

# GROWING TO GIVE

A Community Effort to Feed People in Need



Dear Partner in the Fight Against Hunger :

Channel One Regional Food Bank is serving more neighbors in need than ever, and we need your help to continue serving all who seek our assistance. To accomplish this task, Channel One Regional Food Bank needs to expand our facility.

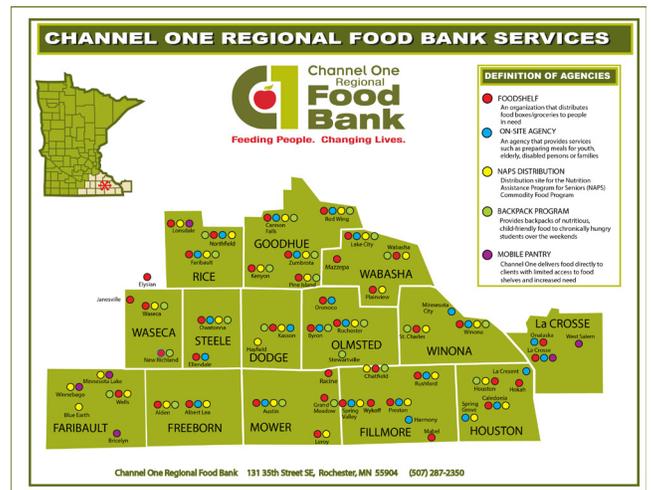


Channel One Regional Food Bank has been feeding people and changing lives for more than 30 years. **What began in 1980 as a small food shelf and programs for senior citizens has grown into a regional food bank distributing 9.3 million pounds of food to over 100,000 area residents in need last fiscal year. Nearly 40% of the clients we serve are children.** Channel One Regional Food Bank serves 14 counties in Southeast Minnesota and Western Wisconsin. These counties include Faribault, Waseca, Rice, Goodhue, Wabasha, Steele, Dodge, Olmsted, Freeborn, Mower, Fillmore, Winona, Houston and La Crosse County in Wisconsin.

**Channel One's expansion project will help ensure long-term stability of our organization by having the necessary space to acquire and distribute food to those in need.** The warehouse expansion will give us the capacity to provide food assistance to all persons at up to 200% above the poverty level in Channel One's 14-county region who do not have enough food for survival. Through the warehouse expansion and the addition of a teaching kitchen and community classroom, this project will allow us to continue to support area residents who are food insecure by providing supplemental food, nutrition education and other life skill opportunities.

**The expansion includes:**

- 23,000 square feet of additional warehouse space for dry storage
- An additional repack room to prepare food for distribution
- Over 1,500 square feet of additional freezer space
- 2,275 square feet of new cooler space
- A fully-functional kitchen and classroom for nutrition and community education classes

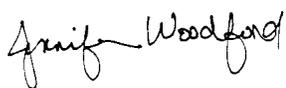


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We invite you to join with us and our three lead sponsors - the Minnesota Twins, Major League Baseball, the Twins Community Fund, and the Pohlad Family Foundation through the All-Star Fans Choose Grant, Mayo Foundation and Rochester Motor Cars - to help us with this critical expansion of our warehouse facility.

To date, Channel One has secured \$1,407,000 (83%) in funding from community partners, staff and our board of directors. We are seeking your assistance to raise the final \$288,000 to complete the project and continue feeding people and changing lives for many, many more years to come! **Enclosed you will find information on how you can help us reach our goal.**

**We look forward to having you as our partner in this vital project!**



Jennifer Woodford, Executive Director

**Want to learn more about Channel One?** Please visit our website at [www.helpingfeedpeople.org](http://www.helpingfeedpeople.org) or contact us at 507-424-1730.



Lonsdale Area Food Shelf staff, Kathy Vosejka, President (left), and Tami Heimer, Executive Director (right).

*“Partnering with Channel One is an essential piece for Lonsdale Area Food Shelf to be able to assist with the food needs of the economically challenged in our community. Being able to purchase food at a below-retail price means we are able to purchase far more with our dollars, thereby maximizing our donations. With Channel One’s new expansion they are able to offer a larger volume and variety of foods to the food shelves. As a relatively new food shelf (four years), we are finding that our client numbers are increasing as word of our services spreads. Having the ability to provide the offerings from Channel One becomes more and more important as each month passes.”*

*--Tami Heimer, Executive Director, LAFS*

## Working Together

**You can help us reach our goal to continue feeding people and changing lives! Here is how:**

- Show this video to your members and encourage them to give to our expansion project: <https://www.youtube.com/watch?v=YWan19W7tO8>
- Print off copies of the enclosed flyer and insert them in your bulletins.
- Contact Karen Doering at Channel One at 507-424-1705 to have a representative come speak to your organization about the expansion project.
- Give a gift to Channel One from your organization.
- Encourage your members to give to Channel One by taking an extra collection for the expansion project. (You can request additional envelopes by calling 507-287-2350).
- Share your organization’s commitment to partnering with Channel One on the expansion project on your social media pages. Just contact us to get the template!
- All materials are available in electronic form, so simply contact us and let us know what you need!



131 35th Street SE  
Rochester, MN 55904  
507-287-2350  
[www.helpingfeedpeople.org](http://www.helpingfeedpeople.org)



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## **Channel One Regional Food Bank is Growing to Give!**

For over 30 years, our partners have helped us feed people and change lives in our community. In fact, our partners helped us feed more than 100,000 individuals in 14 counties nearly 9.3 million pounds of food last fiscal year! This is an increase of nearly 1.3 million pounds of food over five years and the need continues to grow. With the increased need for hunger relief, Channel One needs to expand. **Our expansion project includes:**

- 23,000 square feet of additional warehouse space for dry storage
- An additional repack room to prepare food for distribution
- Over 1,500 square feet of additional freezer space
- 2,275 square feet of new cooler space
- A fully- functional kitchen and classroom for nutrition and community education classes

**We need your help to grow!** At Channel One, gifts of every size make a big difference. Please make a gift to Channel One Regional Food Bank's expansion project today and encourage your friends to become our partners as well! **You**



**can give securely online at [www.helpingfeedpeople.org](http://www.helpingfeedpeople.org) or by mailing a gift to:** Channel One Regional Food Bank, Attn: Expansion, 131 35th Street SE, Rochester, MN 55904. **To learn more about Channel One Regional Food Bank and our mission to work in partnership with others to help feed people in**

**need, please visit our website at [www.helpingfeedpeople.org](http://www.helpingfeedpeople.org) or give us a call at 507-424-1730. Thank you for helping us feed people and change lives!**



Bobbie, a proud mother of four children, grandmother of five and great grandma of two, moved to Rochester from Chicago in 1994. After moving here, Bobbie began working at Ability Building Center, where she worked for over nine years before she retired. When asked what Channel One means to her, Bobbie shared, "Channel One is a blessing to me! It really helps me out in between my needing food and waiting for my social security money to come again the next month. The people who work at Channel One are very helpful and friendly. I get the senior box each month, which has good things in it for me to eat. I am just thankful to God for a place like Channel One and for all the help you offer - from food to house and personal needs. I include you and all of those who donate to Channel One in my prayers. Everyone who comes to Channel One should consider it a blessing!"