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FOR IMMEDIATE RELEASE



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Channel One participating in 17th Annual Give to the Max Day November 20

ROCHESTER, Minn.—[Channel One Regional Food Bank](#) is excited to participate in the annual [Give to the Max Day](#) on November 20. Early Giving is now open! To participate, visit our GiveMN donation page [here](#). Every gift made during the early giving period enters Channel One into drawings for bonus grants from the Give to the Max Day prize pool, made possible by the generosity of the Bush Foundation.

Channel One received more than \$30,000 in gifts from donors during Give to the Max Day 2024.

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 100 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. Since the start of 2023, our region has experienced a staggering **67% increase** in monthly household visits to food assistance programs. We have seen over **302,929 visits** so far this year compared to 211,785 visits over the same period, in 2023. This increase reflects the ongoing challenges many families face, as the need for support continues to grow.

After SNAP recipients were notified on Tuesday, October 21, that their November benefits could be delayed, the Channel One's region has experienced an immediate surge in demand. At the same time, government food donations have **dropped by 50%** compared to last year, leaving Channel One with critically low supplies as the holiday season begins. With more families struggling to put food on the table, the need for food assistance in our community is more urgent than ever.

"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 32,000 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 2024, tens of thousands of Minnesotans and supporters from around the world came together to raise a phenomenal \$37 million for 6,000 nonprofits and schools across our state," said Jake Blumberg, executive director of GiveMN, the nonprofit behind Give to the Max. "Thanks to the support of thousands of donors, nonprofits and schools are equipped to create lasting change in our state."

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 #GTMD25 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 100 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.