



GLEANERS HIGHLIGHTS

WHO:

Initiative Name:

Mow Down Hunger Fundraising Campaign

Campaign Supporters:

- Weingartz and thousands of individual donors

Key Players:

- Stacy Averill, Vice President of Community Giving & Public Relations
- Terry Colliia, Director of Marketing
- Kristin Sokul, Director, Tanner Friendman

Campaign Timeline:

September 14 - October 6

Contact for Questions:

- Terry Colliia, Director of Marketing



WHAT:

Overview:

The annual Mow Down Hunger matching gift campaign plays a critical role in supporting Gleaners feeding programs for children. For 11 years and counting, Mow Down Hunger helps provide 1 million meals to kids returning to school.

Weingartz, a Michigan-based and family-owned outdoor power equipment provider, continues to be an exclusive partner for the campaign, matching each gift up to \$120,000. During the three-week campaign, every dollar given provides six meals for kids and their families. With the help of many volunteers and our partners at Fox 2, the campaign concludes with a Double Your Donation Day telethon.

WHAT:

Teams and Departments Involved & How They Contribute:

- **Advancement:** Guides the overall campaign strategy, including key messaging, match partners, donor segments, and gift processing. Manages the execution of campaign deliverables, including paid advertising, email and social media communications, public relations, organizational storytelling and donor stewardship. Collaborates with Gleaners' PR agency to ensure messages are delivered across all external communication channels.
- **Programs (Child Nutrition Program):** Provides program information and statistics to inform donors of the impact of their gift.
- **Facilities, Customer Service, IT, Volunteers:** Provide support to ensure our Double Your Donation Day activities at the Detroit warehouse are safe, engaging and successful.

WHERE & HOW:

Scope:

Each year, the **Mow Down Hunger campaign** highlights the issue of childhood hunger and showcases the many ways Gleaners provides nutritious meals to kids in need. The public campaign provides inspiring messaging and visuals focused on Gleaners' programming that serve 200,000 children every year.

Targeted at existing donors, volunteers and prospective supporters, the campaign covers advertising (television, radio, digital, etc.), direct mail and personal solicitations, as well as Gleaners' email messages, social media and website. Mow Down Hunger campaign is implemented across all Weingartz stores, which crosses into western Michigan and Washtenaw County. Branding at the stores in locations outside Gleaners' service area include Feeding America West Michigan and Food Gatherers.

Impact:

Feeding America projects that the rate of childhood hunger in southeast Michigan is on the rise. Nearly one in every four children could face food insecurity due to the effects of the COVID-19 pandemic. Campaigns like Mow Down Hunger help raise vital support and awareness to help ensure Gleaners can continue to offer expanded food distributions to meet the increase in need.

The Mow Down Hunger campaign comes at a critical time: the start of a new school year. With many schools conducting virtual learning this fall, students who rely on free and reduced-price school meals could face more barriers keeping them from healthy meals.

By providing 1 million meals, the Mow Down Hunger campaign helps support:

- **School Food Mobile Program (SFM):** Providing free nutritious groceries to our school communities. Each monthly distribution provides 75-100 families with up to 30 pounds of food, including fresh vegetables, fruit, dairy, whole grains and lean protein.
- **BackPack Program:** Throughout the school year, students at high-need schools receive backpacks filled with fruit, vegetables, healthy proteins and grains – enough to supplement well-rounded meals over the weekend.
- **COVID-19 Emergency Response Efforts:** Gleaners continues to operate drive-up food distributions modeled after SFM in neighborhoods across southeast Michigan. Nearly 80% of households served at these sites include families with school-age children.

