

Providing Basic Necessities



M25 Initiative and Cumberland County Code Blue Coalition – The M25 Initiative is a non-profit in Cumberland County that engages in innovative and cooperative solutions to alleviate suffering, feed the hungry, end poverty, reduce crime, revitalize a spirit of community, and transform lives. Century has been a staunch supporter of the Initiative since its inception.

The Code Blue program provides “warming centers” for homeless persons needing temporary shelter on frigid winter nights. It relies 100% on volunteers and donations. Among other things, the Bank’s monetary donations enable the program to send its exiting guests on their way with self-activating heated meals, toiletry kits and travel backpacks. Many of Century’s staff members donate personal care items, such as socks, gloves and hats as well.

Century also contributed raffle items to the Initiative’s annual Sock Hop fundraiser, in addition to spearheading a few fundraising efforts of its own. A “Dress Down” day was offered for employees who made a donation of \$5 or more, and a public fundraiser was held by selling and displaying paper hats and mittens. In addition, Century reached out to other local financial institutions and issued a friendly “Banker’s Challenge,” complete with supplied marketing materials, for them to raise their own donations.

When possible, the warming centers try to provide their overnight guests with an evening meal and breakfast before they go, so Century’s Cumberland County branches also acted as drop-off points for Code Blue’s much needed pantry items.

Food Distribution Programs – Throughout the year, Century actively supports multiple food distribution programs that help our communities’ less fortunate. Among this year’s most notable were: assisting the **Salvation Army** in providing over 200 turkeys and other food items for Thanksgiving; and an after-holiday influx of employee donations (along with a per item match by Century) of 650 items to help extremely low pantries such as **Shiloh Baptist Church** in Vineland, **Peter’s Pantry** in Elmer, and **Clonnell United Methodist Church** in Gibbstown replenish for the start of the new year.



Winter Coat Drive – Century and its employees once again partnered with **Bethany Grace Community Church** to host a winter coat drive to help the homeless and less fortunate in our area. Donations of new or gently worn and clean winter coats could be dropped off at any branch. Approximately 125 people of all ages were given much needed outerwear.

Making Homeownership Happen

Habitat for Humanity of Cumberland and Salem Counties – The Bank has been a long-time supporter of Habitat via Home Builds & Mortgage Sponsorships. In addition to Century’s financial contributions, this year, some of Century’s ladies also volunteered their time at the 7th Annual Women Build Event and focused their efforts on building a home’s interior.

Habitat for Humanity of Gloucester County – At the end of August, burglars broke into a locked trailer at a Deptford site where two adjoining homes were being constructed – one for an ironworker/welder’s apprentice and her family, and one for another single mother. When Century learned that the tools and equipment had been stolen, an in-branch fundraiser was organized to help get them replaced.