

FOR IMMEDIATE RELEASE
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Midland Credit Union Warms Hearts with First “Coats for a Cause” Drive

URBANDALE, Iowa — Midland Credit Union is proud to announce the success of its inaugural Coats for a Cause program, which collected 284 new and gently used coats for individuals and families in need across Iowa and Nebraska.

“This program reflects the Midland Difference in action,” said Randy Hass, CEO of Midland Credit Union. “Our members and employees came together to make a real impact. It’s inspiring to see what can happen when a community unites around kindness.”

Donation boxes were set up at Midland’s branch locations, and the results exceeded expectations, setting the stage for Coats for a Cause to become an annual tradition.

The coats were distributed to four partner organizations serving families and individuals in need in the Des Moines and Omaha/Council Bluffs metros:

- **Urbandale Community Action Network (UCAN)**
“We were so grateful to receive these coats! They will be distributed through a partner agency’s clothing closet,” said Eileen Boggess, Executive Director. “Thanks to Midland Credit Union’s generosity, our community members in need will be able to stay warm this winter.”
- **The Ankeny Klothing Exchange (TAKE)**
“Last year we distributed more than 900 winter coats to central Iowa families,” said Lu Ann Barnes and Jerry Linde of TAKE. “Midland Credit Union’s *Coats for a Cause* drive was a great kickoff to this year’s supply of warm winter clothing. Their donation is greatly appreciated.”
- **Children’s Square (Omaha/Council Bluffs)**
“We are deeply grateful for the generous donation of winter coats for the children and families we serve,” said Lori A. Bechtold, Chief Development Officer. “Midland Credit Union’s support not only meets immediate needs for the cold months ahead, but also reminds our families that compassion and community truly make a difference.”
- **New Visions Homeless Services (Omaha/Council Bluffs)**
“These winter coats will provide our neighbors who are experiencing homelessness with the essential warmth needed to survive the season,” said Phil McMillan, Development Director. “We cannot do what we do without the help of our community. Thank you, Midland Credit Union, for this generous donation.”

Coats for a Cause reflects Midland Credit Union’s long-standing commitment to community service – values which earned the credit union recognition as the Urbandale Chamber’s 2025 Business of the Year. From local partnerships to charitable giving, Midland continues to put people first and lead by example.

Learn more about Midland Credit Union’s community initiatives and the Midland Difference at midlandcu.org/.
