

February 28, 2025
FOR IMMEDIATE RELEASE



Jessica Sund
Director of Development and Communications
Channel One Regional Food Bank
507-424-1729
jessicasund@channel-one.org

Channel One participating in 44th annual Minnesota FoodShare March Campaign

ROCHESTER, Minn. — [Channel One Food Shelf](#) is once again participating in GMCC's [Minnesota FoodShare March Campaign](#) March 1 through April 6.

Minnesota FoodShare March Campaign, the largest grassroots food and fund drive in the state, brings together organizations, businesses, faith communities, and people to help support the capacity of nearly 300 food shelves.

As the cost of living continues to rise, more families are struggling to afford basic needs, making food assistance more important than ever. In a recent statewide survey, we have discovered that one in five Minnesotans can't afford the food they need. On average, over 400 households a month in 2024 signed up for the very first time to visit our food shelf, a 40% increase over 2023. In Olmsted County, more than 12,900 people face food insecurity, 4,800 of whom are children.

With food insecurity at an all-time high, the Channel One Food Shelf is supporting a record number of households, with about 10,000 visits every month and over 115,000 visits total in 2024. To put that into perspective, that means about 55 households shop every hour the food shelf is open. These total household visits are an increase of 40% from 2023.

"Now it's more important than ever we come together as a community to help each other. With the drastic rise in food insecurity in Olmsted County we're seeing so many families visiting our food shelf for the first time," said Virginia Witherspoon, Channel One executive director. "We hope you will join us to make hunger history by investing in this important work and making sure every person in our region has the food they need to thrive."

Join in the Minnesota FoodShare March Campaign by making a gift to Channel One online at HelpingFeedPeople.org/Donate or sending a check to Channel One Regional Food Bank, 131 35th Street SE, Rochester, MN 55904. Channel One's fundraising success during this campaign influences the award amount received by GMCC.

The Minnesota FoodShare March Campaign runs from March 1 through April 6, which is the final date that donations to Channel One Food Shelf will qualify for the Minnesota FoodShare March Campaign.

About Channel One Regional Food Bank

Channel One Regional Food Bank, a member of Feeding America, strengthens food access and builds healthy communities. Channel One operates food programs to serve local and area needs such as: a food bank, a food shelf, mobile pantries, Kitchen Coalition and the Commodity Supplemental Food Program (CSFP). Channel One Regional Food Bank mobilizes organizations, volunteers, and donors to serve the network of over 125 nonprofit programs that provide food for children, adults, and families in need. Channel One serves 14 counties across southeastern Minnesota and western Wisconsin. For more information, call 507.287.2350 or visit helpingfeedpeople.org.

About GMCC's Minnesota FoodShare

GMCC's Minnesota FoodShare began its work in 1982 as a campaign advanced by congregations to restock food shelves in the seven-county Twin Cities Metropolitan Area. Because the effort was so successful, and the need so evident, March Campaign became a statewide initiative just one year later and is now in its 44th year.