mighty Change, we will put all of our efforts toward reaching bold goals for Maricopa County in Health, Housing and Homelessness, Education and Workforce Development. We invite you to join us.

www.vsuw.org

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