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FOR IMMEDIATE RELEASE



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Channel One participating in 16th Annual Give to the Max Day November 21

ROCHESTER, Minn.—[Channel One Regional Food Bank](#) is excited to participate in the annual [Give to the Max Day](#) on November 21. Give to the Max Day, a statewide grassroots giving event organized by GiveMN, has raised more than \$330 million for more than 10,000 organizations since its inaugural year in 2009.

Channel One received more than \$33,800 in gifts from donors during Give to the Max Day 2023.

Channel One’s mission is to strengthen food access and build healthy communities with a vision that every community in the region is food secure. The organization serves people experiencing food insecurity in 14 counties in southeastern Minnesota and western Wisconsin through a network of over 125 partner food shelves, pantries, and programs.

The Give to the Max campaign comes at a critical time when the Channel One Food Shelf and the entire region continue to serve a record number of shoppers. For the entire region, the first three quarters of 2024 had more than 285,750 monthly household visits compared to 211,785 during the same period in 2023 (a 35% increase). By comparison, the first three quarters of 2024 had a 78% increase in monthly household visits compared to the same period in 2022.

The Channel One Food Shelf itself serves many people who have never needed assistance before. There were 3,190 new shoppers in the first three quarters this year compared to 2,576 from the same period in 2023 (a 52% increase). Also, there was a 74% increase between the first three quarters of 2024 compared to the same period in 2022. This increase means supporting Channel One through Give to the Max is crucial.

“We are seeing the highest numbers of neighbors visiting food shelves ever, and the only way we can keep up with the demand is through support from the community. We see around 30,000 visits a month in our service area, with 10,000 being at our onsite food shelf,” said Virginia Witherspoon, Channel One executive director. “As we work to serve this growing need, we rely on campaigns like Give to the Max to help us bridge the gap.”

As Channel One highlights the vital role Give to the Max Day plays in our community, the initiative reflects a similar impact for organizations statewide.

"In 2023, tens of thousands of Minnesotans and supporters from around the world came together to raise a phenomenal \$34.2 million for 6,615 nonprofits and schools across our state," said Jake Blumberg, executive director of GiveMN, the nonprofit behind Give to the Max. "Donor support continues to be a powerful force for good. Every dollar donated fuels the essential work of local nonprofits to improve lives and strengthen our neighborhoods."

To participate, visit [GiveMN.org](https://www.givemn.org) and search for the causes you care about most using keywords, your location, or by organization name. Give to the Max's Early Giving period begins November 1 and the campaign culminates on Give to the Max Day, Thursday, November 21.

Each donation through [GiveMN.org](https://www.givemn.org) qualifies Channel One for additional grants from the Give to the Max Day prize pool, thanks to the generosity of the Bush Foundation.

To follow along with Give to the Max and make a gift to Channel One, visit [GiveMN.org](https://www.givemn.org) beginning November 1, and use #GTMD24 to join in the conversation online.

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](https://www.helpingfeedpeople.org).

About GiveMN

GiveMN is an independent nonprofit organization working to ignite generosity and grow giving through GiveMN.org, Minnesota's giving marketplace, and RaiseMN, a fundraising coaching and training program.

Since 2009, more than 770,000 donors have made gifts with ease and enthusiasm through [GiveMN.org](https://www.givemn.org) to make a difference for causes in their communities. Through this online marketplace for generosity and giving events like the annual Give to the Max Day, GiveMN has helped to generate more than \$400 million for more than 14,000 nonprofits and schools.

RaiseMN serves Minnesota nonprofits through individualized coaching and programs to transform nonprofit fundraising. Focusing on small- to medium-sized organizations, RaiseMN builds more healthy and sustainable fundraising practices so nonprofits can continue to pursue and expand their mission in their communities.

Launched in 2009 by Minnesota Community Foundation, GiveMN is supported by many generous foundation and corporate partners, contributions from individual donors, and revenue from its programs.